



PREPARED FOR

**MOBICA**

# 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

Furniture & FF&E

PRODUCTS

FF&E / Interior Solutions

PREPARED

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POWERED BY

**Innlead**.ai

B2B HOTEL SUPPLY INTELLIGENCE PLATFORM

## INDUSTRY LANDSCAPE

## Key MENA Hotel Trade Shows for Mobica

For Mobica, the MENA hospitality trade shows offer the highest-concentration opportunities to connect with hotel owners, interior design firms, and procurement directors. Mobica has already exhibited at TDS 2023 and Trans-MEA -- this kit maps the path from regional exhibitor to dominant MENA FF&E presence.

### The Hotel Show + INDEX Dubai 2026

CRITICAL

 Dubai World Trade Centre  June 2-4, 2026  33,000+ Visitors

MENA's largest hospitality trade event. Co-located with INDEX (interior design and furniture), Workspace, The Leisure Show, and HITEC MENA. Combines hotel buyers, interior design specifiers, and FF&E procurement teams under one roof. Mobica's Dubai d3 office provides strong local presence for pre-show meetings.

### The Hotel Show Saudi Arabia

HIGH PRIORITY

 Riyadh, KSA  H2 2026  Rapidly Growing

Saudi Vision 2030 is driving 362,000 new hotel rooms and \$110B in hospitality investment. Connects suppliers directly with Saudi hotel developers, operators, and government procurement. Critical for Mobica's KSA export strategy.

### Arabian Travel Market (ATM)

STRATEGIC

 Dubai, UAE  April/May 2026  40,000+ Attendees

Major travel industry event where hotel chain leadership, owners, and operators gather. Ideal for networking with Marriott, Hilton, Accor, IHG decision-makers active in MENA.

### Trans-MEA

EXHIBITED

Cairo, Egypt Annual

Mobica has previously exhibited. Regional manufacturing and transport expo connecting MENA supply chains.

### The Design Show (TDS) Egypt

EXHIBITED

Cairo, Egypt Annual

Mobica exhibited at TDS 2023 with a VR showroom tour. Key Egyptian design and interior event.

## ANNUAL PLANNING

## Trade Show Calendar

Map your annual trade show strategy against industry buying cycles and budget periods to maximize impact for Mobica for Integrated Industries.

QUARTER	SHOW	LOCATION	FOCUS	PRIORITY
Q1	The Design Show (TDS) Egypt	Cairo, Egypt	Egyptian design market	HIGH
	Arabian Travel Market (ATM)	Dubai, UAE	Hotel chain leadership	HIGH
Q2	The Hotel Show + INDEX Dubai	Dubai World Trade Centre	FF&E + hospitality	CRITICAL
	Workspace (co-located)	Dubai World Trade Centre	Office FF&E	HIGH
Q3	The Hotel Show Saudi Arabia	Riyadh, KSA	Vision 2030 projects	CRITICAL
	Trans-MEA	Cairo, Egypt	MENA supply chain	HIGH
Q4	Downtown Design Dubai	Dubai, UAE	Premium design	MEDIUM
	Sleep + Eat	London, UK	European hotel FF&E	MEDIUM

#### ⓘ Strategic Note for Mobica for Integrated Industries

As a vertically integrated FF&E manufacturer with 15 factories on 280,000 m<sup>2</sup>, Mobica should lead with its turnkey capability and Poliform partnership at every show. Prioritize The Hotel Show + INDEX Dubai (June 2-4, 2026) as the anchor event and target Hotel Show Saudi for Vision 2030's 362,000 new rooms. Leverage existing TDS and Trans-MEA experience. Budget for 2-3 anchor shows and 1-2 regional events.

## 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 Mobica for Integrated Industries identity
- Create product display zones by hotel application
- Plan lighting to showcase FF&E / Interior Solutions 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 FF&E / Interior Solutions.

### 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

### Interior Design Firms

**Decision Authority:** Material specification and design selection

**Key Concerns:** Design versatility, customization range, material quality, lead times

**Approach:** Showcase 12+ European brand portfolio, custom swatch books, VR showroom tour, and installed project portfolio

### Hotel Owners / Asset Managers

**Decision Authority:** Overall project budget and vendor contracts

**Key Concerns:** Total cost of ownership, asset lifecycle, brand standards compliance

**Approach:** Present Mobica's 7-phase turnkey delivery, ISO certifications, factory tour invitations, and total cost analysis

### 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.

72h

FOLLOW-UP WINDOW

5x

ROI WITH CRM CAPTURE

80%

LEADS LOST WITHOUT SYSTEM

## Lead Qualification Framework

LEAD TIER	CRITERIA	ACTION	TIMELINE
<span style="background-color: #0070c0; color: white; padding: 2px 5px; border-radius: 3px;">HOT</span>	Active RFP, budget approved, timeline within 90 days	Sales call within 24h, send custom proposal	Same day CRM entry
<span style="background-color: #008000; color: white; padding: 2px 5px; border-radius: 3px;">WARM</span>	Evaluating vendors, budget cycle upcoming, expressed strong interest	Email follow-up within 48h, schedule demo	Within 48h
<span style="background-color: #000080; color: white; padding: 2px 5px; border-radius: 3px;">COOL</span>	Gathering information, no immediate need, future project	Add to nurture sequence, send product catalog	Within 72h
<span style="background-color: #ff8c00; color: white; padding: 2px 5px; border-radius: 3px;">NETWORK</span>	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 Mobica for Integrated Industries. 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 Mobica. Are you sourcing FF&E for a new hotel project or a renovation? We manufacture turnkey interior solutions across five divisions -- from guestroom furniture to lobby fit-outs -- all from our 280,000 m2 factory complex in Egypt."*

**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're the exclusive Poliform partner in MENA and manufacture for BMW and IKEA - so our quality standards are automotive-grade. Our vertically integrated model typically reduces lead times by 30% versus multi-vendor sourcing."*

**PRODUCT DEMO TRANSITION**

*"Let me show you our LIVE collection -- specifically designed for hospitality and residential projects. We handle everything from design through manufacturing to installation. And this finish here is from our Poliform partnership -- exclusive to Mobica across MENA."*

**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 Mobica for Integrated Industries 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 FF&E / Interior Solutions 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 Mobica for Integrated Industries.
-  **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%
<b>Total Estimated</b>		<b>\$15,000 - \$39,000</b>	<b>100%</b>

### 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 Mobica for Integrated Industries'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 Mobica for Integrated Industries

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://mobica.net> for trade show-specific prospect lists.