

We're recommending your company & products to buyers leading up to & at the National Hardware Show. Accurately complete all fields in your company profile to increase your chance of getting noticed & generate leads from qualified attendees looking for brands & products like yours!

1

Update your Company Listing in the Exhibitor Dashboard

Review your company listing to ensure that your information is up-to-date & complete!

How does it work? We're recommending your company & products to attendees based on the product categories you offer and the customer types (Independent Retailers & Non-Independents) you are willing to sell to. The product categories and customer types you select in the Exhibitor Dashboard are matched up with attendees who choose those product categories during registration.

Edit & Add Your Product Categories & Customer Types:

Click on "Company Profile" in the Exhibitor Dashboard

Scroll down to the "Product Categories" section

Scroll down to "Please select the customer types you are willing to sell to" section

Attendees receive their exhibitor & product recommendations via:



My Show online planning tool



National Hardware Show Mobile App



Customized emails delivering communications

2

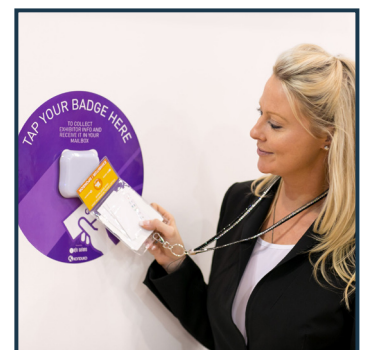
Generate leads for your company before the Show

With a complete listing, you have more opportunities to be recommended to the right buyers, generating more exposure & leads for your company.

How are leads generated? When attendees hit the "star" button in My Show, this action saves your company or product to their list of favorites & generates a lead for your company! Click "Leads" at the top of your Exhibitor Dashboard to view your leads.

NEW for 2020—lead retrieval at the Show!

NHS has partnered with Konduko—a *SMART*, cutting-edge lead retrieval technology—making it easier than ever to collect leads and do business at the Show! Your booth package includes a Konduko *SMART* reader which buyers will "tap" their badge against to digitally collect your customized information and contact details in an email at the end of each Show day. **Be sure to upload and publish content on to your Konduko Lead Retrieval account (your login details will be sent to you prior to the Show)—doing this is imperative to showcasing the best of your brand and company when buyers connect with you at the Show.**



LOGIN & GET STARTED TODAY: [NATIONALHARDWARESHOW.COM/DASHBOARD](https://nationalhardwareshow.com/dashboard)