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Tech Zone to Showcase Hot Trends & Tech Innovations for Hospitality Professionals

HX: TECH at HX: Hotel Experience 2016 will feature industry thought leaders, transformational companies, and an interactive technology exploration format

NEW YORK, NY (September 15, 2016) — HX: The Hotel Experience 2016, taking place November 13-15 at the Javits Center, will highlight how technology is transforming the hotel, restaurant, and hospitality industry. With top executives and innovative leaders heading the HX: TECH speaker lineup, content will educate hospitality companies and professionals on the latest trends and how to hone technology and marketing to better engage guests and grow their audiences.

Dahlia El Gazzar, Tech Evangelist of DAHLIA+ AGENCY and the HX: TECH lead, explained that HX has immersed itself with introducing new and innovative ways to expand knowledge of up-and-coming tech trends, solutions, and gadgets affecting the industry. “HX: TECH, ([Sponsored by MasterCard](#)) will feature trend-breaking experts who are at the forefront of creating better guest experiences,” says El Gazzar. “Topics have been handpicked with headline-grabbing instigators and head-scratching challenges in mind.”

Confirmed session speakers include Google, Maidbot, Marriott Hotels & Resorts, Savioke, Interstate Hotels, IHG, and *Hotel Business*—with more in the works. Slated topics currently include:

- 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

HX: TECH will also have at its core fixtures focused on everyday technology for both personal and professional lives. The Tech Bar is the anchor: a walk-up help desk format where attendees can hang out and recharge, get general tech help with their devices, and learn about useful apps and digital marketing. “It’s all work *and* some play,” says El Gazzar. “We’ll be helping the savvy and the not-so-savvy alike learn how to become better professionals and be more efficient at the things they need to accomplish every day.”

The Tech Bar will have a Wearable Tech Showcase to experience and play with wearable tech gadgets like virtual reality, mini robots, and more; the LinkedIn Corner and Headshot Station will help attendees improve their personal branding through profile reviews and professional headshots—free of charge.

Last but not least! HX: TECH will be hosting the 2nd annual Tech Pitch Competition. Technology exhibitors will showcase their unique products in 15-minute presentations, with the most innovative winner chosen by HX attendees throughout the show and announced from the HX: TECH stage on Tuesday, November 15.

With its feature-rich technology focus, HX is the not-to-miss event for hospitality professionals. [Click here for more information and to register for the show »](#)

About HX

HX is North America’s largest trade event for hotel and foodservice owners, executives, directors, and GMs from across the hospitality spectrum, and manufacturers and marketers of all things hospitality. It is held annually in November in New York City.

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) and is managed by Hospitality Media Group (HMG).

HX: The Hotel Experience- Rooms to Restaurants, will feature three full days of exhibits from Sunday, November 13, through Tuesday, November 15. HX is co-located with the 7th annual Boutique Design New York (BDNY), a trade fair tailored exclusively to hospitality design professionals. Collectively, the two shows will present 900 exhibitors and attract some 18,000-industry professionals. For more information visit the website at www.thehotelexperience.com

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