



NOVEMBER 8 - 9, 2020 ■ JACOB K. JAVITS CONVENTION CENTER OF NEW YORK

Exhibitor Prospectus

# ABOUT HX

Enhanced by a new partnership with AAHOA, the HX conference and expo offers unparalleled opportunities to experience today's must-have hospitality innovations. The exhibit floor gives hotel and F&B owners/operators, leading brands and independent hoteliers, management and purchasing companies, and other industry executives direct access to a comprehensive range of operating supplies and equipment, from extraordinary guest amenities and GRM technology to back-of-house products and systems that improve overall profitability.

Where **Hospitality & Dining** meet to reimagine an industry.

<h2>4,400+</h2> <p>hotel and foodservice owners, executives, directors and general managers will attend HX.</p>	<h2>200+</h2> <p>exhibitors showcase the latest products and services in hospitality.</p>	<h2>1,700+</h2> <p>crossover attendees from co-located Boutique Design New York (BDNY).</p>
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## About the Hotel Industry

- Nearly **1,000,000** hotel rooms are located in the Northeast Corridor, the primary region where HX attendees are located. The rooms are represented from **10,390 properties** and account for **221.7 million room nights** annually
- **\$53.8 billion+** foodservice dollars are spent in the Tri-State Area of New York, New Jersey and Connecticut. This area is also home to 68,000 independent restaurants

## HX Exhibit Categories



### EXHIBIT SHOW FLOOR

30,000 net sq. ft.

### DATES & HOURS

Sunday, Nov. 8 • 10:00 AM – 5:00 PM  
Monday, Nov. 9 • 10:00 AM – 5:00 PM

	PREMIUM BOOTH PACKAGE	BRING YOUR OWN BOOTH PACKAGE	TECH KIOSK
<b>Early Bird Rate</b>	<b>\$69.85</b> Per SQ FT	<b>\$45.95</b> Per SQ FT	<b>\$3,517.50</b>
<b>Regular Rate</b> (after March 2nd)	<b>\$72.55</b> Per SQ FT	<b>\$49.50</b> Per SQ FT	<b>\$3,517.50</b>
<b>Includes:</b>	White Smart Wall System, Lighting, Carpet, and Drayage  *Non-weight Bearing Wall	Back and Side Pipe & Drape & Drayage	Counter, Monitor, Bar Stool, graphic panel with company logo, Internet Access, and Electrical Plug
<small>*\$325.00 per corner premium charge, Min. 200 sq ft *\$99.00 Digital Marketing Fee</small>			

# BACK IN 2020

## HX: The Conference

- Two day **stand-alone** conference
- Session Core Pillars:
  - **Development**
  - **F&B/Restaurant**
  - **Finance**
  - **Leadership**
  - **Operations**
  - **Technology**

## HX: The Show

- **Food Service Pioneering Concept** — the creation of unique foodservice venues that can operate in lobby spaces. The FPC specifically focuses on a concept designed to bring foodservice to the lobbies and other public spaces in hotels and resorts.
- **HX: The Stage** — engagement opportunities on the trade show floor to communicate industry information, trends, and to showcase the latest hospitality products and services.

## HX: GenFWD

- **Young Professionals Reception** — a celebration with up-and-coming hoteliers and on-the-rise industry peers designed to help hospitality professionals who are early on in their careers make new connections.

## HX brings you the power of partnership

We have partnered with top hospitality associations and media brands to promote HX. Partners for HX 2020 include:



Through print & digital advertising, targeted emails to their circulation databases and coverage of HX, these partners will help spread the news and bring more hospitality professionals to HX this November.

**And that translates to more business opportunities for you.**





# WHO ATTENDS HX?

## Sample Attendee List

**ANDAZ PALM SPRINGS**  
General Manager

**ARAMARK**  
District Manager

**AVENDRA**  
Strategic Sourcing Manager

**CAESARS ENTERTAINMENT CORPORATION**  
President of Hospitality

**CAMELBACK RESORT**  
General Manager

**CHOICE HOTELS INTERNATIONAL**  
Director of Franchise Development

**COMPASS GROUP NORTH AMERICA**  
Director

**DENIHAN HOSPITALITY GROUP**  
Executive Vice President  
Operations & Technology

**DOHERTY ENTERPRISES  
(140 RESTAURANTS)**  
VP of Operations

**DREAM HOTEL GROUP**  
VP of Technology

**EDWARD DON & COMPANY**  
District Sales Manager

**FOUR SEASONS HOTEL NEW YORK**  
Director of Rooms

**FOUR SEASONS HOTELS & RESORTS**  
Senior Director of F&B Americas

**FRCH DESIGN WORLDWIDE**  
Vice President of Creative

**GANSEVOORT HOTEL GROUP**  
President and Founder

**GIRL SCOUTS OF AMERICA**  
Vice President, Procurement, Vendor Management

**HEI HOTELS & RESORTS**  
Vice President Food and Beverage  
and Procurement

**HERSHA HOSPITALITY MANAGEMENT**  
Executive Vice President

**HIGHGATE HOTELS**  
SVP of Technology

**HILTON WORLDWIDE**  
Director of Brand Food and Beverage

**HYATT HOTELS CORPORATION**  
Senior Vice President, Operations Americas

**IHG**  
Director of Global Procurement

**KEMPERSPORTS GOLF COURSE  
MGMT COMPANY**  
Director

**KIMPTON HOTEL & RESTAURANT GROUP, LLC**  
Vice President, Catering + Banquet Brand Operations

**LOEWS HOTELS**  
Director of Operations

**MARCUS HOTELS & RESORTS**  
SVP of Operations

**MARRIOTT VACATIONS WORLDWIDE CORPORATION**  
Executive Vice President and Chief Growth  
and Inventory Officer

**MIRBEAU INN & SPA**  
General Manager

**NEW CASTLE HOTELS, LLC**  
Vice President Food and  
Beverage & Rooms /Managing  
Director

**OMNI HOTELS & RESORTS**  
Vice President Food and Beverage

**OS&E INC.**  
President

**PARKER MERIDIEN HOTEL**  
General Manager

**SAM TELL & SON, INC.**  
Vice President

**SOURCE1 PURCHASING**  
Director of Purchasing

**THE BROADMOOR**  
CEO

**THE MONTELEONE HOTEL**  
Vice President and  
General Manager

**THE PENINSULA NEW YORK**  
Purchasing Director

**VANDERBILT BEACH RESORT**  
General Manager

**WALT DISNEY PARKS & RESORTS**  
Regional General Manager

**WYNDHAM HOTEL GROUP**  
Vice President Operations

**TWO ROADS HOSPITALITY**  
Vice President, Restaurant, Bars & Events

## DECISION MAKERS

Brand Marketing Manager  
Chief Executive Officer  
Chief Financial Officer  
Chief Operating Officer  
Chief Information Officer  
Chief Technology Officer  
Creative Director  
Director of Engineering  
Director of F&B  
Director of Finance/Accounting  
Director of Foodservice  
Director of Housekeeping  
Director of HR  
Director of Operations  
Director of Purchasing  
Director of Revenue Management  
Director of Sales & Marketing  
Director of Security & Safety  
Director of Sustainability  
Director of Telecommunication  
Director of Facilities and  
Maintenance  
Executive Chef/Sous Chef  
Foodservice Consultant  
Foodservice Equipment Dealer  
General Manager  
Guest Services Manager  
Interior Designer/Architect  
Owner/Operator  
Project Manager  
Rooms Division Manager

## 2018 ATTENDEE SEGMENTS

### Engaged Attendees = Motivated Buyers

Exhibiting at HX is the best investment in business development you will make in 2020.

- **Highly coveted buyers** and decision makers
- **74% +** are involved in **buying and decision making**
- **1/3** of all attendees are from companies of **250+ employees**
- HX's marketing reach has expanded to include **more leaders** and **owners** from casinos and resorts, independent hotels and the military
- HX attracts **senior executives** who control purchasing for **hotel operations, foodservice, housekeeping, technology** and other key areas

### TYPES OF BUSINESSES

Bed & Breakfasts	Hotel, Resorts and Spas
B+I Foodservice	Hotel & Restaurant Management Companies
Casinos	Independent Hotel & Restaurants
Country Clubs	Purchasing Companies
Cruises	Senior Living
Design Firms	Private Clubs
Healthcare Foodservice	



# MARKETING OPPORTUNITIES

Your success is our success at HX. As an exhibitor, you are the VIP, and HX offers you dozens of marketing strategies, tips and tools for success. There are fabulous targeted sponsorship opportunities, as well as presentations and special features to establish your brand.

## What's included with your exhibit booth?

- Opportunity to submit your product and/or service in the Editors' Choice Product Awards and TECHpitch Competition (fees may apply)
- Complimentary listings
- Social media drivers
- VIP customer promo codes & invitations

## Value Added Investments to Increase Your ROI

- Exclusive conference sponsorships
- HX website banner ads
- Show directory ads
- Sponsorship opportunities (get details, these sell out fast!)
  - Registration (onsite and online)
  - Post-show exhibitor emails
  - Entrance door decals
  - Water cooler stations
  - Lanyards
  - Tote bags
  - Stair decals
  - Speaker ready room
  - conference F&B break



EDITORS' CHOICE AWARDS AND TECHpitch WINNERS AT HX 2019

### DESIGN ELEMENTS

Farmshelf

### FACILITIES & MAINTENANCE

Olimpia Splendid USA

### FOOD & BEVERAGE

UseMe Life

### GUEST AMENITIES & SERVICES

ENERQi

### TECHNOLOGY

ENERQi

## Custom marketing programs are available

For additional details and pricing please contact:

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# HX: EXHIBITOR TESTIMONIALS

## AVVIO

PREMIUM BOOKING PLATFORM  
FOR HOTELS

Rich Tuckwell

North American President, AVVIO

*"HX is a great platform for Avvio, because just like Avvio, it's always focused on providing the best experience for guests," says Tuckwell. "HX is unlike any show I have ever attended, and it's so refreshing to attend a show where everyone is focused on the guest's journey, from beginning to end."*



SERVICE QUALITY  
MANAGEMENT PLATFORM

Karen O'Neill

President-Americas

*"We always try to attend and exhibit at the HX show because the show provides us opportunities to collaborate and network with leading hospitality professionals. In fact, amongst other promising leads, we connected with a company that is interested in collaborating their product and our housekeeping app which could result in closing a deal with over 12,000 rooms!"*



SUPERIOR COMMERCIAL SOAP  
DISPENSERS FOR GUEST AMENITIES

Heather Manness

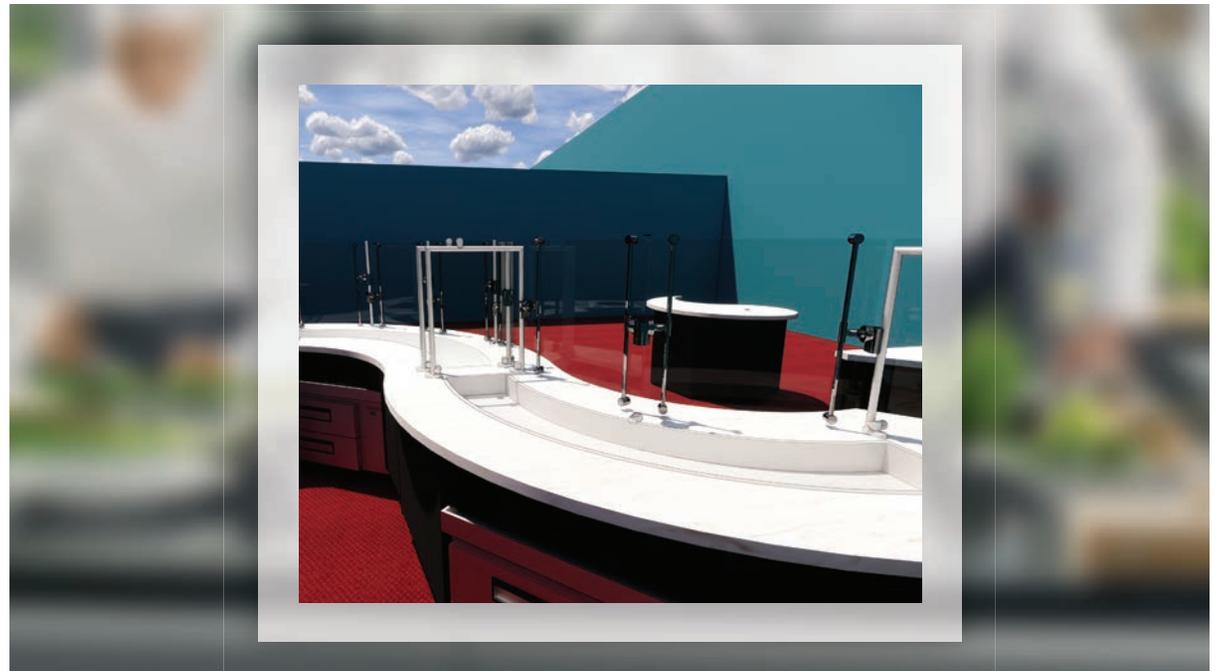
*"It was the best show we have done to date and that says a lot considering we have been doing the New York show for many years"*



## STRATEGICALLY-POSITIONED EDUCATION SESSIONS AND 2019 FOODSERVICE PIONEERING CONCEPT DESIGN

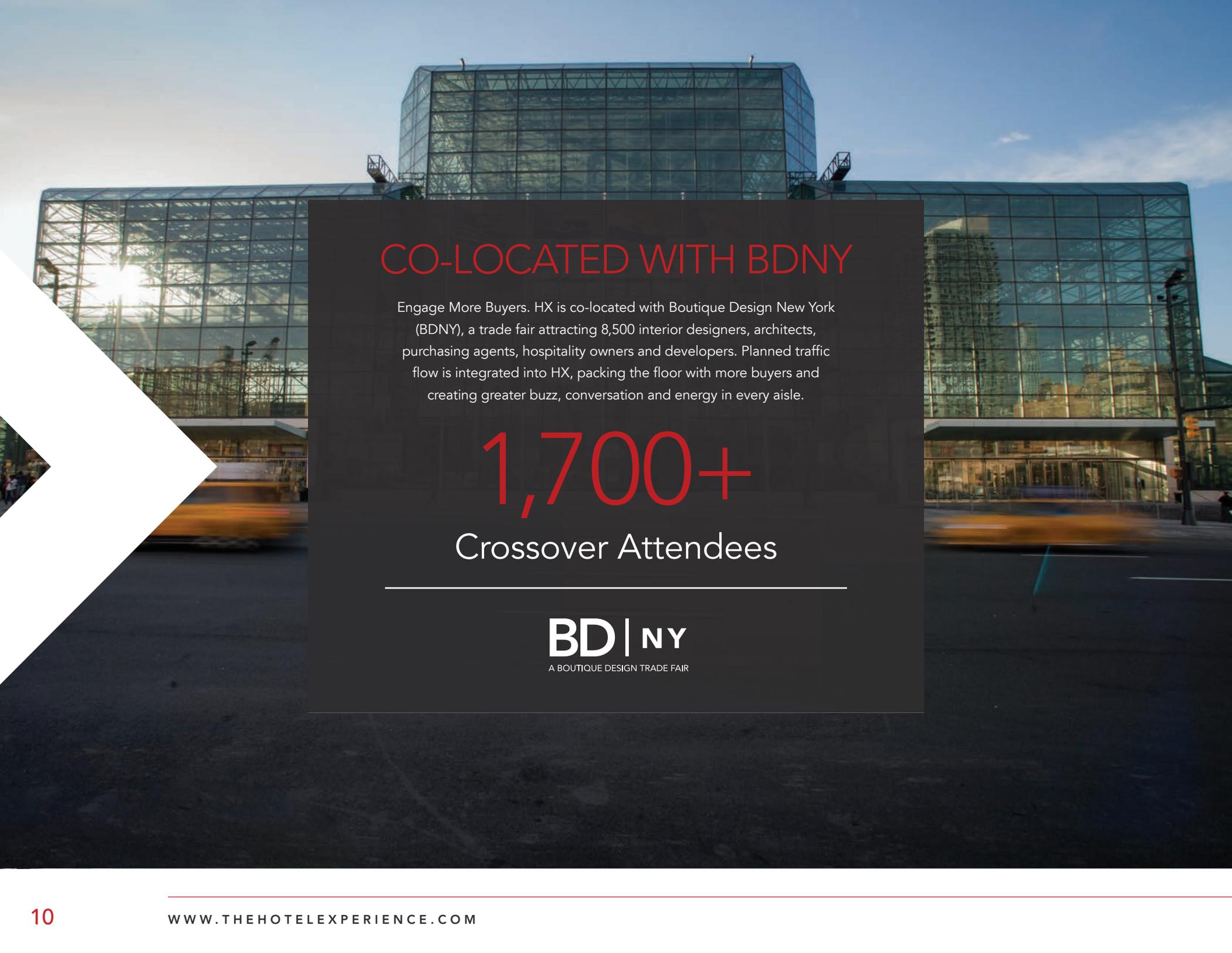
Back this year is our popular educational sessions, located on the trade show floor. These sessions are filled with theater presentations, panel discussions, cutting-edge product demos and keep attendees engaged on the trade show floor.

Each year, the Foodservice Pioneering Concept Design is a curated special exhibit that incorporates products and services to demonstrate what's new and what's next in shaping the guest experience. Through a collaboration between HX, the Foodservice Consultants Society International (FCSI) and vendor partners, these concepts come to life, built as life-sized working models on the HX show floor.



2019 FOODSERVICE PIONEERING CONCEPT WINNER:  
DUALITY, DESIGNED BY FOODSPACE





## CO-LOCATED WITH BDNY

Engage More Buyers. HX is co-located with Boutique Design New York (BDNY), a trade fair attracting 8,500 interior designers, architects, purchasing agents, hospitality owners and developers. Planned traffic flow is integrated into HX, packing the floor with more buyers and creating greater buzz, conversation and energy in every aisle.

1,700+

Crossover Attendees

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**BD | NY**  
A BOUTIQUE DESIGN TRADE FAIR

# CONTACT US

Apply to exhibit online:

[www.thehotelexperience.com](http://www.thehotelexperience.com)

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