



INDEPENDENT

HOTEL

SHOW

The business event for
the hotel community

M I A M I

September 20-21, 2023
Miami Beach Convention Center

PROSPECTIVE EXHIBITOR INFORMATION

[INDEPENDENTHOTELSHOW.US](https://independenthotelshow.us)



Welcome to the Independent Hotel Show 2023

Welcome to the Independent Hotel Show, the most comprehensive, dedicated event for the luxury, boutique and independent hotel sector.

Founded in 2012, the UK Independent Hotel Show has had a successful 10 year track record of bringing thousands of the very best hotel owners, general managers and high level operators together to share ideas, do business and network. And in 2019 we launched our inaugural Independent Hotel Show Amsterdam to resounding success.

In line with our mission to broaden the reach of our support globally, we

are delighted to be hosting the first U.S. Independent Hotel Show at the Miami Beach Convention Center in the fall of 2023, serving the North American, Caribbean, and Central American audience of forward thinking, independently spirited hoteliers.

Companies from across the supply chain are invited to benefit from the opportunity to sell directly to an engaged audience in search of the highest quality products and services.

We look forward to welcoming you to a brand new event experience.



Shane Hannam
Divisional Director
Montgomery Group



Stephanie Everett
COO & Partner
Exposition Development Company, Inc.

WHY NOW? WHY MIAMI?

In 2022 for the U.S. market, continued growth in both occupancy and ADR is expected, with a year-over-year rebound in RevPAR of 14.4%, approximately 93% of pre-pandemic levels. ADR in Q3 and Q4 2022 is expected to surpass comparable 2019 levels.¹

The luxury hotel market was valued at USD 174.9 billion in 2020, and it is projected to register a CAGR of more than 4% during the forecast period (2021-2026). North America is the largest and fastest growing region in this market.²

1. Source: PwC, based on STR data

2. Source: Mordor Intelligence

With more than 24.2m visitors spending an average \$18 billion a year pre-covid, Miami has become a go-to destination for business expansion, growth, and investment across numerous industries. According to market research agency STR, Greater Miami ranked among the top 10 in the three key metrics used to measure hotel success – occupancy, average daily rate and revenue per available room – and with more than 55 hotels due to open by 2025 the market is buoyant.

This, coupled with close travel connections for hoteliers from the Caribbean and Latin America, Miami is the ideal location to launch the first U.S. edition of the Independent Hotel Show.

The Greater Miami Area alone is home to 520 hotels, consisting of approximately 62,000 hotel rooms.³

Miami is easily accessible – 400+ flights daily through Miami International Airport – the first airport in Florida and second in the U.S. to receive health accreditation from ACI World.⁴

Miami International Airport is the largest gateway between the United States and south to Latin America and the Caribbean.

3. Source: STR/compiled by GMCVB Research Division

4. Source: Miami CVB

WHO SHOULD EXHIBIT?

The Independent Hotel Show will meet the needs of any business operating or wanting to operate within this flourishing sector. This includes businesses from but not limited to:

AUDIO & ENTERTAINMENT

Guest facing technologies - in-room entertainment, smart technology, internet, wifi, door locking, telecommunications and audio-visual systems.

BEDS & BEDDING

Mattresses, comforters, duvets, sheets, and pillows.

BOUTIQUE/GIFT & RESORT WEAR

Bags, gifts, jewelry, sundries, and apparel.

DESIGN & DECOR

Interior design – bed bath and living, furniture, soft furnishings, fabrics, wallcoverings and accessories, lighting, artwork, flooring and carpet. Exterior design – plant and garden, outdoor furniture.

FOOD & DRINK

Bar design and products, beer, wine, spirits, non-alcoholic drinks, coffee and teas, bar snacks, minibar products and equipment.

HOTEL SUPPORT SERVICES

Legal, finance, management and consultancy, insurance, property development, recruitment, staff and training.

HOUSEKEEPING & HOTEL PRODUCTS

Linens, tableware, uniforms, cosmetics, glassware and china, towels, toiletries, promotional and branded gifts.

MARKETING & BRANDING

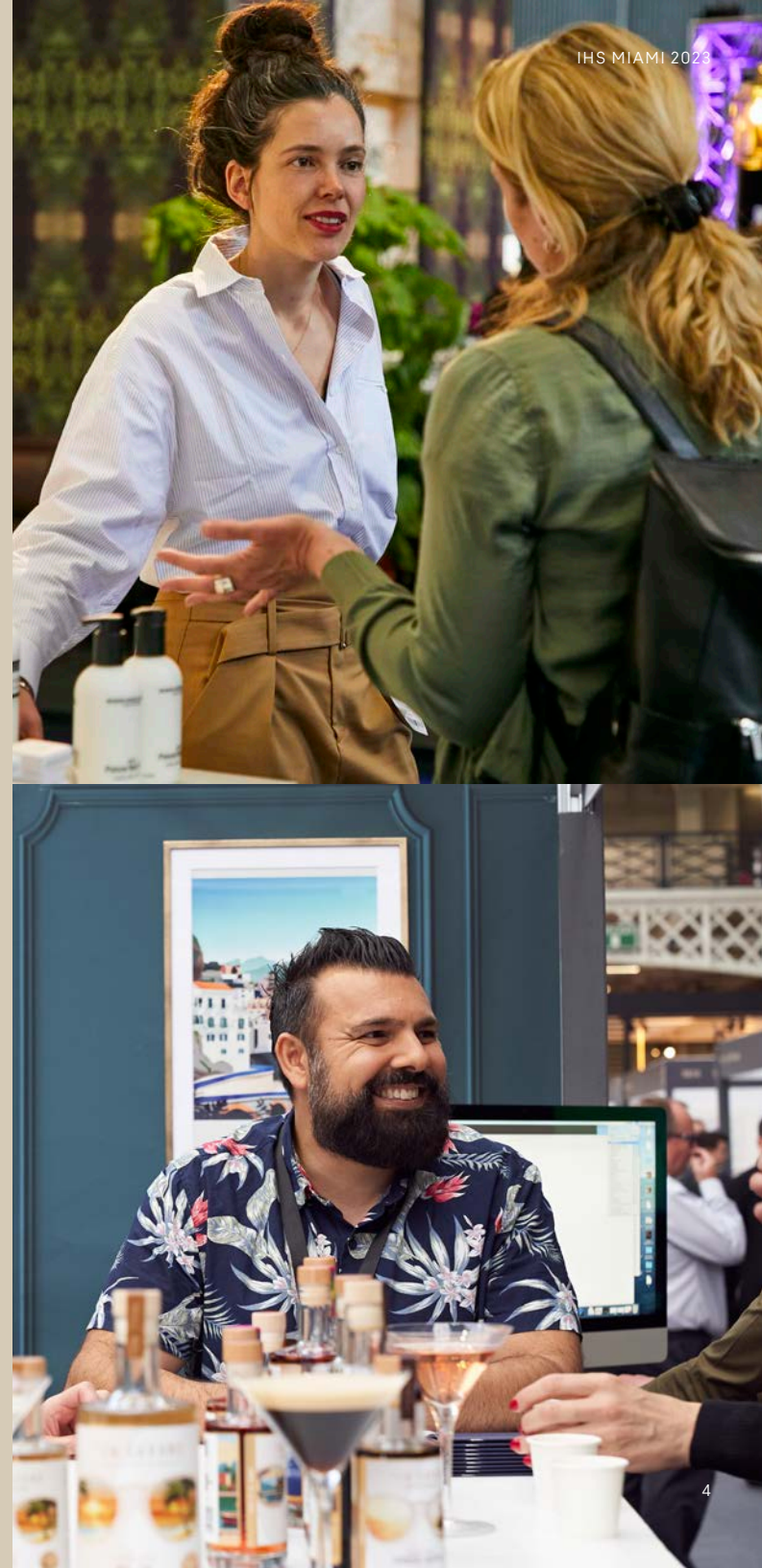
Creative agencies, website design, print houses, graphic design, social media and marketing software.

TECHNOLOGY

Back of house technologies – bookings and hotel management software, payment and revenue management systems, and hotel operation programs.

SPA & WELLNESS

Spa design, products, gym equipment, pools, spa services, leisure and wellness equipment.



WHY EXHIBIT?

Showcase your products & services to 2,000+ luxury, boutique & independent hoteliers from North America, Canada, Latin America, and the Caribbean over 2 days.

Running a hotel is a time-consuming business, yet hoteliers need to continually evolve, source new products and ideas to increase revenue and create a personalized, distinctive, and enhanced guest experience.

The Independent Hotel Show is the targeted platform to meet hoteliers when they are fully engaged and ready to buy.

THE INDEPENDENT HOTEL SHOW WILL SHOWCASE YOUR BUSINESS TO THE LEADING PROFESSIONALS IN THE INDUSTRY ALLOWING YOU TO:

- Sell face to face to thousands of potential buyers
- Generate sales leads, make direct sales, and build a qualified database
- Develop relationships with new and existing clients
- Build brand awareness
- Launch new products and educate buyers through product demonstrations
- Develop relationships with media and generate PR for your business
- Identify new distributors and partners

THE GUEST EXPERIENCE

We are dedicated to delivering an incredible guest experience at the Independent Hotel Show – similar to what our hotelier audience strive to achieve in their properties each day. We do this for the benefit of hoteliers, exhibitors, and partners alike. Aside from our high-quality exhibition, this manifests across three communal spaces which include:

INNOVATION STAGE

A curated program of inspiring and practical talks and workshops delivered by leading hoteliers and industry professionals.

WORK PLAY STAY @ THE LOBBY

The Independent Hotel Show's main social space, The Lobby will be a place for visiting guests to work, network, host meetings, attend special events and eat and drink in an open communal environment that embodies qualities shared with a modern hotel's lobby space.

THE SUITE

The Suite is a thoughtfully designed hospitality and networking space to offer VIP hotelier guests, speakers and carefully selected industry partners, somewhere stylish, luxurious, aesthetically stimulating and comfortable, a space off the show floor to do business and network.



OUR SERVICE

A comprehensive business event to service the full hotel lifecycle. From investment and purchasing through to branding, design, operations, portfolio growth and selling; the show's content supports hoteliers in every stage of their hotel development.

OVER 150 QUALITY SUPPLIERS

We welcome representation from across the hotel supply chain. Exhibitor categories include but are not limited to:

AUDIO & ENTERTAINMENT

BEDS & BEDDING

BOUTIQUE/GIFT & RESORT WEAR

DESIGN & DECOR

FOOD & DRINK

HOTEL SUPPORT SERVICES

HOUSEKEEPING & HOTEL PRODUCTS

MARKETING & BRANDING

SPA & WELLNESS

TECHNOLOGY

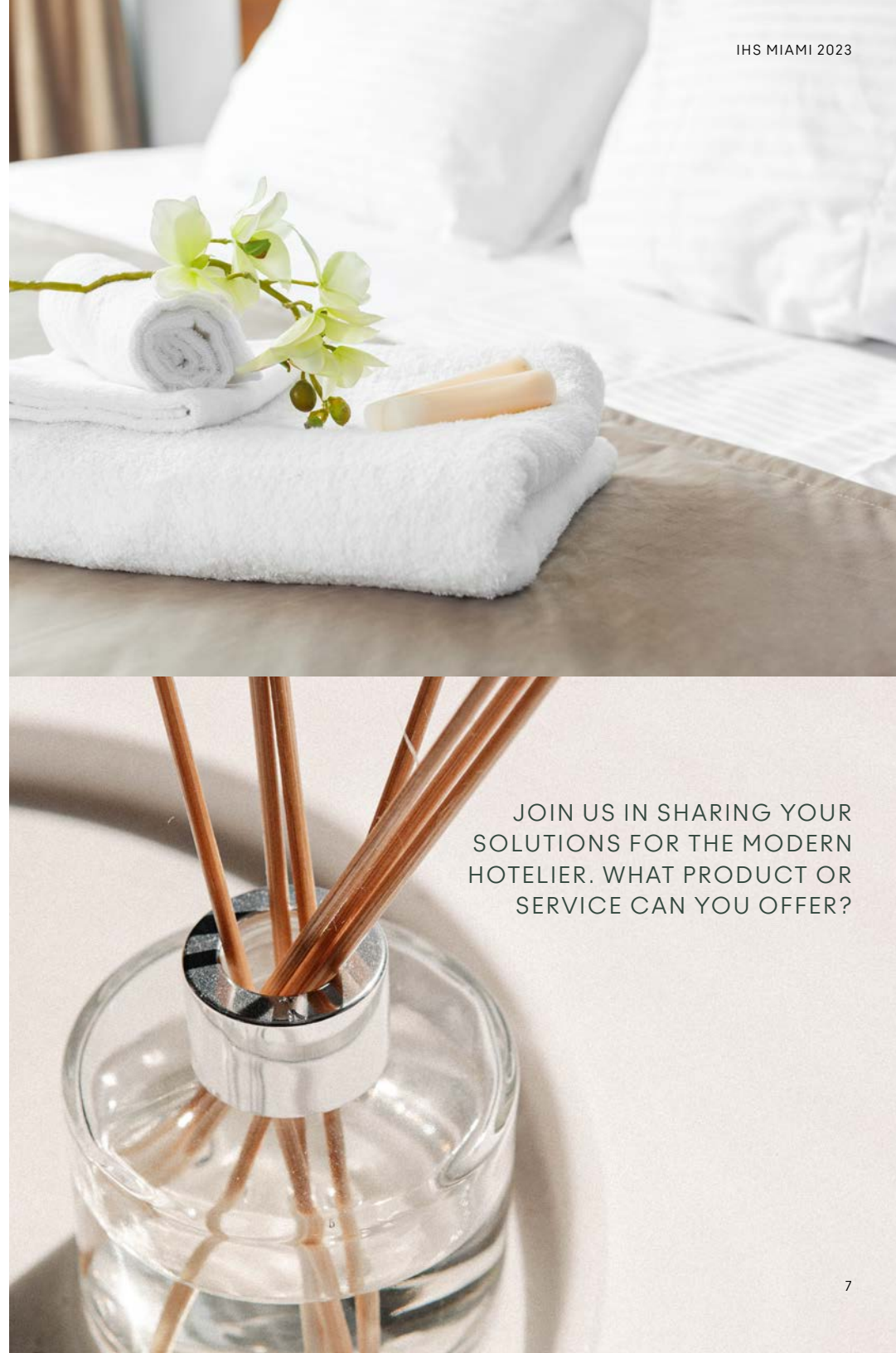
EDUCATION PROGRAM

A huge draw in attracting our hotelier guests to the show, our education program addresses hot topics for hoteliers today.

INNOVATION STAGE

IH CONNECTS

Showcase your products and services to an engaged audience of key senior decision makers 365 days of the year. Speak to the team to find out more.



JOIN US IN SHARING YOUR SOLUTIONS FOR THE MODERN HOTELIER. WHAT PRODUCT OR SERVICE CAN YOU OFFER?

BECOME AN OFFICIAL SPONSOR

Be seen as market leaders by affiliating your brand as a sponsor of the show. Work with us to build and deliver a comprehensive partnership package that places your company at the forefront of our guests' minds.

PACKAGES TO INCLUDE

- ◆ Elevated branding and increased exposure above and beyond the traditional exhibition stand
- ◆ Comprehensive pre-event marketing and advertising
- ◆ Data capture opportunities to enable you to build personal relationships with our hotelier community
- ◆ Hosted face-to-face opportunities to inspire and educate about you and your services

OPPORTUNITIES

THE SUITE

INNOVATION STAGE

THE LOBBY

EXHIBIT

Join our premium exhibitor line-up. Minimum booth size is 9 square meters (approximately 100 square feet). Price includes 8' high hard wall shell scheme on 3 sides (2 sides for corner booths), carpet, material handling, company ID sign, wastebasket, booth cleaning, online and onsite exhibitor listings, & booth personnel badges.

ADVANCE RATE:	STANDARD RATE:
<p><u>By May 31, 2023</u></p> <p>\$5,940 per 9 SQM Booth Unit</p> <p>Open Corners = Additional \$300 each</p>	<p>\$6,210 per 9 SQM Booth Unit</p> <p>Open Corners = Additional \$300 each</p>

SQM = Square Meters

Raw Space options available for larger booth needs, please contact us for more information.

THE INDEPENDENT HOTEL SHOW PORTFOLIO

IH.

M I A M I

20-21 Sept 2023
Miami Beach
Convention Center

IH.

L O N D O N

16-17 Oct 2023
Olympia London

IH.

A M S T E R D A M

12-13 Mar 2024
RAI Amsterdam

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