

INVENTORS SPOTLIGHT



Be part of one of the most exciting areas at NHS—Inventors Spotlight. This dedicated area is where brand new inventions—not yet on the market—are given their debut. Inventors Spotlight is the most highly trafficked area of the Show because it represents innovation in its early stages. It provides your product a platform to become “the next big thing” for buyers who are looking for the latest and greatest products in the home improvement industry!

The top 3 Best in Show products will be awarded by the UIA.

NEW LOCATION! Inventors Spotlight will now be located directly on the Show Floor in Central Hall. This prime location will further increase booth traffic and allow you to network with even more buyers. **Note:** Security measures will be added to vet those who walk the area in order to ensure your products and ideas are fully protected.

IN PARTNERSHIP WITH:

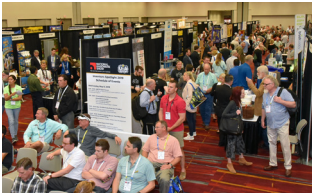


PACKAGE DETAILS:

- 4 ft Draped Table
- 2 Chairs
- Carpet (area is already carpeted)
- Pipe and Drape (3' side drapes, 8' back drape)
- 3 Badge Allotment

RULES & STANDARDS

- > Product represented in the Inventors Spotlight is new to the market and not currently in distribution
- > Inventors Spotlight is limited to one invention per reserved booth
- > 8 ft. height limitation
- > No Hard Walls



PITCH YOUR PRODUCT

Do you want helpful advice from a panel of industry experts?

Once you have registered for your booth in Inventors Spotlight, you will gain the unique opportunity to pitch your product to a panel of buyers. You'll receive real-time feedback and advice as well as added exposure and the chance to be picked up by those buyers.

Panel participants in 2019 included:

Ace Hardware, DANCO, Home Depot, Make48, QVC, and SLC Group Holdings.

HEAR FROM AN INVENTOR ABOUT THEIR EXPERIENCE AT NHS!

“At our first National Hardware Show, we had our first prototype—the interesting thing is that we never laid our eyes on our prototype until we got to the Show. People were just going gaga over it! The next thing you know we were talking to a large retailer and they made a PO for 1,000 units right there on the floor. We looked at each other after they left and said: **“Wow, this Show is awesome!”** NHS is an incredible marketplace of ideas, and we had so many eyeballs on our product because of the Show. It's been a game changer.

We ended up winning the blue ribbon out of 11,000 entries. Winning first prize was mind-blowing. We met some of the most wonderful people and the exposure was unbelievable—every country was there to look at the products. **We have a lot of people who ask us how they get started in this business, and we say there is one Show they have to go to—the National Hardware Show.”**

- LITTLE BURROS

ADVERTISING TERMS: 100% full payment is due two weeks prior to the event. Payment is due in accordance with the payment schedule on page one of the Application & License Agreement For Exhibition Participation. Rates are net and non-commissionable. All reservations with signed insertion orders are non-cancelable and non-refundable. In the event of cancellation, the advertiser is responsible for full payment. Management has the right to offer new products or positions throughout the show cycle that may not be listed on this form. Ads with coupons will not be accepted.

Contact Juliana Sherwood at 203-840-5566 or jsherwood@reedexpo.com to reserve your booth!

nationalhardwareshow.com