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HX Partners with New York City Hospitality Alliance to Expand Foodservice Segment of Trade Show

Exceptional sessions and chef demos will be featured this November

NEW YORK, NY – (June 13, 2016) – HX: The Hotel Experience, now in its second year of a multimillion dollar rebrand, and the New York City Hospitality Alliance have formed a partnership, through which the Alliance will produce restaurant and foodservice content for the Show, November 13-15, 2016 at the Jacob K. Javits Convention Center.

The Alliance will create and present sessions for both HX: ONSTAGE-RESTAURANT, the Show's on floor center for foodservice education, and chef demos at the new HX: COOKS, the Show's culinary theater.

New York City Hospitality Alliance represents 2,000 members made up of restaurant and nightlife establishments across all five boroughs, and plays a critical role in meeting the specialized and unique needs of these essential pillars making up New York City's identity.

"We're thrilled to partner with HX to discuss today's hottest trends and topics in the hospitality industry. We'll bring together some of the most influential names in the industry to dish on topics ranging from tipping to mobile technology. If you're in the hospitality industry, you will not want to miss this year's show, I assure you," commented Andrew Rigie, Executive Director of NYC Hospitality Alliance.

"Whether it's sessions for HX: ONSTAGE-RESTAURANT or demonstrations at HX: COOKS, we know the creativity and talent of the Alliance's diverse membership will bring relevant, thought-provoking content to attendees," said Phil Robinson, HX Group Show Director.

HX 2016 includes three enterprise feature areas on the show floor: HX: TECH, sponsored by MasterCard, is home to technology education and will demo the latest tech tools and gadgets. HX: ONSTAGE-HOTEL will feature top hospitality leaders, who will educate attendees on subjects such as: travel trends, management, leadership, and sales and marketing direction. HX: ONSTAGE-RESTAURANT will present chefs, restaurant owners and operators and kitchen consultants and designers covering what's new and what's next in the foodservice industry.

For more information on HX please visit www.thehotelexperience.com. Plus, save 30% on your ticket today by registering early: <https://www.xpressreg.net/register/hoex1116/landing.asp>.

About NYC Hospitality Alliance

New York City Hospitality Alliance is a membership-based organization, founded in 2012 to foster the growth and vitality of the industry that has made New York City the Hospitality Capital of the World. The Alliance is committed to advocating on each members' behalf in the halls of government, the media and beyond, to reduce regulatory burdens, streamline the licensing and permitting process, and represent the industry's interests on all proposed laws impacting NYC restaurants and nightlife establishments. By providing education and training, access to expert consultants, and opportunities to collaborate and exchange ideas, we help ensure that members have the tools necessary to prosper and continue to offer the world-class quality of service that has made our industry famous and our city a global destination.

<https://www.thencalliance.org/>

About HX

HX: The Hotel Experience is now in its second year of a multimillion dollar rebrand. HX is North America's largest trade show for hotel and foodservice owners, executives, directors, and GMs from across the hospitality spectrum, and manufacturers and marketers of all things hospitality. HX is held annually each November in New York City at the Jacob K. Javits Center.

HX is sponsored by the [American Hotel & Lodging Association](#) (AH&LA), [the Hotel Association of New York City, Inc.](#) (HANYC), and [the New York State Hospitality & Tourism Association](#) (NYSH&TA), managed by Hospitality Media Group (HMG), and collocated with [Boutique Design New York](#) (BDNY), November 13-14, 2016.

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