

HX 2016

HX has some exciting new features to highlight this year, now in the second year of a multi-million dollar rebrand from IHMRS to HX: The Hotel Experience.

Not only does HX has a brand new look and feel but HX: TECH is adding new interactive features this year to help the attendee experience sky rocket, and educate about all the new tech gadgets. Not to mention, HX is now adding a brand new live demo section to the show called HX: COOKS that will include some of the top chefs in the industry. This is definitely a must-attend event this year.

HX: TECH Area at HX: The Hotel Experience 2016

The place to be for all things tech + digital marketing.

HX: The Hotel Experience is now expanding on technology and digital marketing for hospitality and travel. HX: TECH Area and Stage are coming back in a big way this year! The HX Experience team is expanding the offerings in the area from last year, and it truly will be the spot to visit during the show.

Dahlia El Gazzar, Tech Evangelist, DAHLIA+, and HX: TECH contact, explained that HX will have lots of new and innovative ways to expand your knowledge in the up-and-coming hospitality tech gadgets this year. “Here’s what you can expect at the HX TECH area”, says Gazzar. “TECH Bar, where you can drop by to get tech help at the Tech Bar, and get answers and advice on all your tech and digital marketing questions. Wearable Tech Showcase where you can experience and play with wearable tech gadgets like VR gear, robots, and more, and see how they will impact your professional and personal worlds right now! LinkedIn Corner & Headshot Station that will allow HX staff to update LinkedIn Profiles and headshots for all attendees at no charge.”

HX will also feature all new technology focused sessions and speakers that will help build knowledge about issues facing the hospitality industry and new ways to expand your hotels technology base to help create a better guest experience.

Speakers include, MasterCard, Google, Marriott Hotels & Resorts, Interstate Hotels, IHG, Maidbot, Hotel Business, and more! Here’s a sneak peek of some of the topics that will be covered at the HX: TECH stage:

- Challenges & Solutions in Hospitality Cybersecurity
- The Future of Mobile Payments in the Hospitality Industry
- 10 Ways Virtual Reality Will Change Your Guest Experience
- A Glimpse of Robotics in the Hospitality Industry
- Top Digital Marketing Trends & Tactics for the Travel & Hospitality Industry
- Mega Trends Impacting the Travel Industry
- Productivity Apps That Work for You & Your Teams

Lastly, HX: TECH will be hosting their 2nd annual TECHpitch Competition. This allows HX technology exhibitors to showcase their unique products in a 15 minute presentation with the winner chosen by HX attendees. The winner will be announced from the HX: TECH stage on Tuesday, November 15.

With so much to look forward to at HX: TECH, HX: The Hotel Experience is a must-attend event. Click [here](#) for more information and to register for the show.

HX: COOKS

NEW for 2016, come check out live demos on the show floor from [NYC Hospitality Alliance](#). Chefs from all over will teach cooking techniques and show off their skills in this lively area. You won't want to miss this brand new addition to the show.

November 13-15, 2016

Demos

Sunday, November 13:

10:45-11:30am

1:45 – 2:30pm

3:15 – 4:00pm

Melba Wilson, Melba's Restaurant
Michael Laiskonis, Institute of Culinary
Education

Monday, November 14:

10:45-11:30am

1:45 – 2:30pm

3:15 – 4:00pm

Daniela Soto-Innes, Cosme
Chris Jaeckle, all'onda
Karl Franz, 67 Orange (mixologist)

Tuesday, November 15:

10:45-11:30am

1:45 – 2:30pm

3:15 – 4:00pm

Joe Dobias, Joe & Misses Doe
Manish Mehrotra, Indian Accent
Ulysses Vidal, Employee's Only (mixologist)

Speakers and Sessions

The session lineup for HX: The Hotel Experience 2016 is taking shape—and it's now available for your viewing [online](#). There you'll find the most up-to-date schedule, session outline, and [speaker](#) information for the largest Hospitality Show in North America.

“HX session attendees keep up with trends and make smarter business decisions, and our three on floor stages—Hotel, Restaurant and Technology help attendees focus on the topics most relevant to them,” said Phil Robinson Group Show Director.

Exposure to profession-altering insights presented by top industry leaders happens only once a year at HX in New York City, November 13-15.

Session highlights at HX: ONSTAGE-HOTEL

Hotel CapEx: What's in Store for the Next 18 Months & What it Means to Your Business
Hear an all-star panel of International Society of Hospitality Consultants (ISHC) members discuss the impact of our current hotel cycle and its implications.

Behind the Numbers—What Two Leading 2016 Surveys Say About Sustainability Trends

Discover trends and innovative best practices from two leading industry surveys.

- STR presents the 2016 Lodging Survey, featuring topics ranging from energy management sensors to recycling programs to electric vehicle charging stations.
- Greenview presents the Green Lodging Survey, including results of “green” questions never before posed to hoteliers.

STR’s Lodging Industry Trends

Join STR and learn how industry trends, outside influencers and potential disruptors will impact hotel performance in the future.

Session/competition highlights at HX: TECH, *Sponsored by MasterCard*

New Consumer Mega-Trends Reveal the Future of GX

Sabre Hospitality Solutions explores mega-trends defining the future of business and consumerism and how they are impacting hospitality and the guest experience

Plus, engage with the winner of [TECHPitch](#), whose innovation may change the way you do business.

Session highlights at HX: ONSTAGE-RESTAURANT

Three of eight sessions developed by The NYC Hospitality Alliance explore how top trends can impact your business—and help it grow.

- Rooms to Restaurants offers an insider’s look into how food and beverage are enhancing the hotel experience.
- PR & The Digital Age answers questions about social media’s influence on your business.
- Tech in the Fast Casual Boom discusses in-depth how the fast casual restaurant segment is using technology to streamline their operations and scale their concepts.

Take in all of this—and so much more—at the remarkable early bird rate.

Go ahead and browse the show [sessions](#) and [speakers](#) online, but don't put off your registration. Early bird deadline ends on Monday, October 17.