



CMF DOORS

Hotel Industry Trade Show Planning Kit

A comprehensive guide to maximizing CMF Doors' presence and ROI at the door and hardware industry's most important B2B trade shows.

VERTICAL

**Commercial Doors &
Hardware**

PRODUCTS

**Fire Rated Doors, Automatic Doors,
Hardware**

PREPARED

**March
2026**

INNLEAD.AI

B2B HOTEL SUPPLY INTELLIGENCE PLATFORM

PRIORITY SHOWS

Key Trade Shows for CMF Doors

These shows represent the highest-concentration opportunities for a Niagara Region door and hardware supplier to connect with hotel procurement decision-makers, architects, and facilities managers.

DHI conNextions 2026

MUST ATTEND

 Chicago, IL  Oct 21, 2026  3,000+ Attendees

THE door and hardware industry event, organized by the Door & Hardware Institute. This is where Norm's AHC certification carries maximum weight. Every major architect, specifier, and facilities director in the door industry attends. CMF Doors' full-service model (supply + install + maintain + inspect) is a standout differentiator here.

HD Expo + Conference 2026

DESIGN

 Las Vegas, NV  May 2026  10,000+ Attendees

Premier hospitality design event. Ideal for showcasing CMF's custom door finishes, designer hardware options, and specification writing capability. Interior designers selecting door aesthetics for hotel renovations attend in force.

BDNY 2026

BOUTIQUE

New York, NY Nov 8-9, 2026

Boutique and lifestyle hotel focus. High-value buyers seeking unique, custom door solutions for design-forward properties.

HITEC 2026

TECHNOLOGY

San Antonio, TX Jun 15-18, 2026

Hotel technology conference. Relevant for CMF's smart lock compatibility, touchless/hands-free door systems, and electronic entry solutions.

BOMEX

CANADIAN

Various, Canada Annual

Building Owners & Managers Expo. Key for connecting with Canadian property managers who control door maintenance and replacement budgets.

Construct Canada

CANADIAN

Toronto, ON Nov-Dec

Canada's largest construction trade show. Ideal for CMF to connect with general contractors specifying door packages for new hotel builds in Ontario.

ANNUAL PLANNING

Trade Show Calendar

Map CMF Doors' annual trade show strategy against hotel buying cycles. For a ~10-person company, focus resources on 2-3 must-attend shows per year, with 1-2 regional events for local pipeline building.

QUARTER	SHOW	LOCATION	FOCUS	PRIORITY
Q1	BOMEX	Various, Canada	Building owners, property managers	HIGH
	Regional contractor events	Niagara / GTA	Local GC relationships	MEDIUM
Q2	HD Expo + Conference	Las Vegas	Hospitality design, door aesthetics	HIGH
	HITEC	San Antonio	Smart locks, touchless entry	MEDIUM
Q3	DHI conNextions	Chicago	Door/hardware industry (AHC showcase)	CRITICAL
Q4	BDNY	New York	Boutique hotel design	HIGH
	Construct Canada	Toronto	Canadian construction market	HIGH

ⓘ Strategic Note for CMF Doors

DHI conNextions is the single most important show for CMF Doors -- it is the only event dedicated exclusively to the door and hardware industry. Norm's AHC certification is a powerful credibility signal at this show. Budget to attend annually. HD Expo and BDNY are secondary priorities where CMF can position its custom door finishes and specification writing capability to hospitality interior designers. Registration deadlines close 3-4 months before events for exhibitors.

BOOTH STRATEGY

CMF Doors Booth Design

Your booth tells a story: "Full-service local door partner for Niagara's hotel corridor." For a 10-person company, a 10×10 standard booth is the right size. Every square foot should demonstrate CMF's turnkey capability.

Product Display Zones

- Fire-rated door cross-section cutaway (show UL-rated construction layers: 20/45/60/90-minute ratings visible)
- Hardware wall displaying lever handles, electronic entry, master key systems, and restricted key solutions
- Touchless/hands-free door demo -- live working automatic swing or sliding unit visitors can activate
- Material samples: wood, metal, aluminum, stainless steel, fiberglass composite finishes
- Digital screen looping installation videos and AAADM inspection process

Collateral & Materials

- Product catalog organized by hotel application (corridors, guest rooms, stairwells, back-of-house)
- AHC and AAADM certification one-pagers with inspector credentials
- Fire rating specification sheets (IBC/NFPA 80 compliance)
- Maintenance contract brochure with annual inspection pricing
- Business cards with QR code linking to cmfdoors.com

Booth Story: "Full-Service Local Door Partner"

CMF's booth must communicate one message instantly: **"We handle everything from consultation to installation to ongoing inspection -- all from one local team."** Position the fire-rated cross-section at the booth entrance to draw attention. Place the hands-free door demo at the aisle edge so passersby can interact. Use the hardware wall as a backdrop for conversations. The digital screen should show a 90-second loop: project walkthrough from spec writing through installation through AAADM inspection. Niagara's 13,000+ hotel rooms is your local market proof point.

Staffing Plan (10×10 Booth)

2-3

STAFF PER SHIFT

Norm

LEAD (AHC CREDIBILITY)

Andrew

PM + TECHNICAL

PRE-SHOW PLANNING

Preparation Checklist

Begin preparation 12-16 weeks before the show. For a small company like CMF Doors, pre-show outreach is especially critical -- you cannot afford to rely solely on walk-up traffic.

✉ Pre-Show Outreach (8-12 Weeks Out)

- Build target list of Niagara Region hotel facilities managers and property owners
- Email hotel procurement contacts: "See CMF Doors at [Show] -- Booth #[X]"
- Schedule 1:1 meetings with top 10 hotel prospects at the show
- Post "See us at [Show]" on Instagram and LinkedIn with booth details
- Send personalized invitations to general contractors active in hotel builds
- Contact DHI chapter contacts for networking event invitations

📦 Logistics & Setup (4-6 Weeks Out)

- Confirm booth size and location assignment
- Order electrical, Wi-Fi, and furniture from venue
- Arrange shipping for fire-rated door cutaway and hardware wall
- Confirm hotel rooms and flights for Norm + Andrew (+ Austin if AAADM demo)
- Test touchless door demo unit and pack spare parts
- Print all collateral (catalogs, spec sheets, business cards)

✅ Pre-Show Success Metric

Target pre-booking 40-60% of meeting slots before show doors open. For CMF's 10×10 booth, that means scheduling 8-12 qualified meetings in advance. Suppliers who pre-schedule meetings generate 2.5x more qualified opportunities than those relying solely on walk-up traffic.

Budget Planning (~10-Employee Company)

EXPENSE CATEGORY	DHI CONNEXIONS (EST.)	HD EXPO / BDNY (EST.)	NOTES
Booth Space (10×10)	\$3,500 - \$5,000	\$5,000 - \$8,000	Early-bird pricing saves 15-20%
Booth Build & Graphics	\$2,000 - \$4,000	\$2,000 - \$4,000	Reusable pop-up display + signage
Shipping & Drayage	\$1,500 - \$3,000	\$1,500 - \$3,000	Door samples are heavy; budget accordingly
Travel (2 staff, 3 nights)	\$3,000 - \$4,500	\$4,000 - \$6,000	Flights, hotel, meals, ground transport
Collateral & Giveaways	\$1,000 - \$2,000	\$1,000 - \$2,000	Catalogs, spec sheets, branded items
Total per Show	\$11,000 - \$18,500	\$13,500 - \$23,000	Budget \$35K-\$50K/year for 2-3 shows

BUYER PERSONAS

Attendee Targeting Strategy

Not all show attendees are equal. CMF Doors should focus booth staffing and outreach on the personas most likely to specify or purchase commercial doors and hardware for hotel properties.

Director of Facilities / Engineering

Decision Authority: Door replacement, maintenance contracts, fire safety compliance

Key Concerns: NFPA 80 compliance, door longevity, AAADM inspection scheduling, total cost of ownership

CMF Approach: Lead with AAADM inspection capability, annual maintenance contracts, and fire door compliance expertise

Architect / Interior Designer

Decision Authority: Door specification, material selection, aesthetic direction

Key Concerns: Fire ratings meeting code, ADA compliance, acoustic performance, custom finishes

CMF Approach: Highlight specification writing service, custom material range, and AHC consulting for code compliance

General Contractor / Project Manager

Decision Authority: Subcontractor selection, door package procurement for new builds

Key Concerns: Delivery timeline, installation reliability, pricing, single-source capability

CMF Approach: Emphasize turnkey supply + install model, in-house metal shop for custom frames, and project management capability

Hotel Owner / Asset Manager

Decision Authority: Capital expenditure approvals, renovation budgets, vendor selection

Key Concerns: Lifecycle cost, guest safety, ADA compliance, PIP renovation requirements

CMF Approach: Lead with full lifecycle cost analysis showing local service advantage, faster response times, and recurring maintenance value

Security & Access Control Integrators

Why They Matter: Hotels increasingly require smart lock and access control integration with their door assemblies. CMF's Yale hardware partnership and electronic entry capability makes these integrators valuable referral partners. At HITEC especially, seek out access control vendors who need a door hardware installer in the Niagara Region.

LEAD MANAGEMENT

Lead Capture & Scripts

Every booth visitor represents potential recurring revenue through maintenance contracts. A structured lead capture system ensures no opportunity is lost.

72h

FOLLOW-UP WINDOW

5x

ROI WITH CRM CAPTURE

80%

LEADS LOST WITHOUT SYSTEM

Conversation Scripts for CMF Doors

OPENING / GREETING

"Welcome to CMF Doors. Are you working on any hotel projects in Ontario right now? We're a full-service door partner -- everything from fire-rated door consultation to installation to ongoing AAADM inspections, all from our shop in St. Catharines."

DISCOVERY / QUALIFICATION

"That's great to hear. How are you currently handling fire door inspections at your properties? A lot of hotel owners don't realize their fire-rated doors need annual inspection per NFPA 80. We have an AAADM-certified inspector on staff -- that alone saves most hotels from outsourcing to three different vendors."

PRODUCT DEMO TRANSITION

"Let me show you this fire-rated door cross-section. See the construction layers? This is a 90-minute assembly -- the same spec required for stairwell corridors in most hotels. And right here, try our touchless entry system -- this is what newer hotels are installing post-COVID. We supply, install, and maintain the complete assembly."

CLOSING / NEXT STEP

"I'd like to have Norm -- our president and certified AHC -- do a quick walk-through of your property to assess your door and hardware situation. No cost, no obligation. He has 40+ years in the industry and can identify code compliance issues most people miss. Can I schedule that for next month?"

! Lead Capture for CMF

Use a tablet-based lead form with these qualification questions: (1) How many hotel properties do you manage? (2) When was your last fire door inspection? (3) Are you currently evaluating door replacement or renovation? (4) Who handles your automatic door maintenance? Photo-capture business cards as backup. Enter all leads into your CRM within 24 hours.

SHOW FLOOR TACTICS

In-Show Engagement

Beyond the booth, the show floor and event programming offer additional channels for CMF Doors to connect with hotel buyers and build credibility.

Speaking Opportunities

Apply for DHI conNextions panel slots 6+ months ahead. Norm's AHC credential makes him a natural panelist for topics like "Fire Door Compliance for Hospitality Properties" or "The Full-Service Door Partner Model." Position CMF as an expert, not just a vendor.

Networking Events

Attend DHI chapter receptions and association dinners. For a small company, the informal networking outside show hours is where real relationships form. Budget for one dinner with your top 5-8 target contacts the evening before the show opens.

Live Demos at the Booth

Schedule demos on the hour. The touchless door activation is your crowd-puller -- people stop to watch an automatic door open hands-free. Follow immediately with the fire-rated cross-section walkthrough. Record demos for Instagram / LinkedIn post-show content.

Competitive Intelligence

Assign Andrew to walk competitors' booths (SPH/Ontario Commercial Doors, Lynden Door). Note their pricing approaches, product innovations, and hospitality positioning. Document everything in a shared note for post-show strategy debrief back in St. Catharines.

Daily Show Rhythm for CMF Team

TIME	ACTIVITY	OWNER
7:30 AM	Team huddle: review scheduled meetings, set daily lead target	Norm
8:00 AM	Booth setup, test touchless demo, refresh materials	Norm + Andrew
9:00 AM - 12:00 PM	Peak engagement hours -- both staff at booth, hourly demos	Full Team
12:00 - 1:00 PM	Rotating lunch; one person always at booth; enter leads	Rotating
1:00 - 4:00 PM	Pre-scheduled meetings + walk-up engagement	Full Team
4:00 - 5:00 PM	Last-hour push; Andrew walks competitor booths	Norm + Andrew
5:30 PM	Daily debrief: hot leads, competitor intel, tomorrow's plan	Norm
Evening	DHI networking events, prospect dinners	Norm

POST-SHOW SEQUENCE

Follow-Up Framework

The 72 hours after a trade show determine whether CMF Doors' investment converts to pipeline. Speed and personalization are everything.



Day 1: Immediate Hot Lead Follow-Up

Norm calls or emails every Hot-tier lead within 24 hours. Reference specific conversations from the booth -- "You mentioned the fire door compliance issue at your Niagara Falls property." Offer the free property walkthrough as the next step. Subject line: "Great meeting at [Show] -- your complimentary door assessment."



Day 2-3: Warm Lead Email Sequence

Send personalized emails to Warm leads with CMF's product catalog (organized by hotel application), fire rating spec sheets, and a calendar link for a follow-up call. Include: "As a Niagara-based company, we can have someone at your property within 24 hours for an assessment."



Day 3-5: Specification Package Delivery

For any prospect who discussed a specific project, have Andrew prepare a preliminary door specification package tailored to their property type. This demonstrates CMF's spec writing capability and moves the conversation from "interested" to "evaluating."



Week 2: Follow-Up Calls

Call all leads who haven't responded to email. Ask about their fire door compliance timeline. Offer a complimentary AAADM inspection of one automatic door as a relationship-builder.



Week 3-4: LinkedIn & Nurture

Connect with all leads on LinkedIn (Norm's personal profile). Add them to a quarterly email update. Post a show recap on Instagram highlighting the touchless door demo and fire-rated cross-section display. Tag the show's official account.



Critical Rule

Never send a generic "Thanks for visiting our booth" email. Every follow-up must reference the specific door or hardware challenge discussed, the buyer's property type, and a clear next step (property walkthrough, spec package, AAADM inspection quote). Personalization doubles response rates.