

75
YEARS
CONNECTING
THE INDUSTRY
SINCE 1945

NHS
CHANNEL LEADERS CLUB

CHANNEL LEADERS CLUB VIP BUYER PROGRAM

MAY 11-13, 2021
Las Vegas Convention Center

What is the Channel Leaders Club?

Definition & Criteria to be a CLC Member:

Invitation only. The **Channel Leaders Club (CLC)** is the official National Hardware Show 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: JCPenney | Sams Club



Wholesalers/Distributors: True Value | Home Hardware



Online retailers:



& Independent retailers with 7+ stores:



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

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

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

NOMINATE A VIP BUYER!

Contact us to nominate someone who currently attends the National Hardware Show or nominate an individual you feel should be attending – and we'll do our best to get them there!

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 & 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



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

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