

Press Inquiries:
Allison Traylor
513.263.9333
allison.traylor@hmgllc.com

HX: The Hotel Experience 2017 attendee registration now open
FOR IMMEDIATE RELEASE: 06/12/2017

NEW YORK, NY...(June 12, 2017) – Attendee registration for North America’s largest hospitality trade show, HX: The Hotel Experience, November 12-13, 2017 at the Jacob K. Javits Convention Center in New York City, is now open at the newly redesigned website, www.thehotelexperience.com.

“HX gives the hospitality professional an expansive, 360° look at the guest experience and how it will impact their property’s appeal, efficiency and profitability,” said Phil Robinson, HX show director.

The show features over 400 exhibitors, top of the line industry speakers and panels, and live interactive demos. Special feature areas for HX 2017 include:

- **HX360° INNOVATION ZONES.** New this year, three fully built out areas designed by industry visionaries to engage attendees in the latest trends in the key hospitality areas of Lobby & Bar, Food & Beverage, and Spa & Wellness.
- **HX: TECH.** This ever-popular section is bigger than ever — filled with the latest technology impacting the hospitality industry. From digital security and signage to drones and robotic service opportunities, attendees are immersed in all the latest hospitality tech. Interactive product demos and thought provoking presentations round out this high-touch, high-energy area.
- **HX: STAGES.** The popular HX: Onstage Hotel and Onstage Restaurant return with rich content, thought-provoking presentations, and interactive panel discussions.

Registration for HX 2017, including all conference sessions, is \$50 through October 16; \$75 thereafter.

About HX

HX is the largest hospitality trade show in North America with 400 exhibitors presenting a broad range of hospitality products and services that create a 360° impression of the guest experience. The 100,000 square feet of resources are dedicated to inspiring 10,000+ industry professionals, which include hotel owners, GMs, and hospitality property executives from casinos and resorts, independent and branded hotels, management and purchasing companies, military base lodging, and more.

HX is held annually each November in New York City at the Jacob K. Javits Convention Center.

HX is presented 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), and co-located with Boutique Design New York (BDNY), November 12-13, 2017.