



PREPARED FOR

MOBICA

Hotel Industry Trade Show Planning Kit

A comprehensive guide to maximizing Mobica's presence and ROI at the hospitality industry's most important B2B trade shows across MENA and beyond.

VERTICAL

Furniture & FF&E

PRODUCTS

Furniture & FF&E Solutions

PREPARED

March 2026

POWERED BY

Innlead.ai

B2B HOTEL SUPPLY INTELLIGENCE PLATFORM

INDUSTRY LANDSCAPE

Key Hotel Industry Trade Shows for Mobica

The hospitality industry's premier trade shows represent the highest-concentration opportunities for Mobica to connect with procurement decision-makers, showcase FF&E capabilities across WORK, LIVE, HEAL, LEARN, and MOVE brands, and build pipeline in MENA and beyond.

The Hotel Show Dubai

CRITICAL

 Dubai, UAE  September  30,000+ Visitors

The gateway to GCC and African hotel markets. Mobica's primary show for showcasing vertically integrated manufacture-to-install FF&E capabilities. Direct access to hotel owners, interior designers, and procurement directors across Saudi Arabia, UAE, Qatar, Kuwait, Bahrain, and Oman.

Saudi Hospitality Expo

CRITICAL

 Riyadh, KSA  November  15,000+ Visitors

Saudi Arabia's Vision 2030 is driving massive hotel development -- 300,000+ new rooms planned. Essential for Mobica to position as the regional FF&E partner of choice for mega-projects like NEOM, The Red Sea, and Diriyah Gate.

INDEX Dubai

HIGH

Dubai, UAE May

The MENA region's largest interiors, furniture, and fit-out show. Ideal for showcasing Poliform, Varschin, and other premium partner collections alongside Mobica's own brands.

Cairo ICF

REGIONAL

Cairo, Egypt February

Cairo International Furniture Fair. Mobica's home-market show. Critical for reinforcing domestic leadership and connecting with African buyers from Kenya, Uganda, and Sudan.

Design Week (Dubai)

DESIGN

Dubai, UAE November

Focused on design professionals. Showcase LIVE brand collections and premium European partnerships (Gufam, Qeeboo, Abhika).

HOTELEX (Shanghai)

EXPANSION

Shanghai, China March

Asia's largest hospitality equipment and supply expo. A scouting opportunity for new market entry and supply chain partnerships.

ANNUAL PLANNING

Trade Show Calendar

Map Mobica's annual trade show strategy against MENA hotel procurement cycles and budget periods to maximize impact across 15 factories and 280,000 m2 of manufacturing capacity.

QUARTER	SHOW	LOCATION	FOCUS	PRIORITY
Q1	Cairo ICF	Cairo, Egypt	Domestic & African markets	HIGH
	HOTELEX	Shanghai	Asian market scouting	MEDIUM
Q2	INDEX Dubai	Dubai, UAE	FF&E & interiors showcase	CRITICAL
	HD Expo + Conference	Las Vegas	Global hospitality design	MEDIUM
Q3	The Hotel Show Dubai	Dubai, UAE	MENA hotel procurement	CRITICAL
	Hospitality Design Exposition	Various	Design innovation	MEDIUM
Q4	Saudi Hospitality Expo	Riyadh, KSA	Vision 2030 hotel pipeline	CRITICAL
	Design Week Dubai	Dubai, UAE	Premium design segment	HIGH

ⓘ Strategic Note for Mobica

As a vertically integrated furniture and FF&E manufacturer with IKEA OEM credentials, prioritize shows where hotel owners, procurement directors, and interior design firms converge. Budget for 3 Tier 1 shows (Hotel Show Dubai, Saudi Hospitality Expo, INDEX Dubai) and 2 regional shows (Cairo ICF, Design Week). Registration deadlines typically close 3-4 months before events for exhibitors. Leverage Mobica's 280,000 m2 manufacturing scale as the lead differentiator.

PRE-SHOW PLANNING

Preparation Checklist

Begin preparation 12-16 weeks before each show. Every dollar invested in pre-show planning returns 3-5x in qualified lead quality. For Mobica, the booth must communicate manufacturing scale and design versatility.

Booth Design & Setup

- Select booth size (minimum 20×20 for furniture vignettes, island for flagship launches)
- Design branded backdrop showcasing 15 factories / 280,000 m2 manufacturing scale
- Create product zones by brand: WORK, LIVE, HEAL, LEARN, MOVE
- Plan lighting to showcase furniture finishes, upholstery textures, and wood grains
- Build a full hotel room vignette (guestroom or lobby) with installed Mobica furniture
- Display premium partner pieces (Poliform, Varschin, Tonon) in a dedicated corner

Collateral & Materials

- Product catalogs organized by hotel segment (luxury, upper-upscale, midscale)
- Case study cards featuring completed hotel FF&E projects with before/after photos
- IKEA OEM quality certification one-pagers as trust signal
- Material sample boards (wood, fabric, leather, laminate finishes)
- Business cards with QR code linking to digital project portfolio
- Sustainability and ISO certification documentation

Product Display Strategy

- Signature lounge chair or lobby piece positioned at booth entrance as hero product
- Full guestroom mock-up showing headboard, desk, wardrobe, minibar, and seating
- Touch-and-feel material station with 50+ finish and fabric samples
- Digital screen loop showing factory tour, installation time-lapse, and project completions
- Separate healthcare/HEAL zone if targeting hospital and clinic furniture buyers

Pre-Show Outreach

- Email target list of MENA hotel procurement contacts via Omar Abo Elsoud 6 weeks out
- Schedule 1:1 meetings with top 20 hotel developer prospects at show
- Post "Visit Mobica at [Show], Booth [#]" on LinkedIn with factory video
- Send personalized invitations to KSA/UAE/Qatar hotel chain contacts
- Coordinate with IKEA relationship managers for joint visibility if applicable

Pre-Show Success Metric

Target pre-booking 40-60% of your meeting slots before show doors open. Furniture and FF&E suppliers who pre-schedule meetings with hotel developers generate 2.5x more qualified project opportunities than those relying solely on walk-up traffic. Mobica's manufacturing scale (2,400+ employees) is the lead conversation opener.

BUYER PERSONAS

Attendee Targeting Strategy

Not all show attendees are equal. Focus booth staffing and outreach on the highest-value buyer personas for Mobica's furniture and FF&E solutions.

Hotel Owners & Developers

Decision Authority: Project-level FF&E budget approval, vendor selection for new builds

Key Concerns: Total project cost, design alignment with brand vision, delivery timelines, single-source capability

Approach: Lead with end-to-end design-manufacture-install capability. Show completed hotel project portfolios with cost-per-room data.

Interior Design Directors

Decision Authority: FF&E specification, material selection, brand standards compliance

Key Concerns: Design versatility, customization depth, material quality, sustainability credentials

Approach: Showcase material sample library, custom finish capabilities, and premium partner collections (Poliform, Gufam, Qeeboo).

Procurement / Purchasing Directors

Decision Authority: Final vendor selection, contract negotiation, volume pricing approval

Key Concerns: Unit pricing at scale, delivery reliability, warranty terms, MOQ flexibility

Approach: Lead with IKEA OEM credentials as quality proof, present tiered pricing structures, emphasize 15-factory production capacity.

Project Managers & FF&E Consultants

Decision Authority: Shortlisting vendors, coordinating installation timelines, quality oversight

Key Concerns: On-time delivery, installation support, defect rates, project coordination capability

Approach: Present phased rollout track record, dedicated project management team, and installation coordination services.

Hospitality Chain Regional Offices

Decision Authority: Brand-standard FF&E specifications, approved vendor lists for MENA properties. Major chains (Marriott, Hilton, Accor, IHG, Rotana) maintain regional procurement offices in Dubai. Mobica should target these teams at every Dubai-based show, as one relationship can unlock 50-100 property opportunities across the GCC.

LEAD MANAGEMENT

Lead Capture Strategy

Every booth visitor represents potential project revenue. A structured lead capture system ensures no opportunity is lost and enables rapid post-show follow-up by Mobica's export team.

72h

FOLLOW-UP WINDOW

5x

ROI WITH CRM CAPTURE

80%

LEADS LOST WITHOUT SYSTEM

Lead Qualification Framework

LEAD TIER	CRITERIA	ACTION	TIMELINE
HOT	Active hotel project, FF&E budget approved, timeline within 6 months	Omar's team calls within 24h, send project-specific proposal	Same day CRM entry
WARM	Hotel development in planning stage, evaluating FF&E vendors	Email follow-up within 48h, schedule factory tour	Within 48h
COOL	Gathering information, no immediate project, future development planned	Add to nurture sequence, send full product catalog	Within 72h
NETWORK	Designers, architects, media, non-buyer stakeholders	LinkedIn connection, add to quarterly design newsletter	Within 1 week

Digital Capture Tools

- Badge scanner linked to CRM (Salesforce, HubSpot)
- Tablet-based lead form with FF&E project qualification questions
- QR code linking to Mobica's digital project portfolio and catalog
- Photo capture of business cards with project notes

Qualification Questions

- How many hotel rooms are in scope for your current project?
- What is the project timeline for FF&E procurement?
- Are you looking for design-manufacture-install or supply only?
- Which hotel brand/chain is this project for?

TEAM EXECUTION

Booth Staffing & Scripts

Your booth team is the face of Mobica for Integrated Industries. Every interaction should communicate manufacturing scale, design capability, and partnership mindset.

Staffing Recommendations

4-5

STANDARD BOOTH

6-8

PREMIUM / ISLAND

8-10

FLAGSHIP (HOTEL SHOW)

Conversation Scripts

OPENING / GREETING

"Welcome to Mobica. Are you working on a hotel or hospitality project? We're Egypt's largest vertically integrated furniture manufacturer -- 15 factories, 280,000 square meters, and we handle everything from design through installation."

DISCOVERY / QUALIFICATION

"That sounds like an exciting project. How many rooms are in scope? We've furnished hotel projects across the GCC -- from boutique resorts in Oman to large-scale chain rollouts in Saudi Arabia. As an IKEA OEM supplier, we bring that same precision and quality control to every hospitality project. What's driving the timeline?"

PRODUCT DEMO TRANSITION

"Let me show you our LIVE collection -- this is what we specified for [reference hotel]. Feel the quality of this finish. We offer full customization on materials, colors, and dimensions to match your brand standards. And through our partnerships with Poliform and Varschin, we can deliver European design quality at regional pricing."

CLOSING / NEXT STEP

"I'd love to arrange a factory tour in Cairo so you can see our production capabilities firsthand -- most clients find it very reassuring. Can I schedule a follow-up call next week with our export team to discuss preliminary pricing for your project scope? I'll have Omar Abo Elsoud, our export lead, reach out directly."

 Booth Etiquette

Staff should be bilingual (Arabic/English) at all MENA shows. 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. Have Arabic-language collateral ready for GCC buyers.

SHOW FLOOR TACTICS

In-Show Engagement

Beyond your booth, the show floor and event programming offer additional channels for Mobica to connect with hotel buyers and design professionals.

Speaking Opportunities

Apply for panel or breakout session slots 6+ months ahead. Topics like "Scaling FF&E Manufacturing for MENA's Hotel Boom" or "From Design to Installation: The Vertically Integrated Advantage" position Mobica as a thought leader, not just a vendor.

Networking Events

Attend official receptions and association dinners. Host a private dinner for your top 10-15 target hotel developer accounts on the evening before the show opens. In GCC culture, relationship-building over a meal is critical.

Live Product Demos

Schedule hourly demos of Mobica's customization capabilities. Show material sample boards, before/after room reveals from completed projects, and time-lapse videos from factory floor to hotel room installation. Record demos for post-show LinkedIn content.

Show Floor Intelligence

Assign one team member to walk competitors' booths (particularly Turkish and Chinese FF&E manufacturers), attend competitor presentations, and collect pricing/positioning intelligence. Document everything 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, material refresh, digital screen check	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	Client dinners, networking events	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 for Mobica's export team.



Day 1: Immediate Hot Lead Follow-Up

Omar Abo Elsoud's team calls or emails every Hot-tier lead within 24 hours. Reference specific project details from the booth conversation. Attach a preliminary scope document and Mobica capability overview. Subject line: "Great meeting at [Show] -- your hotel FF&E project proposal from Mobica."



Day 2-3: Warm Lead Email Sequence

Send personalized emails to Warm leads with full product catalog, relevant hotel FF&E case studies, and a factory tour invitation. Include 3D renders or photos from comparable completed projects.



Day 3-5: Material Sample Shipment

Ship physical material sample boards to all Hot and Warm leads. Include wood finishes, fabric swatches, laminate options, and a handwritten note referencing the show conversation. Match samples to the products discussed at the booth.



Week 2: Follow-Up Calls & Factory Tour Invitations

Call all leads who haven't responded. For serious prospects, extend a factory tour invitation to Cairo. Seeing 15 factories and 280,000 m2 of production capacity firsthand is Mobica's strongest conversion tool.



Week 3-4: LinkedIn & Nurture

Connect with all Cool and Network leads on LinkedIn. Add them to Mobica's quarterly design newsletter and project showcase sequence. Post a show recap article featuring booth highlights and key project discussions.



Critical Rule

Never send a generic "Thanks for visiting our booth" email. Every follow-up must reference the specific project discussed, the buyer's hotel brand, room count, and a clear next step (factory tour, pricing proposal, or material sample). Personalization doubles response rates in MENA hospitality procurement.

FINANCIAL PLANNING

Trade Show Budget

Allocate 30-40% of Mobica's annual marketing budget to trade shows. A well-executed furniture and FF&E show presence typically returns 6-10x in project pipeline value.

Budget Breakdown (Premium Booth -- Furniture/FF&E)

CATEGORY	ITEMS	EST. COST (USD)	% OF TOTAL
Booth Space	20×20+ floor space, corner or island position	\$8,000 - \$20,000	15-20%
Booth Build	Room vignette build-out, custom walls, lighting, branding	\$15,000 - \$40,000	30-35%
Shipping & Drayage	Furniture transport from Cairo, setup/teardown, storage	\$5,000 - \$12,000	10-15%
Travel & Lodging	Flights, hotels, meals for 6-8 staff	\$6,000 - \$12,000	12-15%
Collateral	Catalogs, material sample boards, digital content	\$3,000 - \$6,000	6-8%
Entertainment	Client dinners, hospitality suite, VIP receptions	\$3,000 - \$8,000	6-8%
Total Estimated		\$40,000 - \$98,000	100%

ROI Measurement Framework

Lead Metrics

- Total leads captured (target 80+ per flagship show)
- Hot / Warm / Cool breakdown
- Cost per qualified project lead
- Lead-to-factory-tour conversion rate
- Lead-to-proposal conversion rate

Revenue Metrics

- Project pipeline value generated (18-month horizon)
- Contracts signed attributable to show
- Average project value from show leads
- Time from show to signed project contract
- Repeat attendance ROI comparison

STRATEGIC PARTNERSHIPS

Show Partnership Opportunities

Beyond standard booth presence, trade shows offer sponsorship and partnership channels that amplify Mobica's visibility with hotel decision-makers across the MENA region.

☆ Sponsorship Tiers

- **Title Sponsor:** \$50K+ -- Logo on all signage, keynote intro, premium booth location
- **Session Sponsor:** \$10-25K -- Brand a breakout session on FF&E trends
- **Lanyard/Badge:** \$5-15K -- Every attendee sees Mobica branding all day
- **Room Key Sponsor:** \$8-20K -- Hotel show visitors get Mobica-branded room keys
- **VIP Lounge:** \$15-30K -- Furnish the VIP lounge with Mobica furniture

👥 Co-Exhibiting Opportunities

- **Premium Partners:** Joint booth with Poliform, Varschin, or Tonon for European luxury positioning
- **Designer Collaborations:** Partner with MENA hotel interior design firms for room mock-ups
- **Developer Showcases:** Feature a hotel developer client as a co-presenter
- **Brand Hotels:** Furnish the show's model hotel room with Mobica products

Key Industry Associations

Join the relevant industry associations that organize and endorse major MENA hospitality shows. Membership provides early booth selection, discounted rates, and access to attendee lists.

HFTP

Hospitality Financial & Technology Professionals

AHIC

Arabian Hotel Investment Conference

EFA

Egyptian Furniture Association

✓ Next Steps for Mobica

1. Confirm 3 Tier 1 shows: Hotel Show Dubai, Saudi Hospitality Expo, INDEX Dubai. 2. Begin booth space reservation 6+ months ahead for island positions. 3. Allocate budget and assign show leads from the export team. 4. Build pre-show outreach list using InnLead.ai's hotel procurement contact database for MENA. 5. Schedule factory tours for hot leads captured at each show. Contact www.mobica.net for trade show coordination.