



CMF DOORS

Annual Hotel **Procurement** Calendar

A month-by-month guide to hotel door and hardware procurement cycles, budget timelines, and seasonal opportunities in the Niagara Region and beyond.

VERTICAL

**Commercial Doors &
Hardware**

PRODUCTS

**Fire Rated Doors, Automatic Doors, Hardware,
Access Control**

PREPARED

**March
2026**

INNLEAD.AI

B2B HOTEL SUPPLY INTELLIGENCE PLATFORM

12-MONTH OVERVIEW

Annual Procurement Cycle

Hotel door and hardware procurement follows predictable annual rhythms driven by budget cycles, PIP compliance timelines, seasonal occupancy (especially in the Niagara tourism corridor), and industry events. Align CMF Doors' sales activities with these windows to maximize pipeline generation.

<p>JANUARY</p> <p>Budget deployment, vendor reviews, PIP assessments start</p> <p>ACTIVE</p>	<p>FEBRUARY</p> <p>Q1 RFPs issued, door spec reviews, renovation planning</p> <p>RFP SEASON</p>	<p>MARCH</p> <p>Spring renovation orders, fire door inspections due</p> <p>ACTIVE</p>	<p>APRIL</p> <p>Peak renovation month, Niagara pre-season rush</p> <p>CRITICAL</p>
<p>MAY</p> <p>Final pre-summer installs, HD Expo (Las Vegas)</p> <p>TRADE SHOW</p>	<p>JUNE</p> <p>HITEC (San Antonio), Niagara peak season begins</p> <p>TRADE SHOW</p>	<p>JULY</p> <p>Peak Niagara occupancy, emergency repairs only</p> <p>SLOW</p>	<p>AUGUST</p> <p>Budget planning starts, fall project scoping</p> <p>PLANNING</p>
<p>SEPTEMBER</p> <p>Fall RFP wave, Niagara wine season, BOMEX</p> <p>RFP SEASON</p>	<p>OCTOBER</p> <p>DHI conNextions (Chicago), budget finalization</p> <p>CRITICAL</p>	<p>NOVEMBER</p> <p>BDNY (NYC), Construct Canada, final approvals</p> <p>TRADE SHOW</p>	<p>DECEMBER</p> <p>Year-end closeouts, winter renovation window opens</p> <p>YEAR-END</p>

! Niagara Region Seasonality

Peak tourism (Jun-Oct): 13,000+ hotel rooms at high occupancy -- Niagara Falls, wine country, casinos. Major renovations difficult to schedule. **Winter window (Nov-Mar):** Lower occupancy = ideal for door replacement, hardware upgrades, and fire-rated door installations. CMF Doors should front-load project proposals to land winter installation contracts. **Fiscal years:** Most major chains (Marriott, Hilton, IHG, Hyatt, Accor) end Dec 31. Budgets finalized Oct-Nov.

January

New Year Reset -- Budget Deployment & Vendor Reviews

🏠 WHAT HOTELS ARE DOING

- Deploying freshly approved annual procurement budgets
- Reviewing door and hardware vendor performance from previous year
- Scheduling vendor assessment meetings for Q1
- Conducting PIP assessments -- identifying doors and hardware that fail brand standards
- Niagara hotels at lowest occupancy -- ideal window for major door replacements
- Annual fire door inspections being scheduled (NFPA 80 compliance)

✅ WHAT CMF DOORS SHOULD DO

- Contact all existing hotel accounts -- offer QBRs and annual inspections
- Have Norm Schwenker (AHC) reach out to facility directors with spec review offers
- Promote winter installation pricing -- leverage low-occupancy window
- Offer complimentary AAADM automatic door inspections (Austin) as door-opener
- Present updated fire-rated door and electronic entry product lines
- Register early for DHI conNextions 2026 (Oct) and HD Expo (May)

🕒 KEY DEADLINES

- Annual vendor review submissions (many chains due Jan 15-31)
- Insurance certificate renewals for existing hotel contracts
- Early-bird trade show registrations (HD Expo, HITEC, DHI conNextions)
- NFPA 80 annual fire door inspection scheduling deadlines

☆ OPPORTUNITIES

- New budget = fresh purchasing authority; buyers most receptive to proposals
- Vendors who underperformed on door delivery last year may be displaced
- Niagara winter low-season: hotels can take rooms offline for full door replacements
- Offer "new year fire safety audit" as free consultation to generate leads

February

RFP Season Kicks Off -- Door Specification Reviews Accelerate

🏠 WHAT HOTELS ARE DOING

- Issuing first wave of RFPs for door replacement and hardware upgrades
- Renovation contractors beginning spring project assessments
- PIP compliance projects scoped -- door specs sent to procurement
- Guest room door refresh planning for pre-spring occupancy ramp
- New property groundbreakings entering FF&E procurement phase

✅ WHAT CMF DOORS SHOULD DO

- Monitor RFP portals daily -- submit responses within 1 week of receipt
- Have Norm write door specifications for hotels evaluating options (free AHC service)
- Send fire-rated door samples and hardware mockups to prospects
- Begin HD Expo booth planning (May) -- design fire-rated cross-section display
- Connect with Niagara-area architects and GCs working on spring renovations

🕒 KEY DEADLINES

- Q1 RFP response deadlines (varies by chain and property)
- HD Expo exhibitor registration deadline approaching
- Door manufacturing lead times: orders placed now deliver for May installs (12-16 weeks)

☆ OPPORTUNITIES

- Highest RFP volume month -- track all door and hardware solicitations
- Properties planning spring renovations need doors ordered now for lead times
- Niagara still low-season: offer installation scheduling before tourist rush
- Position CMF's AHC certification as differentiator in spec writing

March

Spring Push -- Fire Door Compliance & Installation Sprint

WHAT HOTELS ARE DOING

- Accelerating renovation completions before spring break travel surge
- Fire door inspections -- deficiency notices triggering replacement orders
- Niagara hotels prepping for tourist season ramp (April-May start)
- Brand standard compliance checks on guest room and corridor doors
- Automatic door service calls increasing as entrance traffic grows
- ADA compliance reviews for accessible room hardware

WHAT CMF DOORS SHOULD DO

- Offer fire door inspection services (Austin AAADM) to identify replacement needs
- Ensure warehouse inventory (Bryson) supports spring rush orders
- Visit Niagara properties mid-renovation to offer just-in-time door delivery
- Promote touchless/hands-free door solutions for lobby and common areas
- Finalize HD Expo pre-show meeting schedule with target accounts
- Send spring "fire safety compliance" mailer to Niagara hospitality contacts

KEY DEADLINES

- Fire door compliance deadlines from January inspections (60-90 day cure)
- HITEC early-bird registration closes
- Spring renovation completion targets (doors installed pre-Easter)

OPPORTUNITIES

- Fire door deficiency corrections are urgent, high-margin work
- Last window for major Niagara hotel installs before peak season lockout
- ADA compliance upgrades often bundled with door replacements
- Automatic door seasonal maintenance contracts for high-traffic entrances

April

Renovation Peak -- Last Call Before Niagara Tourist Season

WHAT HOTELS ARE DOING

- Peak renovation/refurbishment month -- final push before summer
- Niagara hotels completing all renovation work by end of month
- New property openings entering final FF&E installation phase
- Automatic door systems tested before high-traffic season
- Master key systems re-keyed or upgraded for seasonal staff access

WHAT CMF DOORS SHOULD DO

- Prioritize rush order fulfillment -- speed wins accounts in April crunch
- Deploy Cory (door tech) and project managers for rapid installations
- Offer expedited delivery from metal shop for custom frame orders
- Have Caleb (locksmith) offer master key system audits before seasonal staff arrive
- Finalize HD Expo collateral, booth design, and demo hardware

KEY DEADLINES

- Niagara hotels: all major door work must complete by April 30
- HD Expo final exhibitor deadline and booth confirmation
- Fire-rated door orders for fall installations need to go in now (16-week lead)

OPPORTUNITIES

- Rush orders command premium pricing -- hotels need doors installed NOW
- CMF's local proximity (St. Catharines) beats competitors on delivery speed
- Master key and re-keying services needed before seasonal hires start
- Automatic door service contracts for high-traffic summer entrances

May

HD Expo & Pre-Summer -- Trade Show Season Opens

🏠 WHAT HOTELS ARE DOING

- HD Expo attendance (Las Vegas) -- evaluating design-led door suppliers
- Victoria Day weekend marks Canadian tourism ramp-up
- Final renovation completions before peak occupancy season
- Niagara Falls hotels shifting to full summer operations mode
- Mid-year budget reviews at some chains -- reallocation window

✅ WHAT CMF DOORS SHOULD DO

- Execute HD Expo strategy -- fire-rated cross-section display, hardware demo wall
- Target 25+ qualified hotel leads at HD Expo (design firms, GCs, hotel owners)
- Begin post-show follow-up within 48 hours of HD Expo close
- Propose fall/winter installation projects -- pitch now, schedule for November
- Offer AAADM inspections to Niagara hotels before summer peak traffic

🕒 KEY DEADLINES

- HD Expo 2026 -- Las Vegas (confirm dates and booth)
- HITEC 2026 registration deadline (June 15-18, San Antonio)
- All Niagara hotel renovation work should be complete by mid-May

☆ OPPORTUNITIES

- HD Expo connects CMF with hotel designers and GCs specifying doors
- Mid-year budget reallocation creates unplanned purchasing windows
- Hotels deferring renovations to fall/winter can be locked in now
- Emergency door repairs during high-traffic months are high-margin

June

HITEC & Peak Season Begins -- Technology Focus

WHAT HOTELS ARE DOING

- HITEC 2026 (Jun 15-18, San Antonio) -- evaluating hotel technology
- Niagara Falls peak tourism season in full swing
- All renovation work paused -- focus entirely on operations
- Automatic doors under maximum stress from visitor traffic
- Emergency door repairs and locksmith callouts increase sharply
- Smart lock and mobile key decisions being made for next year

WHAT CMF DOORS SHOULD DO

- Attend HITEC to learn smart lock trends (ASSA ABLOY, mobile key 70%+ adoption)
- Ensure rapid emergency repair response -- Caleb (locksmith) and Cory (tech) on call
- Advance HD Expo pipeline -- convert May contacts to proposals
- Begin planning fall RFP responses (September cycle)
- Prepare fall/winter marketing campaigns and updated product catalog
- Offer 24-hour emergency door repair service to Niagara hotels

KEY DEADLINES

- HITEC 2026 -- Jun 15-18, San Antonio
- DHI conNextions early-bird registration opens
- Summer emergency repair supply inventory check

OPPORTUNITIES

- Emergency door and lock repairs command premium pricing during peak
- HITEC buyers making electronic entry decisions for next year's rollout
- Automatic door breakdowns during high traffic create service contract openings
- Position CMF as "the local emergency response" for Niagara corridor

July

Peak Occupancy -- Emergency Service & Internal Development

🏠 WHAT HOTELS ARE DOING

- Highest Niagara occupancy -- all hands on operations
- Procurement teams largely unavailable for meetings or demos
- Emergency reorders only -- broken automatic doors, failed locks, damaged frames
- Canada Day and summer festival traffic at maximum
- Niagara Falls hotels at 90-95%+ occupancy

✅ WHAT CMF DOORS SHOULD DO

- Focus on flawless emergency service execution -- reliability builds renewal loyalty
- Prepare fall RFP response templates with updated door specs and pricing
- Develop case studies from spring installations for fall sales materials
- Internal team training -- Gianmarco (apprentice) skill development
- Research DHI conNextions exhibitor list for pre-show outreach planning
- Update CRM with all contacts from HD Expo and spring pipeline

🕒 KEY DEADLINES

- DHI conNextions 2026 registration and booth booking (Oct 21, Chicago)
- BOMEX registration (Building Owners and Managers conference)
- Fall product catalog and pricing finalization

☆ OPPORTUNITIES

- Emergency repairs build trust -- upsell annual maintenance contracts
- Collect testimonials from satisfied emergency service clients
- Hotels experiencing door failures become immediate prospects for fall replacements
- Use downtime to strengthen GC and architect relationships in the region

August

Budget Season Starts -- Strategic Planning Window Opens

WHAT HOTELS ARE DOING

- Starting next-year budget planning process at corporate and property level
- Collecting vendor performance data for annual reviews
- Identifying capital expenditure projects -- door replacements, hardware upgrades, access control
- Evaluating which door and hardware contracts expire and need renewal
- Niagara occupancy beginning to ease after Civic Holiday weekend

WHAT CMF DOORS SHOULD DO

- Send "annual performance review" packages to existing hotel accounts with service data
- Request budget planning meetings -- get CMF's pricing into next-year budgets
- Present cost-saving proposals: maintenance contracts vs. emergency repair costs
- Have Norm (AHC) offer complimentary door and hardware assessments for budget planning
- Begin outreach for fall RFP season (September-October wave)
- Prepare DHI conNextions booth materials and pre-show meeting requests

KEY DEADLINES

- Budget planning input requests from hotel chains (Aug 15-31 typically)
- DHI conNextions exhibitor setup deadline approaching
- Fall renovation project timelines need door specs locked in now

OPPORTUNITIES

- Budget planning = highest-leverage sales activity of the year
- Summer door failures documented during July create replacement project justification
- Properties approaching PIP deadlines need door quotes for budget submissions
- Niagara hotels starting to think about off-season renovation scheduling

September

Fall RFP Season -- Peak Procurement Returns

🏠 WHAT HOTELS ARE DOING

- Fall RFP season in full swing -- second major procurement wave
- Budget drafts submitted for executive review at chain level
- Niagara wine country season -- occupancy still moderate but easing
- Post-summer damage assessments: doors, frames, hardware needing replacement
- Fall renovation window opening -- scheduling contractors for Oct-Dec work
- BOMEX (Building Owners and Managers) conference attendance

✅ WHAT CMF DOORS SHOULD DO

- Monitor and respond to all door and hardware RFPs immediately
- Attend BOMEX to connect with building owners managing hotel properties
- Send fall renovation pricing proposals to all Niagara hotel contacts
- Offer early commitment discounts for winter installation scheduling
- Schedule QBRs with all major accounts before Q4 budget lock
- Finalize DHI conNextions strategy (next month) -- confirm meetings, demos

🕒 KEY DEADLINES

- Fall RFP response deadlines (varies by chain -- check portals weekly)
- DHI conNextions 2026 pre-show meeting scheduling window
- Fire-rated door orders for winter installation (12-16 week lead times)

☆ OPPORTUNITIES

- Hotels documenting summer wear-and-tear are ready to approve replacements
- Niagara occupancy easing -- hotels start accepting renovation proposals
- Winter installation scheduling gives CMF predictable project pipeline
- PIP-driven door replacements often have hard deadlines -- urgency sells

October

DHI conNextions & Budget Finalization -- The Most Critical Month

WHAT HOTELS ARE DOING

- Annual budgets submitted for final executive approval
- Contract renewals and vendor decisions being finalized
- Capital expenditure projects approved or deferred to next year
- Niagara Thanksgiving (Canadian) and fall foliage -- last tourism peak
- Next-year renovation schedules being locked in with contractors

WHAT CMF DOORS SHOULD DO

- Execute DHI conNextions 2026 (Oct 21, Chicago) -- CMF's #1 industry event
- Showcase fire-rated cross-section, Yale hardware, touchless door solutions
- Ensure CMF's pricing is in every target hotel's final budget submission
- Push for contract signatures before year-end budget lock
- Present 3-year TCO comparisons (CMF full-service vs. supply-only competitors)
- Begin BDNY preparation (November event)

 **Critical: October is make-or-break for CMF Doors. If your door and hardware pricing isn't in the buyer's budget draft by mid-October, you may be locked out for the entire next fiscal year. DHI conNextions is the door industry's premier event -- Norm's AHC credential carries significant weight here.**

November

BDNY, Construct Canada & Winter Renovation Launch

WHAT HOTELS ARE DOING

- BDNY (Nov 8-9, NYC) -- key boutique/lifestyle hotel design show
- Final budget approvals cascading through organizations
- Niagara tourism dropping -- winter renovation window fully open
- Year-end vendor performance reviews underway
- Construct Canada (Toronto) -- major Canadian construction trade show

WHAT CMF DOORS SHOULD DO

- Attend BDNY for boutique hotel contacts -- show custom door capabilities
- Attend Construct Canada (Toronto) -- connect with Ontario GCs and architects
- Launch winter installation projects for Niagara hotels (low occupancy = ideal)
- Follow up on all DHI conNextions leads with proposals and site visit offers
- Send year-end value reports to all hotel accounts with service history data
- Secure January kickoff meeting commitments from top prospects

KEY DEADLINES

- BDNY 2026 -- Nov 8-9, NYC
- Construct Canada -- late November, Metro Toronto Convention Centre
- Final budget approval submissions due at most chains
- Year-end vendor performance review period opens

OPPORTUNITIES

- Niagara winter = prime installation window; CMF can schedule full floor renovations
- Budget approval window -- last chance to get on approved vendor lists
- Construct Canada connects CMF with Ontario GCs who spec doors for hotel projects
- Competitors slow down for holidays = less noise in buyer inbox

December

Year-End Close & Winter Installation Season

WHAT HOTELS ARE DOING

- Holiday season events (Christmas, NYE) at conference/resort properties
- "Use it or lose it" remaining budget spending before fiscal year-end
- Year-end vendor scorecards and performance reports finalized
- Niagara: Festival of Lights brings moderate traffic but rooms available for renovation
- Next-year strategic plans and renovation schedules distributed to GMs

WHAT CMF DOORS SHOULD DO

- Pursue year-end budget surplus spending -- offer "use it or lose it" packages
- Close any pending door and hardware deals before Dec 31 fiscal year-end
- Execute winter installations at Niagara hotels (rooms offline during low season)
- Build January outreach list from all trade show leads and fall pipeline contacts
- Internal year-end review: wins, losses, pipeline health, key learnings
- Set next-year trade show calendar and register early for DHI conNextions, HD Expo

KEY DEADLINES

- Dec 31: Fiscal year-end for most major hotel chains
- Year-end contract signature deadlines
- Early-bird trade show registrations for next year (DHI, HD Expo, HITEC)

OPPORTUNITIES

- Year-end budget surplus = impulse purchase window for hardware upgrades
- Vendors who failed to deliver in Q4 create openings for CMF next year
- Winter installation projects run smoothly -- fewer guest disruptions
- Holiday appreciation outreach to key buyer contacts builds long-term relationships

QUARTERLY PLAYBOOK

Quarterly Action Summary

A high-level quarterly framework for CMF Doors' sales team to follow throughout the year, aligned with hotel procurement rhythms and Niagara Region seasonality.

📅 Q1: Launch & Install (Jan-Mar)

- **Theme:** New budgets, winter installation window, fire door compliance
- Schedule QBRs with all existing hotel accounts
- Respond to first wave of door and hardware RFPs
- Execute winter installations at Niagara hotels (lowest occupancy)
- Offer complimentary AHC assessments and AAADM inspections
- Register for HD Expo (May), HITEC (June), DHI conNextions (Oct)
- **KPI Target:** 30% of annual pipeline built in Q1

📅 Q2: Rush & Show (Apr-Jun)

- **Theme:** Pre-summer rush, trade shows, emergency readiness
- Complete all renovation installs before Niagara peak season (by May)
- Execute HD Expo (May) and HITEC (June) strategies
- Offer master key system audits before seasonal staff hiring
- Begin post-show follow-up sequences within 48 hours
- Transition to emergency service mode for peak season
- **KPI Target:** 25% of annual revenue booked in Q2

📅 Q3: Service & Position (Jul-Sep)

- **Theme:** Emergency service, budget planning, fall RFPs
- Maintain flawless emergency door repair response times
- Get CMF's pricing into next-year hotel budgets (Aug-Sep)
- Respond to fall RFP wave aggressively
- Attend BOMEX for building owner connections
- Prepare DHI conNextions booth and materials
- **KPI Target:** 3x pipeline coverage for Q4 close

📅 Q4: Close & Renovate (Oct-Dec)

- **Theme:** Budget lock, DHI conNextions, winter installation launch
- Execute DHI conNextions (Oct) -- CMF's marquee industry event
- Attend BDNY (Nov) and Construct Canada (Nov)
- Close pending deals before Dec 31 fiscal year-end
- Launch Niagara winter installation projects (Nov-Mar window)
- Capture year-end budget surplus spending
- **KPI Target:** 35% of annual revenue closed in Q4

DECISION MAKER ACCESS

Decision Maker **Availability** Patterns

Understanding when key hotel decision makers are accessible vs. unavailable is critical for CMF Doors' outreach timing. This analysis maps the rhythms that govern buyer responsiveness across the year, with Niagara-specific seasonal adjustments.

 **General Manager / Hotel Owner**

PERIOD	AVAILABILITY	NOTES FOR CMF DOORS
Jan - Feb	HIGH	Post-holiday calm; strategic planning mode; open to Norm's AHC assessments
Mar - Apr	MODERATE	Pre-season prep; receptive to renovation proposals before tourist rush
May - Jun	LOW	Niagara peak prep; focused on operations; email and emergency calls only
Jul - Aug	VERY LOW	Peak Niagara occupancy; GMs on property full-time; avoid cold outreach
Sep - Oct	HIGH	Budget planning season; actively seeking door and hardware proposals
Nov - Dec	MODERATE	Budget finalization early Nov; open to winter project scheduling

 **Director of Facilities / Engineering**

PERIOD	AVAILABILITY	NOTES FOR CMF DOORS
Jan - Feb	HIGH	Scheduling annual inspections; reviewing door maintenance needs; prime window
Mar - Apr	HIGH	Executing renovation projects; needs door suppliers who deliver on schedule
May - Jun	MODERATE	Final installs wrapping up; responsive to automatic door service calls
Jul - Aug	MODERATE	Handling emergency repairs; available for urgent door and lock issues
Sep - Oct	HIGH	Post-peak assessment; documenting what needs replacing; open to proposals
Nov - Dec	HIGH	Winter renovation execution; actively coordinating with door contractors

PERIOD	AVAILABILITY	NOTES FOR CMF DOORS
Jan - Feb	HIGH	New budget allocation; evaluating door vendor agreements; prime meeting window
Mar - Apr	HIGH	Processing door RFPs; reviewing fire-rated samples; open to demos
May - Jun	MODERATE	Rush-ordering for summer; responsive to quick-ship door solutions
Jul - Aug	MODERATE	Reorder cycles; available but focused on fulfillment issues
Sep - Oct	HIGH	Budget prep; price comparisons; door contract renegotiation period
Nov - Dec	LOW	POs closing; year-end audits; limited new vendor evaluations

Key Insight

The universal "golden windows" for CMF Doors to reach hotel decision makers are **January-February** and **September-October**. During these periods, budgets are either newly allocated or being planned, Niagara occupancy is manageable, and buyers are actively seeking vendor input. CMF should concentrate 60% of outreach efforts within these two windows. **Bonus:** Facilities Directors are uniquely accessible Nov-Dec during Niagara's low season -- use this for winter installation project coordination.

SALES TIMING STRATEGY

Optimal Outreach Windows

Mapping CMF Doors' outreach activities to the procurement calendar maximizes response rates and conversion. Below are the highest-impact windows for each sales motion.

Cold Email Campaigns

- **Best:** Jan 2nd week, Sep 1st-2nd week
- **Good:** Feb, Oct, early Mar
- **Avoid:** Jul-Aug (Niagara peak), late Dec
- **Tip:** Lead with fire door compliance or AHC assessment offer

Discovery Calls (Norm / Andrew / Rudy)

- **Best:** Jan-Feb (budget just released)
- **Good:** Sep-Oct (budget planning)
- **Avoid:** Jun-Aug (Niagara peak operations)
- **Tip:** Call 10-11 AM or 2-3 PM; avoid checkout/check-in rush hours

On-Site Assessments & Demos

- **Best:** Feb-Mar (pre-renovation evaluation)
- **Good:** Oct-Nov (winter project scoping)
- **Avoid:** Jun-Aug (staff too busy, rooms full)
- **Tip:** Bring fire-rated door cross-section and hardware samples

RFP Responses & Proposals

- **Best:** Submit within 48 hrs of RFP issue
- **Peak RFP Periods:** Jan-Mar, Sep-Nov
- **Avoid:** Unsolicited proposals in Jul-Aug
- **Tip:** Include 3-year TCO showing CMF full-service vs. supply-only

Trade Show Follow-Up

- **Contact within:** 48 hrs of show close
- **Send proposal:** Within 1 week
- **Schedule site visit:** Within 3 weeks
- **Tip:** Reference specific booth conversation; mention AHC credential

Maintenance Contract Renewals

- **Best:** 90 days before contract expiry
- **Upsell Window:** Sep-Oct (after peak season wear documented)
- **Niagara Bonus:** Oct-Nov for winter service contract lock-in
- **Tip:** Lead with emergency callout data showing cost of no contract

Weekly Outreach Timing (All Year)

DAY	BEST FOR	AVOID
Monday	Email sequences	Calls (staff meetings, weekend catch-up)
Tuesday	Cold calls, discovery calls	Late afternoon (operations ramp)
Wednesday	Site visits, demos, AAADM inspections	Early morning (mid-week crunch)
Thursday	Proposals, follow-ups, spec reviews	After 3 PM (weekend prep starts)

Friday

Relationship emails,
LinkedIn touches

Calls and meetings (short attention span)

📅 CMF Doors Annual Trade Show Calendar

SHOW	WHEN	WHERE	PRIORITY
HD Expo	May 2026	Las Vegas, NV	HIGH
HITEC	Jun 15-18	San Antonio, TX	MEDIUM
BOMEX	Sep 2026	TBD	MEDIUM
DHI conNextions	Oct 21	Chicago, IL	CRITICAL
BDNY	Nov 8-9	New York, NY	HIGH
Construct Canada	Late Nov	Toronto, ON	HIGH