



EXHIBITOR PROSPECTUS

REDEFINING HOSPITALITY

HX: THE HOTEL EXPERIENCE

POWERED BY AAHOA

NOVEMBER 14 -15, 2021 | JACOB K. JAVITS CONVENTION CENTER OF NEW YORK



ABOUT HX

Enhanced by the 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.

2,400+

hotel and foodservice owners, executives, directors and general managers will attend HX.

100+

exhibitors showcase the latest products and services in hospitality.

1,700+

crossover attendees from co-located Boutique Design New York (BDNY) and International Contemporary Furniture Fair (ICFF)

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*

*Pre-COVID

HX Exhibit Categories

- Bath and Spa Products
- In-room Electronics/Entertainment
- Guest Services
- Cleaning Equipment and Supplies
- Food and Beverage
- Financial Management
- Safety and Security
- Beds and Bedding
- Facilities and Maintenance Equipment
- Sustainable Products
- HVAC/PTAC
- Tabletop and Table Linens
- Energy Management
- Technology
- Software and Data Analysis
- Furnishings
- Housekeeping and Laundry Equipment and Supplies
- Food Service Equipment and Supplies

Dates & Hours

Sunday, Nov. 14 • 10:00 AM – 4:00 PM
Monday, Nov. 15 • 10:00 AM – 3:00 PM

	PREMIUM BOOTH PACKAGE	BRING YOUR OWN BOOTH PACKAGE	TECH KIOSK
Booth Rate	\$76.15 Per SQ FT	\$52.60 Per SQ FT	\$3,517.50
Includes:	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
	*\$325.00 per corner premium charge. *\$99.00 Digital Marketing Fee		

BACK IN 2021

HX: The Conference

■ Two day stand-alone conference

■ Session Core Pillars:

- Development
- F&B/Restaurant
- Finance
- Leadership
- Operations
- Technology

HX: The Show

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 brings you the power of partnership

We have partnered with top hospitality associations and media brands to promote HX. Partners for HX 2021 include:



Hotel Business

HOTELIER

NYC | HOSPITALITY
ALLIANCE



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 Past 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

Engaged Attendees = Motivated Buyers

Exhibiting at HX is the best investment in business development you will make in 2021.

- **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

B+I Foodservice

Casinos

Country Clubs

Cruises

Design Firms

Healthcare Foodservice

Hotel, Resorts and Spas

Hotel & Restaurant
Management Companies

Independent Hotel &
Restaurants

Purchasing Companies
Senior Living

Private Clubs

2019 Attendee Segments

51%

Lodging

18%

Foodservice

31%

Design,
Consulting,
Purchasing
Firms

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
- 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



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."



ONE STOP SHOP SOLUTION

Margaret Lawrence

Vice President, Wayfair Professional

"The Hotel Experience show has always been a fruitful event for Wayfair Professional. It has consistently given us the opportunity to create relationships with new contacts across the hospitality industry."



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."



SOLUTIONS FOR HOSPITALITY FOOD SERVICE AND RESTROOM NEEDS

Brenda Richelt

Senior Market Development Manager,
GP Pro

"We really wanted to meet as many of our current customers as possible and certainly find new business, get exposure to new hotels. We also wanted to continue to grow our industry knowledge and see what the coming trends are."

CONTACT US

Apply to exhibit online:

www.thehotelexperience.com

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For more information about AAHOA

Membership, contact Sales at:

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Find us on social media:



#HX2021

Learn more about HX: The Hotel Experience by scanning the QR code below or by visiting our website.



PRESENTED & PRODUCED BY



CO-LOCATED WITH



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

www.thehotelexperience.com

www.bdney.com

www.icff.com