

**What is the Channel Leaders Club?**

**1**

**Definition & Criteria to be a Channel Leaders Club Member:**

*Invitation only* VIP buyer program for DIY/Home Improvement retailers/distributors/wholesalers with buying titles/purchasing power and innovative retailer award winners including...

**Big Box/Mass Retailers:**



**Wholesalers/Distributors:**



**Online retailers:**



**Independent retailers with 7 stores +**

**Testimonial: CLC Member**

“We’re always on the lookout for the next hot product or trend in our industry, and NHS always delivers. There are many opportunities to gain knowledge at NHS, whether it’s through networking with retailers and vendors from across North America or participating in educational seminars. We always leave energized and full of new ideas.”

**JOEL MARKS**

Vice President – Merchandise  
HOME HARDWARE STORES LTD.



**Testimonial: NHS Exhibitor**

“The National Hardware Show gives Midland Power a fantastic opportunity to connect and network with high-profile customers and retailers from both the US and Canada. The relationships we’ve built at the Show have become an integral part of our business. The timing of NHS also makes it a great platform to launch new products.”

**OWEN SHEEDY | MIDLAND POWER.**

**How to spot a CLC Member**

**2**

A CLC buyer’s #1 goal is to find **NEW products** at NHS on the Show Floor.

**3**

CLC delivers **the most influential buyers** from every category to NHS.

**4**

CLC members receive **VIP treatment** with custom programs to assist in their sourcing at NHS.



Channel Leaders Club members can be easily identified at the Show by their red badge holder.

**To nominate a VIP buyer, contact:**

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