



CARDZGROUP

Hotel Industry **Trade Show** Planning Kit

A comprehensive guide to maximizing CardzGroup's presence and ROI at the top hospitality technology, smart card, and hotel industry trade shows worldwide.

VERTICAL

**RFID & Smart Card
Solutions**

PRODUCTS

**Hotel Key Cards, RFID Wristbands, Smart Tokens, PVC
Cards, Contactless Smart Cards**

PREPARED

**March
2026**

INNLEAD.AI

B2B HOTEL SUPPLY INTELLIGENCE PLATFORM

INDUSTRY LANDSCAPE

Key Hotel Industry Trade Shows

The hospitality industry's premier trade shows represent the highest-concentration opportunities for B2B hotel suppliers to connect with procurement decision-makers, showcase Hotel Key Cards, RFID Wristbands, Smart Tokens, PVC Cards, Contactless Smart Cards, and build pipeline.

| | |
|---|---|
| <p> HITEC (Hospitality Industry Technology Exposition)</p> <p> Rotating US Cities  June  6,000+ Attendees</p> <p>The largest hospitality technology conference in North America. Essential for CardzGroup to showcase RFID key card solutions, demonstrate lock system compatibility with ASSA ABLOY, Dormakaba, Onity, and Salto, and connect with hotel IT directors evaluating access control upgrades.</p> | <p>TECHNOLOGY</p> |
| <p> HD Expo + Conference</p> <p> Las Vegas, NV  May  10,000+ Attendees</p> <p>Premier hospitality design event. Strategic for CardzGroup to showcase custom-printed key cards with CMYK, Pantone, metallic, and hologram finishes that complement hotel brand identities and connect with design directors specifying card aesthetics.</p> | <p>DESIGN</p> |
| <p> BDNY (Boutique Design New York)</p> <p> New York, NY  November  3,500+ Attendees</p> <p>Focused on boutique and lifestyle hotels. High-value opportunity for CardzGroup to showcase premium DESFire EV2/EV3 cards with custom holographic printing and luxury finishes for independent and boutique properties.</p> | <p>BOUTIQUE</p> |
| <p> The Hotel Show Dubai INTERNATIONAL</p> <p>Dubai, UAE September</p> <p>Gateway to Middle East and African hotel markets. 30,000+ visitors. Critical for CardzGroup given Shenzhen HQ proximity and growing Gulf hospitality construction pipeline.</p> | <p> Hotel & Hospitality Expo REGIONAL</p> <p>London / Various March</p> <p>European-focused hospitality expo. Key for CardzGroup to access EU hotel chains evaluating MIFARE-compatible key card suppliers and build European distribution partnerships.</p> |

ANNUAL PLANNING

Trade Show Calendar

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

| QUARTER | SHOW | LOCATION | FOCUS | PRIORITY |
|---------|---|-----------|-------------------------|----------|
| Q1 | Hotel & Hospitality Expo | London | European procurement | HIGH |
| | International Hotel/Motel & Restaurant Show | New York | Full-service operations | MEDIUM |
| Q2 | HD Expo + Conference | Las Vegas | Design & FF&E | CRITICAL |
| | HITEC | Rotating | Technology | CRITICAL |
| Q3 | The Hotel Show Dubai | Dubai | Middle East expansion | HIGH |
| | Hospitality Design Exposition | Various | Design innovation | MEDIUM |
| Q4 | BDNY | New York | Boutique / lifestyle | HIGH |
| | The Hotel Experience (THE) | New York | Operations & supply | MEDIUM |

! Strategic Note for CardzGroup

As a global RFID key card manufacturer with 50M+ annual card capacity, CardzGroup should prioritize shows where hotel IT directors, procurement managers, and security decision-makers are concentrated. Budget for HITEC and The Hotel Show Dubai as Tier 1, plus 2-3 regional shows (ITB Berlin, Arabian Travel Market, Cartes Secure Connexions). Registration deadlines close 3-4 months before 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 featuring CardzGroup's lock compatibility matrix (ASSA ABLOY, Dormakaba, Onity, Salto, MIWA)
- Create chip comparison stations: MIFARE Classic 1K vs. Ultralight vs. DESFire vs. T5577
- Set up live card encoding demonstration with compatible lock hardware
- Display card printing samples: CMYK, Pantone, metallic ink, hologram overlay, UV spot
- Order electrical, Wi-Fi, and furniture from show venue

Collateral & Materials

- RFID chip comparison spec sheets with frequency, memory, security, and read range data
- Lock compatibility matrix cards showing certified pairings per hotel lock brand
- European Chamber of Commerce China and Visa/MC certification one-pagers
- Business cards with QR code to digital catalog
- Physical key card sample kits by chip type (125kHz LF, 13.56MHz HF, dual-frequency)
- Branded giveaways (useful items, not cheap trinkets)

Product Display Strategy

- DESFire EV3 premium card wall positioned at eye level at booth entrance
- Live card encoding station with ASSA ABLOY and Dormakaba demo locks
- Touch-and-feel station: card thickness (300-810 micron), PVC vs. PET vs. ABS materials
- Mock hotel door setup with working RFID lock for live tap-and-enter demos
- Digital screen showing factory tour video of CardzGroup's 50M+ card/year facility

Pre-Show Outreach

- Email hotel IT directors and procurement managers from target account list 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
- Send pre-show sample cards encoded to prospect's lock system as conversation starters

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 Hotel Key Cards, RFID Wristbands, Smart Tokens, PVC Cards, Contactless Smart Cards.

Hotel IT Directors / CTO

Decision Authority: Lock system vendor selection, RFID chip standard specification, access control architecture

Key Concerns: Lock compatibility, card security (MIFARE Classic vs. DESFire), encoding reliability, card lifespan

Approach: Lead with lock compatibility proof, chip security comparison, encoding demo. Show third-party testing with their specific lock hardware.

Procurement / Purchasing Directors

Decision Authority: Vendor selection, contract negotiation, volume pricing approval

Key Concerns: Per-card pricing, MOQ flexibility, lead times from China, supply chain reliability

Approach: Lead with volume tier pricing, Gemalto pedigree, 50M+ capacity, fastest lead times. Emphasize 100% Western-owned quality standards.

Director of Security / Facilities

Decision Authority: Physical security systems, lock hardware, access control policies

Key Concerns: Card cloning resistance, encryption standards, audit trail support, emergency override protocols

Approach: Demonstrate DESFire EV3 anti-cloning vs. MIFARE Classic vulnerability. Show ISO 14443A/B compliance and sector-level key management.

Front Desk / Operations Managers

Decision Authority: Day-to-day card usage, encoding workflow, guest experience requirements

Key Concerns: Card reliability, encoding speed, custom branding quality, guest perception of card design

Approach: Show CMYK/Pantone printing samples, demonstrate fast encoding, offer free branded sample batch for guest feedback testing.

Property Management Company Executives

Decision Authority: Multi-property standardization, portfolio-wide vendor selection

Approach: Emphasize CardzGroup's capacity to supply 50M+ cards/year across multiple properties. Present portfolio pricing with volume discounts. Highlight fastest lead times for just-in-time replenishment.

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 |
|---|--|---|--------------------|
| HOT | Active RFP, budget approved, timeline within 90 days | Sales call within 24h, send custom proposal | Same day CRM entry |
| WARM | Evaluating vendors, budget cycle upcoming, expressed strong interest | Email follow-up within 48h, schedule demo | Within 48h |
| COOL | Gathering information, no immediate need, future project | Add to nurture sequence, send product catalog | Within 72h |
| NETWORK | 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

- What lock system(s) are you running? (ASSA ABLOY, Dormakaba, Onity, Salto, MIWA?)
- How many key cards do you consume annually across all properties?
- What chip type are you currently using? Considering upgrading from Classic 1K to DESFire?
- When does your current card supply contract expire?

TEAM EXECUTION

Booth Staffing & Scripts

Your booth team is the face of CardzGroup. 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 CardzGroup. We manufacture RFID hotel key cards compatible with every major lock system -- ASSA ABLOY, Dormakaba, Onity, Salto, MIWA. What lock system is your property running? Let me show you the exact card match."

DISCOVERY / QUALIFICATION

"That's great to hear. What chip type are you running -- MIFARE Classic 1K, Ultralight, or DESFire? We're 100% Western-owned with ex-Gemalto leadership, operating a 50M+ card/year facility in Shenzhen. Our clients typically save 20-35% versus their current supplier while upgrading card security and print quality."

PRODUCT DEMO TRANSITION

"Let me encode a DESFire EV3 card right now for your lock system -- watch it open this demo lock. Feel the quality of our 810-micron PVC with holographic overlay. This is the same spec we supply to major international hotel chains across three continents."

CLOSING / NEXT STEP

"I'd love to send you a free sample kit encoded to your exact lock system. Can I get your card specs and shipping address? I'll include our volume pricing matrix -- we offer the fastest lead times in the industry from our Shenzhen facility. Let me schedule a technical call with our engineering team next week."

 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 "RFID Key Card Security: Why Hotels Should Upgrade from MIFARE Classic to DESFire" or "Total Cost of Ownership in Hotel Access Control" position CardzGroup as a thought leader in hospitality security technology.

Networking Events

Attend official receptions, cocktail hours, and HTNG/AHLA-hosted dinners. Host a private dinner for top 10-15 target hotel IT directors the evening before -- bring encoded sample cards personalized with each guest's hotel branding as table gifts.

Live Product Demos

Schedule live card encoding demos on the hour. Draw crowds by encoding a fresh key card that opens a demo hotel lock right at the booth. Show the difference between 125kHz LF and 13.56MHz HF security in real-time. Record demos for LinkedIn content.

Show Floor Intelligence

Assign one team member to walk competitors' booths (HID Global, Assa Abloy Hospitality, key card resellers). Collect pricing, chip offerings, and lock compatibility claims. Document gaps CardzGroup can exploit in follow-up proposals.

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 Hotel Key Cards, RFID Wristbands, Smart Tokens, PVC Cards, Contactless Smart Cards 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 RFID key card sample kits to all Hot and Warm leads, encoded to their specific lock system. Include MIFARE Classic 1K, Ultralight, and DESFire samples with CardzGroup printing quality showcase. Include a handwritten note referencing the show.



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 (10x10 Standard Booth)

| CATEGORY | ITEMS | EST. COST (USD) | % OF TOTAL |
|------------------------|---|----------------------------|-------------|
| Booth Space | 10x10 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% |
| Total Estimated | | \$15,000 - \$39,000 | 100% |

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 CardzGroup'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.

HTNG

Hospitality Technology Next
Generation

EUROCHAM

European Chamber of Commerce
China

ASIS

American Society for Industrial
Security

✓ Next Steps for CardzGroup

1. Prioritize HITEC (June) and The Hotel Show Dubai (September) as Tier 1 trade shows. 2. Register for ITB Berlin and Arabian Travel Market for European and MENA penetration. 3. Begin booth reservation 6+ months ahead -- request placement near access control exhibitors. 4. Build pre-show outreach lists targeting hotel IT directors using InnLead.ai's contact database. 5. Prepare lock compatibility demo kits for ASSA ABLOY, Dormakaba, Onity, Salto, and MIWA.