

Thank you for participating in the National Hardware Show.

As you know, we continuously seek feedback from our exhibitors and attendees on how we can make the Show experience even better. Based on feedback from our attendees, we have re-designed the Central Hall layout for 2012 to make it easier to navigate and find the products they are looking to buy.

We have developed a new pricing approach for 2012 that puts you in control and offers greater value and flexibility. You now have the opportunity to renew your current booth, or to request up to three (3) alternative booth locations and select from an expanded number of price points to best meet your company's business needs.

Key benefits of this new pricing approach are:

- A more efficient and clear booth selection process to allow for a *wider variety of choices for you*
- Ability to request the booth location you want – *you can remain in your existing area, or explore opportunities to move to a location you believe to be more desirable*
- An expanded number of price points based on the booth location you select – *you can select a booth based on location or price point that suits your needs*
- Renewal Pricing will apply both before and at the Show – *your reward for your loyalty to the Show*

You will still have the opportunity, until June 17th, to *renew your existing location*. You will also be able to request as many as three alternative spaces at a price point and location that may better meet your company's needs, once you renew your booth location for 2012.

The cornerstone of our new program puts you in control. It's your CHOICE.

The following details will assist with your 2012 National Hardware Show Space Selection Planning:

NEW FOR 2012: As explained in our introductory letter, the floor plan has a range of price points based on specific positions and configurations. For example, spaces on the main aisle and front of Show as well as corner locations are established as having a premium value, as opposed to spaces in central areas of the hall or in peripheral aisles.

YOUR CHOICES:

CHOICE 1: SECURE YOUR 2011 LOCATION AND PACKAGE FOR 2012: Secure your 2011 booth location and program for 2012 if the current location and package suit your company's needs (complete pricing detail is below). A signed Agreement and 30% deposit is required prior to or at the 2011 National Hardware Show

CHOICE 2: REQUEST A NEW LOCATION: If you wish to change booth locations, a signed Agreement and 30% deposit is required to reserve your current space by June 17th. Then, you can request up to three (3) alternative spaces by indicating your choices on your Agreement. If any of your requested spaces become available at the end of renewal phase we will review all requests for that space and fill the space according to priority points. If any of your 3 requested choices does not become available or you do not have the most priority points among the parties requesting such choice if it does become available, you will remain in your 2012 contracted booth location or we will contact you to discuss alternate locations.

CHOICE 3: SELECT AT A LATER DATE: If you decide to wait until after June 17th to select space for 2012, your current space will be **released and made available for other customers**. Also, *Post-Selection Pricing will apply after the renewal period ends*.