

## 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.**

**LOCATION:** Inventors Spotlight will be located in **Room N109** across from Central Hall.

**NOTE:** Security measures will be in place to vet those who walk the area in order to ensure your products and ideas are fully protected.

IN PARTNERSHIP WITH:



### PACKAGE DETAILS:

**\$2780**

- 5x7 Booth Space
- Aluminum Pipe & Drape Structure, Name Sign, 8ft back wall, 3ft side rails (for inline booths)
- Carpet, 4' Draped Table, 2 Chairs
- Company listing in NHS Directory, mobile app and website
- Bronze Showroom – online showroom
- Inclusion in dedicated email promoting Inventors Spotlight
- Unlimited use of lead retrieval mobile app

### 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 the Inventors Spotlight, you will be given the opportunity to apply for the unique chance to pitch your product to a panel of buyers. Those companies selected (limited appointments available for each panel) will 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 your Sales Representative or Richard Russo at 203-840-5866 or [russo@reedexpo.com](mailto:russo@reedexpo.com).

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