



PREPARED FOR

TUTAMEN

Hotel Industry Trade Show Planning Kit

A comprehensive guide to maximizing your presence and ROI at the hospitality industry's most important B2B trade shows.

VERTICAL

**Precision Hardware & FF&E
Manufacturing**

PRODUCTS

**Door hardware, Bathroom fixtures, Furniture
hardware, Smart lock housings**

PREPARED

**March 26,
2026**

POWERED BY

Innlead.ai

B2B HOTEL SUPPLY INTELLIGENCE PLATFORM

INDUSTRY LANDSCAPE

Key Hotel Industry Trade Shows

The hospitality industry's premier trade shows represent the highest-concentration opportunities for B2B hotel suppliers to connect with procurement decision-makers, showcase Door hardware, Bathroom fixtures, Furniture hardware, Smart lock housings, and build pipeline.

HITEC (Hospitality Industry Technology Exposition)

TECHNOLOGY

 Rotating US Cities  June  6,000+ Attendees

The largest hospitality technology conference. Essential for tech-forward hotel supply companies offering smart amenities, IoT solutions, or digital ordering systems.

HD Expo + Conference

DESIGN

 Las Vegas, NV  May  10,000+ Attendees

Premier hospitality design event. Ideal for FF&E suppliers, lighting, textiles, bathroom fixtures, and design-led product companies.

BDNY (Boutique Design New York)

BOUTIQUE

 New York, NY  November  3,500+ Attendees

Focused on boutique and lifestyle hotels. High-value buyers seeking unique, design-forward products and artisan suppliers.

The Hotel Show Dubai INTERNATIONAL

Dubai, UAE September

Gateway to Middle East and African hotel markets.
30,000+ visitors.

Hotel & Hospitality Expo REGIONAL

London / Various March

European-focused hospitality expo covering all supply categories.

ANNUAL PLANNING

Trade Show Calendar

Map your annual trade show strategy against industry buying cycles and budget periods to maximize impact for Tutamen Group.

QUARTER	SHOW	LOCATION	FOCUS	PRIORITY
Q1	Hotel & Hospitality Expo	London	European procurement	HIGH
	International Hotel/Motel & Restaurant Show	New York	Full-service operations	MEDIUM
Q2	HD Expo + Conference	Las Vegas	Design & FF&E	CRITICAL
	HITEC	Rotating	Technology	CRITICAL
Q3	The Hotel Show Dubai	Dubai	Middle East expansion	HIGH
	Hospitality Design Exposition	Various	Design innovation	MEDIUM
Q4	BDNY	New York	Boutique / lifestyle	HIGH
	The Hotel Experience (THE)	New York	Operations & supply	MEDIUM

ⓘ Strategic Note for Tutamen Group

As a Precision Hardware & FF&E Manufacturing supplier, prioritize shows where your target buyer personas (procurement directors, facilities managers, design directors) are most concentrated. Budget for 2-3 Tier 1 shows and 1-2 regional shows per year. Registration deadlines typically close 3-4 months before events for exhibitors.

PRE-SHOW PLANNING

Preparation Checklist

Begin preparation 12-16 weeks before the show. Every dollar invested in pre-show planning returns 3-5x in qualified lead quality.

Booth Design & Setup

- Select booth size (10×10 standard, 10×20 premium, island for major launches)
- Design branded backdrop with Tutamen Group identity
- Create product display zones by hotel application
- Plan lighting to showcase Door hardware, Bathroom fixtures, Furniture hardware, Smart lock housings textures/finishes
- Arrange AV equipment for product demos
- Order electrical, Wi-Fi, and furniture from show venue

Collateral & Materials

- Product catalogs with hotel-specific pricing tiers
- Case study cards (brand hotels using your products)
- Sustainability/certification one-pagers
- Business cards with QR code to digital catalog
- Sample kits organized by hotel segment (luxury, midscale, economy)
- Branded giveaways (useful items, not cheap trinkets)

Product Display Strategy

- Hero product positioned at eye level at booth entrance
- "New Launch" section with prominent signage
- Touch-and-feel sample station for texture-critical products
- Room mock-up vignette showing products in situ
- Digital screen showing installation videos

Pre-Show Outreach

- Email target list of hotel procurement contacts 6 weeks out
- Schedule 1:1 meetings with top 20 prospects at show
- Post "See us at [Show]" on LinkedIn with booth number
- Send personalized invitations to key accounts
- Coordinate with hotel chains' procurement calendars

Pre-Show Success Metric

Target pre-booking 40-60% of your meeting slots before show doors open. Suppliers who pre-schedule meetings generate 2.5x more qualified opportunities than those who rely solely on walk-up traffic.

BUYER PERSONAS

Attendee Targeting Strategy

Not all show attendees are equal. Focus booth staffing and outreach on the highest-value buyer personas for Door hardware, Bathroom fixtures, Furniture hardware, Smart lock housings.

Procurement / Purchasing Directors

Decision Authority: Final vendor selection and contract approval

Key Concerns: Unit pricing, volume discounts, delivery reliability, contract terms

Approach: Lead with cost-per-room data, ROI calculators, and reference properties

Housekeeping / Rooms Division

Decision Authority: Product specification and testing approval

Key Concerns: Durability, laundry cycles, guest satisfaction, staff ease-of-use

Approach: Hands-on demos, durability test results, before/after comparisons

F&B Directors / Executive Chefs

Decision Authority: Kitchen equipment, tableware, food supply specifications

Key Concerns: Quality consistency, presentation, food safety compliance

Approach: Product tastings/demos, chef testimonials, compliance documentation

Interior Design Directors

Decision Authority: Aesthetic selection, brand standards, renovation specs

Key Concerns: Design versatility, color customization, sustainability certifications

Approach: Mood boards, custom swatch books, portfolio of installed properties

Facilities & Engineering Managers

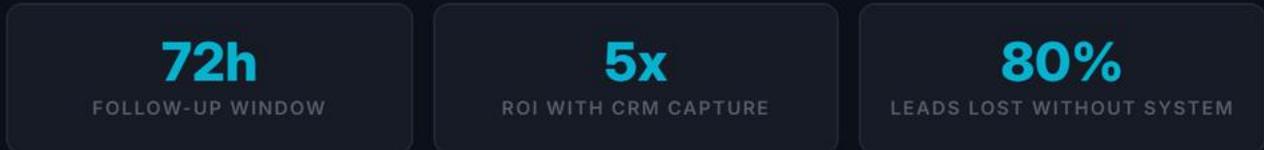
Decision Authority: Maintenance products, HVAC, plumbing, building systems

Approach: Lead with total cost of ownership, warranty terms, installation support, and maintenance reduction data. These buyers value reliability and vendor responsiveness above aesthetics.

LEAD MANAGEMENT

Lead Capture Strategy

Every booth visitor represents potential revenue. A structured lead capture system ensures no opportunity is lost and enables rapid post-show follow-up.



Lead Qualification Framework

LEAD TIER	CRITERIA	ACTION	TIMELINE
HOT	Active RFP, budget approved, timeline within 90 days	Sales call within 24h, send custom proposal	Same day CRM entry
WARM	Evaluating vendors, budget cycle upcoming, expressed strong interest	Email follow-up within 48h, schedule demo	Within 48h
COOL	Gathering information, no immediate need, future project	Add to nurture sequence, send product catalog	Within 72h
NETWORK	Industry contacts, media, non-buyer stakeholders	LinkedIn connection, add to newsletter	Within 1 week

Digital Capture Tools

- Badge scanner linked to CRM (Salesforce, HubSpot)
- Tablet-based lead form with qualification questions
- QR code linking to digital product catalog
- Photo capture of business cards as backup

Qualification Questions

- How many properties do you manage/purchase for?
- When is your next procurement cycle?
- What product categories are you evaluating?
- Who else is involved in vendor selection?

TEAM EXECUTION

Booth Staffing & Scripts

Your booth team is the face of Tutamen Group. Every interaction should be purposeful, professional, and move the prospect toward a next step.

Staffing Recommendations

2-3

10X10 BOOTH

4-5

10X20 BOOTH

6-8

ISLAND BOOTH

Conversation Scripts

OPENING / GREETING

"Welcome to Tutamen Group. What hotel properties are you sourcing for this year? We specialize in Door hardware, Bathroom fixtures, Furniture hardware, Smart lock housings for the hospitality industry."

DISCOVERY / QUALIFICATION

"That's great to hear. Are you currently evaluating new suppliers, or are you happy with your existing vendors? What's driving the change? We work with [reference chain] and typically help procurement teams reduce costs by 15-20% while improving product quality."

PRODUCT DEMO TRANSITION

"Let me show you our newest line that was specifically designed for [luxury/midscale/economy] properties. Feel the quality difference here - this is what [reference hotel] chose for their latest renovation."

CLOSING / NEXT STEP

"I'd love to set up a more detailed conversation after the show. Can I schedule a 30-minute call next week to discuss pricing for your portfolio? I'll also send you a custom sample kit based on what we discussed today."

 Booth Etiquette

Never sit in the booth. No eating at the booth. No checking phones. Staff should stand near the aisle, make eye contact, and initiate conversation. Rotate staff every 2-3 hours to maintain energy levels.

SHOW FLOOR TACTICS

In-Show Engagement

Beyond your booth, the show floor and event programming offer additional channels to connect with hotel buyers.

Speaking Opportunities

Apply for panel or breakout session slots 6+ months ahead. Topics like "Sustainable Procurement in Hospitality" or "Cost Optimization Without Compromising Quality" position Tutamen Group as a thought leader, not just a vendor.

Networking Events

Attend official receptions, cocktail hours, and association dinners. Host a private dinner for your top 10-15 target accounts on the evening before the show opens -- this is where real relationships form.

Live Product Demos

Schedule demos on the hour. Use a countdown timer visible from the aisle. Draw crowds with live installations, durability tests, or before/after room reveals. Record demos for post-show content.

Show Floor Intelligence

Assign one team member to walk competitors' booths, attend competitor presentations, and collect pricing/positioning intelligence. Document everything in a shared note for post-show debrief.

Daily Show Rhythm

TIME	ACTIVITY	OWNER
7:30 AM	Team huddle: review scheduled meetings, set daily targets	Team Lead
8:00 AM	Booth setup and material refresh	All Staff
9:00 AM - 12:00 PM	Peak engagement hours -- all hands on booth	Full Team
12:00 - 1:00 PM	Rotating lunch, lead entry into CRM	Rotating
1:00 - 4:00 PM	Scheduled meetings + walk-up engagement	Full Team
4:00 - 5:00 PM	Last-hour push, competitive intel walk	Sales + Intel
5:30 PM	Daily debrief: hot leads, issues, tomorrow's plan	Team Lead
Evening	Networking events, client dinners	Senior Staff

POST-SHOW SEQUENCE

Follow-Up Framework

The 72 hours after a trade show determine whether your investment converts to pipeline. Speed and personalization are everything.

-  **Day 1: Immediate Hot Lead Follow-Up**
Call or email every Hot-tier lead within 24 hours. Reference specific conversations from the booth. Attach a personalized proposal or pricing sheet. Subject line: "Great meeting at [Show] -- your custom Door hardware, Bathroom fixtures, Furniture hardware, Smart lock housings proposal."
-  **Day 2-3: Warm Lead Email Sequence**
Send personalized emails to Warm leads with product catalog, relevant case studies, and a calendar link for a follow-up call. Include a photo from the show if available.
-  **Day 3-5: Sample Kit Shipment**
Ship physical sample kits to all Hot and Warm leads. Include a handwritten note referencing the show. Ensure samples match the products discussed at the booth for Tutamen Group.
-  **Week 2: Follow-Up Calls**
Call all leads who haven't responded to email. Ask about sample feedback. Offer a property visit or on-site product demonstration for serious prospects.
-  **Week 3-4: LinkedIn & Nurture**
Connect with all Cool and Network leads on LinkedIn. Add them to your monthly newsletter and quarterly product update sequence. Post a show recap article.

Critical Rule

Never send a generic "Thanks for visiting our booth" email to all leads. Every follow-up must reference the specific products discussed, the buyer's hotel properties, and a clear next step. Personalization doubles response rates.

FINANCIAL PLANNING

Trade Show Budget

Allocate 30-40% of your annual marketing budget to trade shows. A well-executed show presence typically returns 6-8x in pipeline value.

Budget Breakdown (10×10 Standard Booth)

CATEGORY	ITEMS	EST. COST (USD)	% OF TOTAL
Booth Space	10×10 floor space, corner preferred	\$3,000 - \$8,000	20-25%
Booth Build	Design, fabrication, graphics, lighting	\$5,000 - \$15,000	25-35%
Shipping & Drayage	Transport, setup/teardown, storage	\$1,500 - \$4,000	10-15%
Travel & Lodging	Flights, hotels, meals for 3-4 staff	\$3,000 - \$6,000	15-20%
Collateral	Catalogs, samples, giveaways	\$1,500 - \$3,000	8-12%
Entertainment	Client dinners, hospitality suite	\$1,000 - \$3,000	5-10%
Total Estimated		\$15,000 - \$39,000	100%

ROI Measurement Framework

Lead Metrics

- Total leads captured
- Hot / Warm / Cool breakdown
- Cost per lead (total spend / total leads)
- Lead-to-meeting conversion rate
- Lead-to-opportunity conversion rate

Revenue Metrics

- Pipeline value generated (12-month horizon)
- Deals closed attributable to show
- Average deal size from show leads
- Time from show to closed deal
- Repeat attendance ROI comparison

STRATEGIC PARTNERSHIPS

Show Partnership Opportunities

Beyond standard booth presence, trade shows offer sponsorship and partnership channels that amplify Tutamen Group's visibility with decision-makers.

☆ Sponsorship Tiers

- **Title Sponsor:** \$50K+ -- Logo on all signage, keynote intro, premium booth location
- **Session Sponsor:** \$10-25K -- Brand a breakout session, speaking slot
- **Lanyard/Badge:** \$5-15K -- Every attendee sees your brand all day
- **Wi-Fi Sponsor:** \$5-10K -- Login page features your brand
- **Charging Station:** \$3-8K -- High dwell time, captive audience

👥 Co-Exhibiting Opportunities

- **Complementary Suppliers:** Share booth costs with a non-competing partner
- **Designer Collaborations:** Partner with hotel interior design firms for room mock-ups
- **Technology Partners:** Integrate your products with smart room demos
- **Brand Hotels:** Feature a hotel client as a co-presenter in your booth

Association Partnerships

Join the relevant industry associations that organize and endorse major shows. Membership often provides early booth selection, discounted rates, and access to attendee lists for pre-show outreach.

AHLA

American Hotel & Lodging Association

NEWH

Network of Executive Women in Hospitality

ISHC

Intl Society of Hospitality Consultants

✓ Next Steps for Tutamen Group

1. Select 2-3 priority shows from the calendar based on your target buyer personas. 2. Begin booth space reservation 6+ months ahead. 3. Allocate budget and assign a show lead from your sales team. 4. Build your pre-show outreach list using InnLead.ai's hotel procurement contact database. 5. Contact <https://tutamen.net> for trade show-specific prospect lists.