

# HX 2016

## case study: new exhibitor for 2015



MADHOUSE was inspired by Michael Aram's signature metalwork providing entertaining solutions, blending ease with elegance. MADHOUSE pushes the boundaries of disposable and semi-permanent dinnerware. Metallic and pearlescent finishes, unique textures, nature inspired shapes and modern color interplays are brought to life on mediums of paper, melamine and high quality plastics.

### hx | company objective

Our goals were short and sweet. We planned to meet with attendees and introduce our product. We also wanted to initiate conversations about their needs and how we can be of service to them.

### hx | our experience

Our experience at the HX show was great. When questions would arise, the HX team was exceptional. HX's Pre-Marketing Support made our show a success. There were multi-layer opportunities for all Vendors to take advantage of, and each of us had different needs, and the HX Team understood that. We are always re-examining our business and where our focus should be. MADHOUSE happily chooses HX to partner with as we look to our future in Hospitality!

### hx | results

The leads generated were from a varied field and all were perfect for us. Resorts, Hotels, Chefs, B&Bs Designers, Architects, Caterers and students were in our booth throughout the show. All were there to engage in conversation. We scanned 68 active buyers, which has led to many successful sales opportunities including a recently received call from a Restaurateur in Ohio who attended the show and wants to place an order.

– Kathy Koseruba, National Accounts Manager, Hospitality



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