

Hx 2016

case study: 2015 first-time exhibitor



Aquarius Brands™ is a group of companies specializing in water generation, conservation and education for homes, businesses, hotels, restaurants, schools, utility companies and more. Our products include AWS AquaBoy® air to water generators, Retrax solar solutions™, Boomerang™ high-capacity compact bottling machines, and DroughtBuster™ water saving devices.



www.aquariusbrands.org
Cooper City, Florida

hx | company objective

Goals included submerging ourselves into the hospitality industry to gain awareness of our brand and products. We also wanted to interact and meet with numerous key accounts across all sub-channels i.e. hotel, restaurants and main distributions.

hx | our experience

Booth location was the primary benefit and we also won the editor's choice award, which gave our company some additional exposure. The communication process with the HX show management team also made us successful because the team helped us meet our goals by getting the most out of the show exposure wise.

hx | results

We collected over 200 leads and have been in communication with numerous accounts since the show including Starwood Hotels, Xanterra Parks & Resorts and Drury Hotels. Very positive show and we continue to follow up on a daily basis because we purchased the attendee list, which helped significantly. The quality of foot traffic was exceptional this past year.

– Reid Goldstein, Executive Vice President, Aquarius Brands™

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