



# Attend THE HOSPITALITY TRADE EXPO

March 8 & 9, 2026 | Ocean City, MD



## TWO DAYS. ONE CAN'T-MISS EXPO

Don't let the fun (*or the best ideas*) pass you by! The Spring Trade Expo is serving up two days of inspiration, innovation, and connections at the Mid-Atlantic's largest Hospitality event.

Bring your team and see what everyone's talking about!



### INDUSTRY INSIGHTS

Explore bold strategies, emerging trends, and actionable how-to insights that will redefine the way you do business.



### SAMPLE & SHOP

See it. Taste it. Try it.  
500+ exhibits featuring cutting-edge hospitality innovations and exclusive expo-only deals.



### NONSTOP NETWORKING

The largest hospitality gathering in the Mid-Atlantic. Meet face-to-face with industry suppliers & colleagues!

**Celebrating 52 years uniting hospitality buyers and sellers!**

Attendee registration is **FREE** until March 4<sup>th</sup> - sign up at [OceanCityTradeExpo.com](https://OceanCityTradeExpo.com)



KEYNOTE SPEAKER  
**DR. BRYAN DEPTULA**  
Henlopen Hospitality

MONDAY, MARCH 9

# WINNING *Conflict*

2<sup>nd</sup> Floor, Rm. 209 | 10 am

## *Maverick* Mixologist

From Food Network Challenge: Bartender Battle to hosting 100+ competitions, Dean brings unmatched expertise, insight, & energy to the stage.

### 2 CAN'T-MISS COCKTAIL DEMOS:

- **From Pour to Profit** - A Live Cocktail Innovation Demo
  - Sunday, March 8<sup>th</sup> @ 1:00pm
- **The New Wave of Cocktails** - an interactive Demo
  - Monday, March 9<sup>th</sup> @ 1:30pm



## Learn, Taste, & Discover the Future of Hospitality

Enjoy a full lineup of **educational talks, interactive panels, live chef demos, tastings, & innovative hospitality trends** throughout the two days of the Expo.

- Hospitality Reimagined by Intelligence Interactive Panel
- Profit with a Purpose: Unlocking the Boom in N/A Beverage Market
- Be Found First: 12 Media Tactics to Win in AI Era
- Margin by Design: Strategy Behind Profitable Menus
- Beyond Booze - Zero Proof Tasting
- Culinary Creativity in Action - Touch of Italy Chefs create signature dish with flair!
- Innovation Feature - RobotLAB
- Allergen-Safe Cooking - From Kitchen to Customer