



75
YEARS
CONNECTING
THE INDUSTRY
SINCE 1945

NATIONAL HARDWARE SHOW

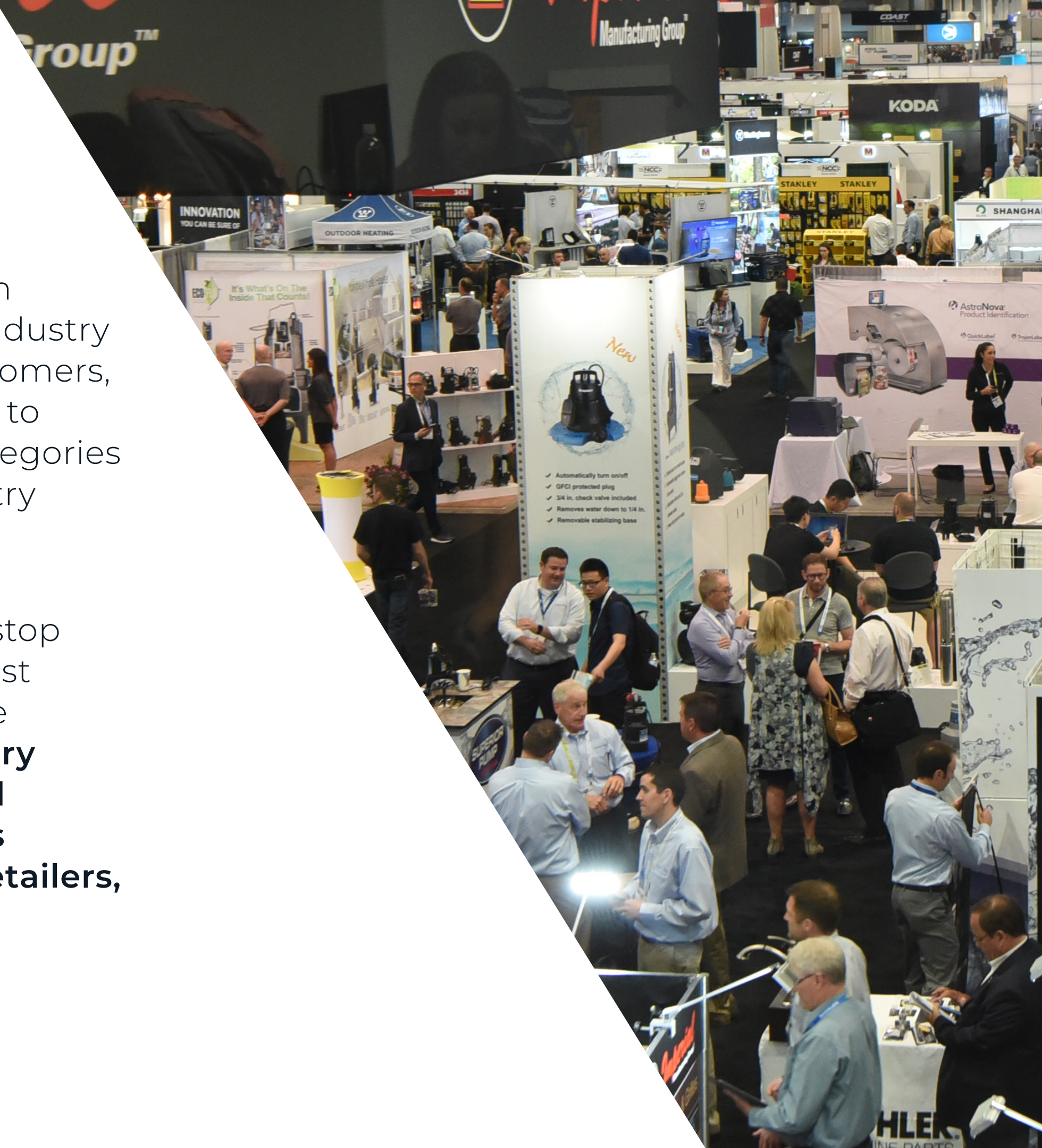
EXHIBITOR PROSPECTUS

MAY 11-13, 2021 | LAS VEGAS CONVENTION CENTER

WHAT IS NHS?

For 75 years, the National Hardware Show has been known across the hardware & home improvement industry as the best place to meet face-to-face with new customers, network and reconnect with current customers, and to showcase your products in one of the 16+ product categories represented on the Show Floor to the 25,000+ industry professionals and 120+ media outlets in attendance.

For buyers and industry professionals, NHS is a one-stop sourcing experience to get the first-look at the newest exhibitors, exclusive product launches, to witness the hottest trends in the industry. **This is the one industry event where you are guaranteed to get your brand in front of retailers, wholesalers, distributors, mass merchants, online retailers, co-ops, independent retailers, big box retailers, and even MORE buyers.**



WHO EXHIBITS AT NHS?

A small sample of the 2,000 companies that exhibit at NHS:



WHAT DO EXHIBITORS SAY ABOUT NHS?

INDUSTRY FAVORITE

“Our company goes to around 40 or 50 tradeshows a year, and the National Hardware Show is by far our favorite one. It’s why we bring our entire team and why we plan to bring our entire team for many years to come.”

**Michael Sierzant, Director
of Account Managers,
Firefly Buys**

TARGET AUDIENCE

“The National Hardware Show has given us the opportunity to get in front of people we would not easily be able to get in front of, and I would like to say thank you.”

**Tim Shaw, President &
Founder, FuelHoss**

GLOBAL EXPOSURE

“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.”

**Robert Thorsen, Managing
Partner, Little Burros**

QUALITY BUYERS

“The quality of contacts we made at NHS was excellent. The customers that visited the booth were there to buy and work with us as opposed to sell their services. We also met with top tier press and received recognition as an NHS Homewares Award winner.”

**Mitch Danzig, CEO,
ITSmart Security LLC**



WHO ATTENDS NHS?

A sample of buyers who attend NHS:



ATTENDEE BREAKDOWN

Top increases from 2018 - 2019:

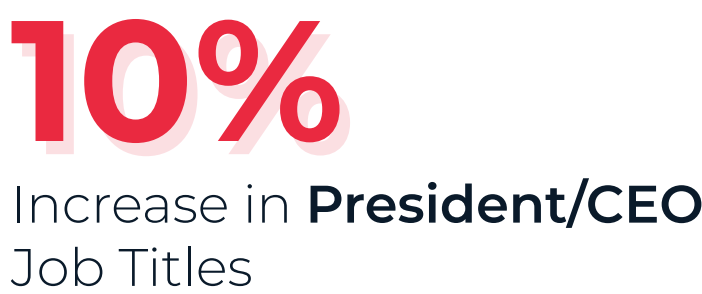
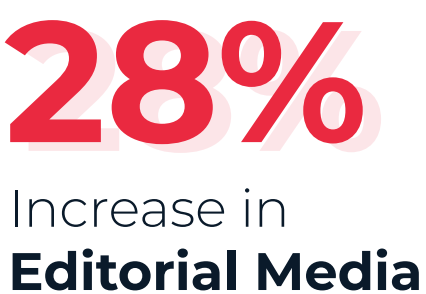
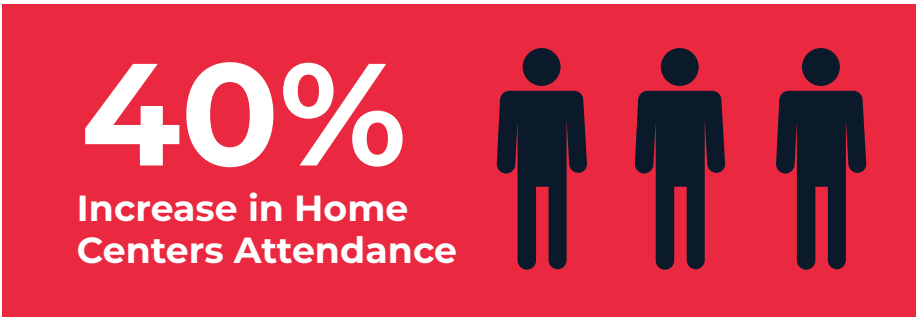
NHS attracts a worldwide audience of **25,000+** industry professionals

Who they are:

61% of buyers were **NEW** in 2019

- Automotive
- Builders, Contractors & Remodelers
- Discount Stores
- eCommerce Retailers
- Electric Supply Stores
- Farm & Ranch Retailers
- Garden Centers
- Grocery Stores
- Hardware Stores
- Importer/Exporter
- Independent Retailers
- Lumber, Building, Material (LBM) Retailer
- Mass Merchant/Big Box
- Paint Stores
- Pet Stores
- Plumbing Specialty Stores
- Specialty Retailers
- Sporting Goods
- Wholesalers/Distributors/Co-ops

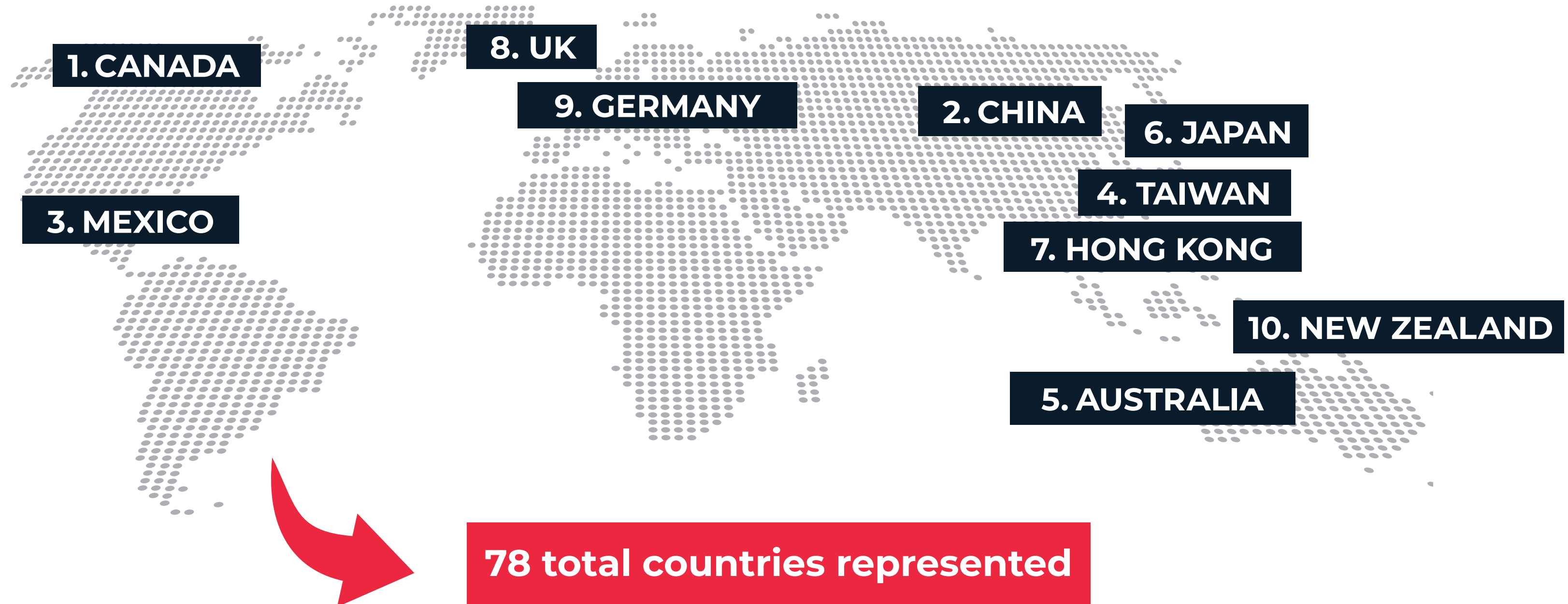
& MANY MORE



GLOBAL & ALL INDUSTRY ACCESS

 **21% of attendees were international in 2019**

Top 10 International Countries represented at the 2019 National Hardware Show:



MEET THE CHANNEL LEADERS CLUB



A 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



Wholesalers/Distributors:



Do it Best Corp.



Online Retailers:



Independent Retailers (with 7+ stores):



ABOUT THE CHANNEL LEADERS CLUB

The Channel Leaders Club delivers the most influential buyers from every category to NHS, and their #1 goal is to find NEW products at NHS on the Show Floor. Channel Leaders Club members receive VIP treatment with custom programs to assist in their sourcing at NHS.

In order for individuals to qualify as a Channel Leaders Club member, they must be buying executives from the global DIY/home improvement industry's largest retailers, wholesalers or distributors or be a large chain independent retailer (with 7 stores or more).



For more information about our Channel Leaders Club, please reach out to:



KIMBERLY FOX

Director of Industry Relations & Buyer Programs
NHS Channel Leaders Club
kfox@reedexpo.com
(203) 840-5986 - Office | (203) 807-2318 - Mobile



ANDREW OLSON

Manager of Buyer Programs
NHS Channel Leaders Club
aolson@reedexpo.com
(203) 807-6643

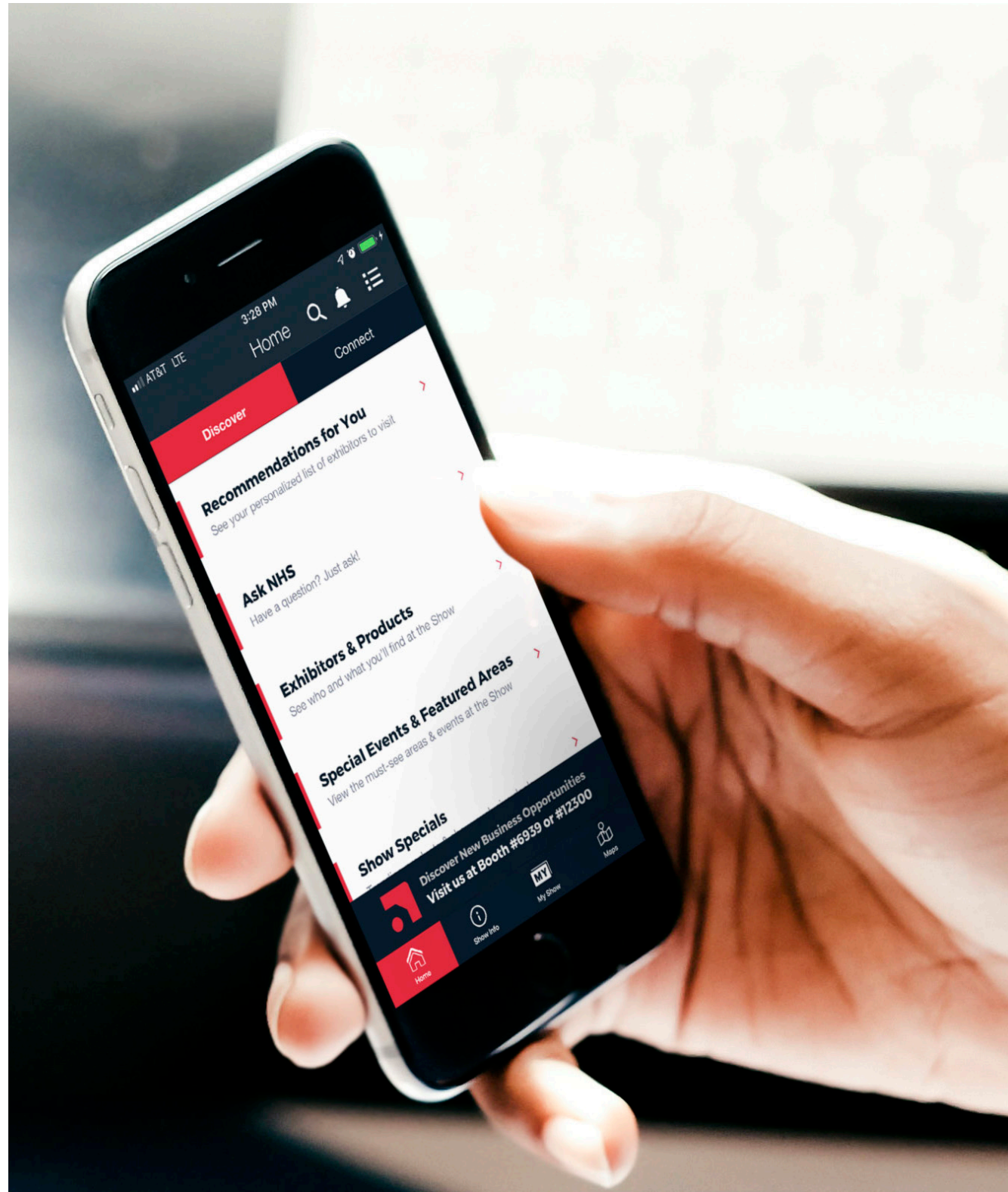
We're always on the lookout for the next hot product or trend in our industry, and NHS always delivers. There are many opportunities to gain knowledge at NHS, whether it's through networking with retailers and vendors from across North America or participating in educational seminars. We always leave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

Joel Marks | Vice President of Merchandise | Home Hardware Stores Ltd.

A photograph of three men at a trade show booth for Monterey Lawn & Garden Products. The man on the left is older, with white hair and glasses, wearing a dark blue polo shirt and khaki pants. The man in the center is middle-aged with grey hair and a beard, wearing a dark blue polo shirt and khaki pants. The man on the right is younger, with glasses, wearing a white shirt and a dark suit jacket. They are standing behind a blue table covered with brochures. In the background, there are shelves with various lawn care products, including bottles of 'Liqui-Cop' and 'Organic Plant Care'. A large banner in the background reads 'For a beautiful garden...'. A tall, vertical banner on the right side of the booth displays the 'Monterey' logo. The setting is a large indoor exhibition hall with other booths visible in the distance.

NHS FACTS & FIGURES

CUSTOMIZED RECOMMENDATIONS PROGRAM



Over the last five years, we've invested millions of dollars in cutting-edge technologies to help exhibitors get the most meetings with qualified buyers.

Our recommendations program leverages data gained from the information provided in attendee registration, app behavior, and My Show preferences to recommend exhibitors and products on the Show Floor.

99%

of all registered attendees received customized exhibitor and product recommendations

80%

of those attendees agreed that their matches made them aware of a company or product they weren't already aware of.

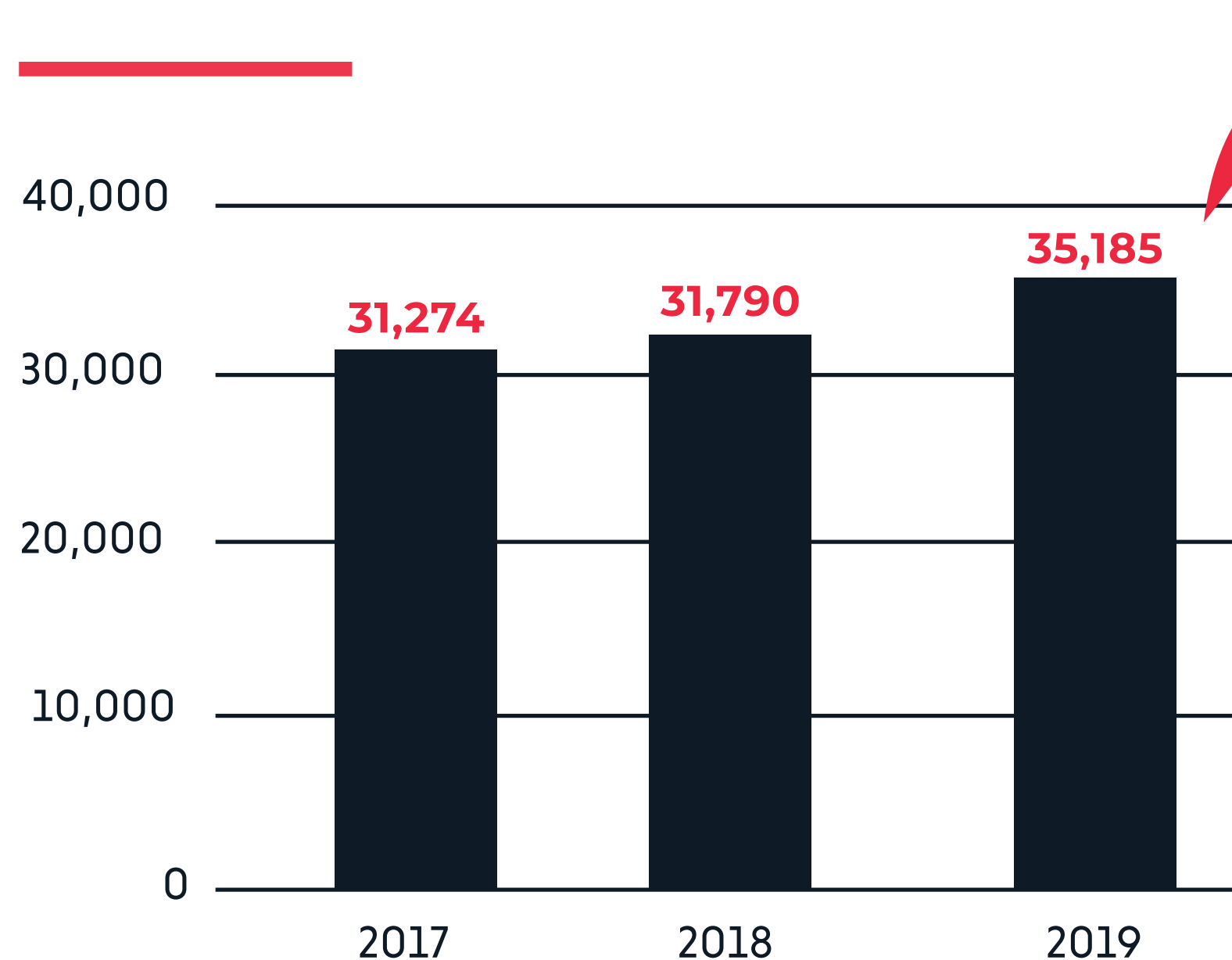
ATTENDEE PRODUCT INTERESTS

Top Attendee Product Categories for Buying/Sourcing:

- Hardware & Tools
- Lawn, Garden & Outdoor Living
- Homewares
- Electrical
- Farm & Ranch, Pet Products
- Plumbing
- Building Products
- Storage & Organization
- Impulse Aisle
- Paint & Accessories
- Tailgate, Backyard & BBQ
- Retail Service Solutions



LEADS DELIVERED



Powered by  KONDUKO

NEW for 2021!

SMART Lead Generation Technology

For the first time ever, NHS will be partnering with Konduko to make the Show a *SMART* event!

- Each exhibitor booth and all products in our Featured Product Areas will be receiving a Konduko *SMART* reader, courtesy of NHS.
- All attendees **AND** exhibitors at NHS will have a *SMART* Show badge and by “tapping” their badge on your *SMART* booth or product reader, they will be able to automatically receive your contact details and customized company or product information.

This ***NEW*** two-way lead retrieval technology will set you up for even greater success at the Show!

Other Reed Exhibitions shows who have piloted this Konduko *SMART* event technology have seen a

**138%
INCREASE**

in leads generated over the year prior (with traditional lead retrieval) as well as a **171% INCREASE** in the number of exhibitors utilizing lead retrieval.

MEDIA & PRESS EXPOSURE

In 2019, the NHS team launched an in-depth PR campaign with an outside agency, **Coyne PR**.

PR Campaign Results (including Pre-Show, Onsite and Post-Show content, coverage and exposure):

+28%

Editorial Media Attendees

260+

Total Placements

32+ Million

Media Impressions

\$1.6 Million

Estimated Media Value

At NHS 2021, gain visibility from 120+ media outlets that in the past have included:

CASUAL
Living



DIGITAL
TRENDS

FOX

TS HouseSmarts

HARDWARE + BUILDING SUPPLY
HBS DEALER

L&GR
lawn & garden retailer



RetailMerchandiser 55+
STRATEGIES FOR GROWTH





85%

OF ATTENDEES ARE
INVOLVED IN THE
BUYING PROCESS

HOW YOU CAN PARTICIPATE

EXHIBIT

NHS offers a variety of booth options, sizes, and packages, to provide solutions for every budget and every sector of the hardware and home improvement and industry. **What area is best for my company?** Let us help you decide!

Product Categories/Areas to Exhibit

- Hardware & Tools
- Paint & Accessories
- Plumbing & Electrical
- Tailgate, Backyard & BBQ
- Homewares
- Lawn, Garden & Outdoor Living
- International Sourcing
- Inventors Spotlight

SPONSOR

Plan ahead and maximize your ROI. All NHS exhibitors have the incredible opportunity to work with the experienced NHS Sales Team to design comprehensive advertising campaigns that fit your budget and help make sure the show exceeds your expectations.

Options Include:

- Email Advertising
- Website Advertising
- Print Advertising
- At Show Signage
- Product Displays
 - Made in USA
 - New Product World
 - New Product Launch
 - NHS Awards
- and much more!



LET'S TALK!



Richard Russo

Vice President of Sales

 203-840-5866

 rrusso@reedexpo.com

NATIONALHARDWARESHOW.COM