



HOTEL ASSOCIATION OF NEW YORK CITY, INC.

320 PARK AVENUE, NEW YORK, NY 10022-6838

(212) 754-6700 FAX (212) 754-0243

TO: General Manager – Member Hotels
FROM: Joseph E. Spinnato 
DATE: October 5, 2015
RE: IHMRS is the all-new...
HX: The Hotel Experience – Rooms to Restaurants

In just a few short weeks, I'll be headed to one of my favorite events—the newly reimagined **HX: The Hotel Experience – Rooms to Restaurants** (formerly IHMRS). HANYC has been a proud sponsor of IHMRS for the past 100 years, but we recognized that it was imperative to invest in significant changes to accommodate the needs of our members and the industry moving forward. Many of the exciting features are listed below and it is sure to be a valuable and engaging experience.

Access to more innovation – See the latest hospitality technology trends at **HX: Tech Pavilion**, *Bienvenu* showcases impressive design in the **Foodservice Pioneering Concept Area**, and new products & services will be presented at **HX: Onstage - Hotel & Restaurant** and **HX: Beverage Experience**.

Effortless inspiration – Live interviews will take place in **HX: Studio** bringing you a “who’s who” line-up of industry leaders, plus 500+ makers, marketers and masters of hospitality products and services await you on the show floor.

One-of-a-kind-education – You'll hear it first from award-winning **HX speakers** such as **Peter Yesawich**, Vice Chairman of MMGY Global, and **Rafat Ali** founder of Skift. Learn about the habits and preferences of today's travelers, sustainability, human capital, going paperless, new hardware, shared economy concepts, and macro tech trend – all right on the show floor.

I invite you to join me at the launch of HX. Complimentary registration is extended to you and your leadership team using **promo code: HANYC2015**. Confirm your attendance today at **thehotelexperience.us**.

The 19th annual Big Apple Stars Awards program will be held on Tuesday, November 10, 2015 at 10:00am at the Jacob K. Javits Center in the Special Events Hall, 1D. At this event we will be honoring the “best of the best” hotel employees.

The HX: The Hotel Experience – Rooms to Restaurant show hours are 10:00am – 5:00pm, Sunday and Monday, and 10:00am to 4:00pm on Tuesday.

We thank you for your continued support, and we look forward to seeing you there.

Regards,