



# NATIONAL HARDWARE SHOW

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## EXHIBITOR PROSPECTUS

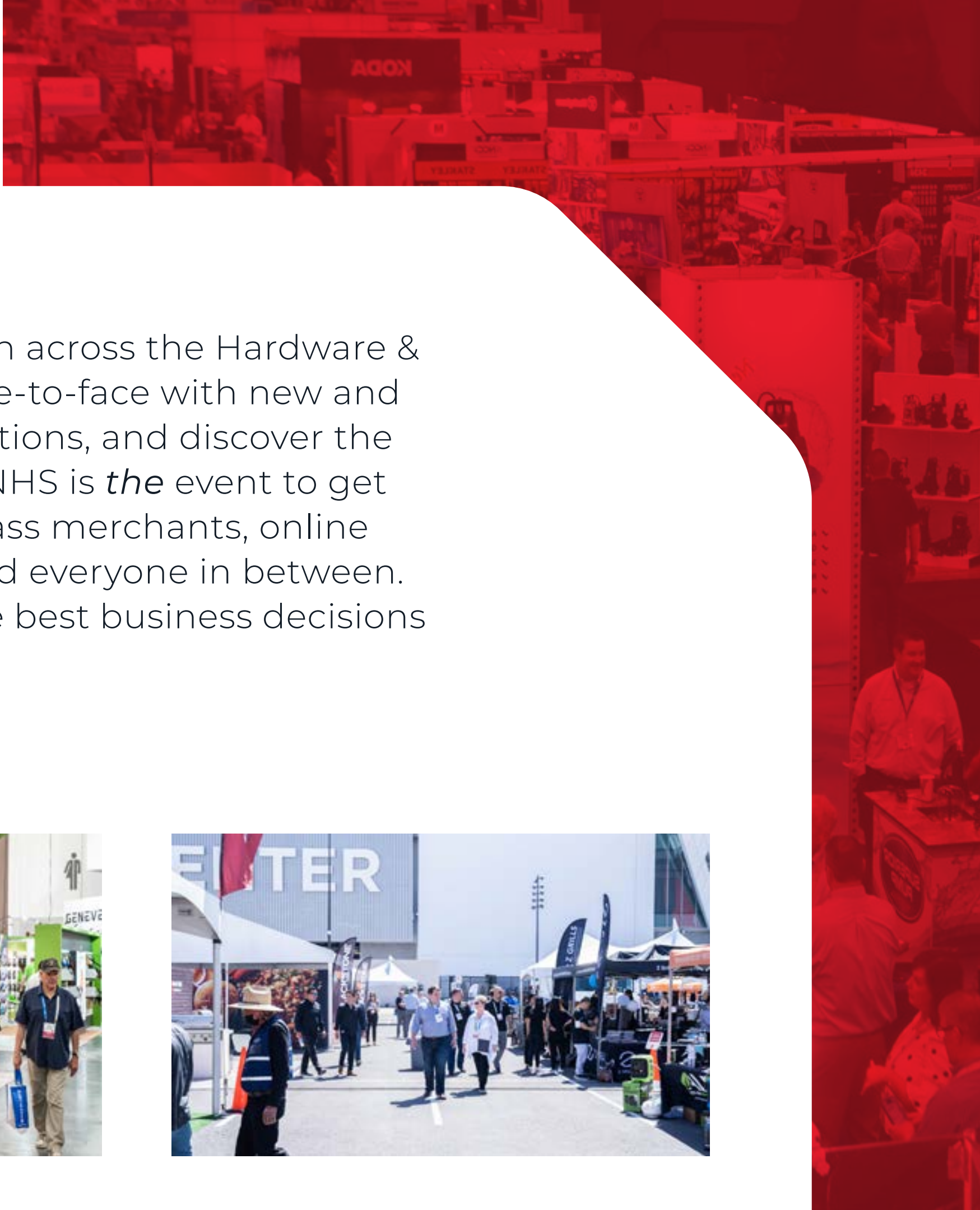
JANUARY 31 - FEBRUARY 2, 2023 | LAS VEGAS CONVENTION CENTER



# WHY NHS?

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For 76 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 and current customers, showcase product launches and innovations, and discover the newest trends that are shaping the future of the industry. NHS is *the* event to get your brand in front of retailers, wholesalers, distributors, mass merchants, online retailers, co-ops, independent retailers, big box retailers, and everyone in between. Continue reading to see why exhibiting at NHS is one of the best business decisions you'll make all year.





# WHO EXHIBITS AT NHS?

A small sample of the 1,100+ companies that exhibit at NHS:

**BLACKSTONE**

**BUFFALO** Corp.

**BRYSON**  
Industries, Inc.

**CHAMPION**  
POWER EQUIPMENT

**CHANNEL LOCK**

**CTM**  
INTERNATIONAL  
GIFTWARE INC.  
GIFTWARE  
ENTER • ENTRÉ

**Flame King**

**GCI**  
OUTDOOR

**Gleason**

**COSCO**

**KING CANOPY**

**PERMASTEEL**

**mimelnor**

**MISCO**  
home and garden

MR.  
**BAR-B-Q**

**PANACEA**  
PATIO & GARDEN

**ShelterLogic**

**SIMPSON**  
Strong-Tie

**Westfield**  
OUTDOORS

**NITE IZE**

**Red Devil**  
RED DEVIL EQUIPMENT CO.

# WHAT DO EXHIBITORS SAY ABOUT NHS?

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## INDUSTRY FAVORITE

“I have been exhibiting at NHS for around twenty years. The Show has gone through many changes, but improving communications between manufacturers and dealers and distributors has always been a strong focus.”

**Kim Campbell Brown,**  
VP Sales & Marketing,  
Gerstner & Sons

## TARGET AUDIENCE

“When it comes to connecting with new people and discovering the latest trends in Hardware and Home Improvement, NHS is an event that cannot be missed.”

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

## GAIN EXPOSURE

“We were overwhelmed by everything that went on in the HABITAT area. The interest at our booth was incredible and the quality of the leads was outstanding. The 2022 National Hardware Show is without question the best I’ve been apart of to date after two previous visits”

**Wayne de Wet, Inventor,  
ToolTalk**

## QUALITY BUYERS

“The Show provided many highlights, but the one that shines above the rest was networking with the attendees and the new connections we made. We’re thrilled to share that in the weeks following NHS, we successfully entered into contracts with the new customers we met at NHS.”

**Kimm Ried & Patrick  
Williams, Vice-President  
& CEO, PAAKline LLC**





# WHO ATTENDS NHS?

A sample of buyers who attend NHS:



A sample of how many buyers attend from each company at NHS:



“Having attended the National Hardware Show for three decades, I can safely say that this is the Show that keeps me coming back for more.

Paul McNally | Director of Merchandising | Distribution America

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# 2022 RECAP ATTENDEE BREAKDOWN

## NHS attracts a worldwide audience of quality industry professionals


### Who they are:

24% of buyers were NEW in 2022

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

& **MANY MORE**


38% Increase in Show Attendance vs. 2021



64% of Buyers are Responsible for Purchasing Decisions Across Multiple Product Categories



21% Have Purchasing Power of \$1 Million+ (12% with \$5M+)



### Top categories attendees were interested in:



16% of Buyers were International

38% of Buyers are Interested in Sourcing from International Exhibitors



# TOP ATTENDEE PRODUCT CATEGORIES FOR BUYING/SOURING

If you have any of these products, you'll fit in at NHS!

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## NHS Backyard

## National Hardware Show



# CONNECTING THE INDUSTRY GLOBALLY

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Top 8 Countries represented at the 2022 National Hardware Show:



**87 total countries represented**



# MEET THE VIP BUYERS

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.

## REQUIREMENTS FOR BECOMING A VIP BUYER:

- must be a buying executive from the global DIY/home improvement industry's largest retailers; or
- must be a wholesaler or distributor; or
- must be a large chain independent retailer (with 7 stores or more)



“The 2022 Show was well attended, the quality of the leads were fantastic and the ability to connect and network with other members of the Hardware and Home Improvement community were terrific. In addition there were many opportunities to meet with social media influencers and connect with TV and radio personalities.

**Chris Ferencsik | Owner and President | Obvious Solutions Inc.**

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# MEET THE CHANNEL LEADERS CLUB



This group of key VIP attendees include...



## Big Box/Mass Retailers:



## Wholesalers/Distributors:



## Online Retailers:



## Independent Retailers (with 7+ stores):





# NEW IN 2023

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If your product is used or enjoyed outdoors, the Backyard is your home at NHS. The **NHS BACKYARD** is a fun, interactive destination for buyers who come seeking products in the lawn, garden, farm, ranch, outdoor living and grilling categories.



In response to retailer needs, NHS created the **Retail Solutions Center** to showcase companies who offer valuable solutions to improve technology, functionality, and profits for businesses. If you offer your tech or merchandising solutions, this is the place for you!

# FEATURED SHOW AREAS: HABITAT

Discovery & Innovation Hub



**40%** of attendees rate these destinations as a must-see!



**HABITAT NEW**

Whether you're a new-to-market brand or an industry veteran, showcase your most exciting new products in **HABITAT NEW**, a discovery zone for the latest Hardware and Home Improvement launches, and generate more leads and business opportunities with buyers.



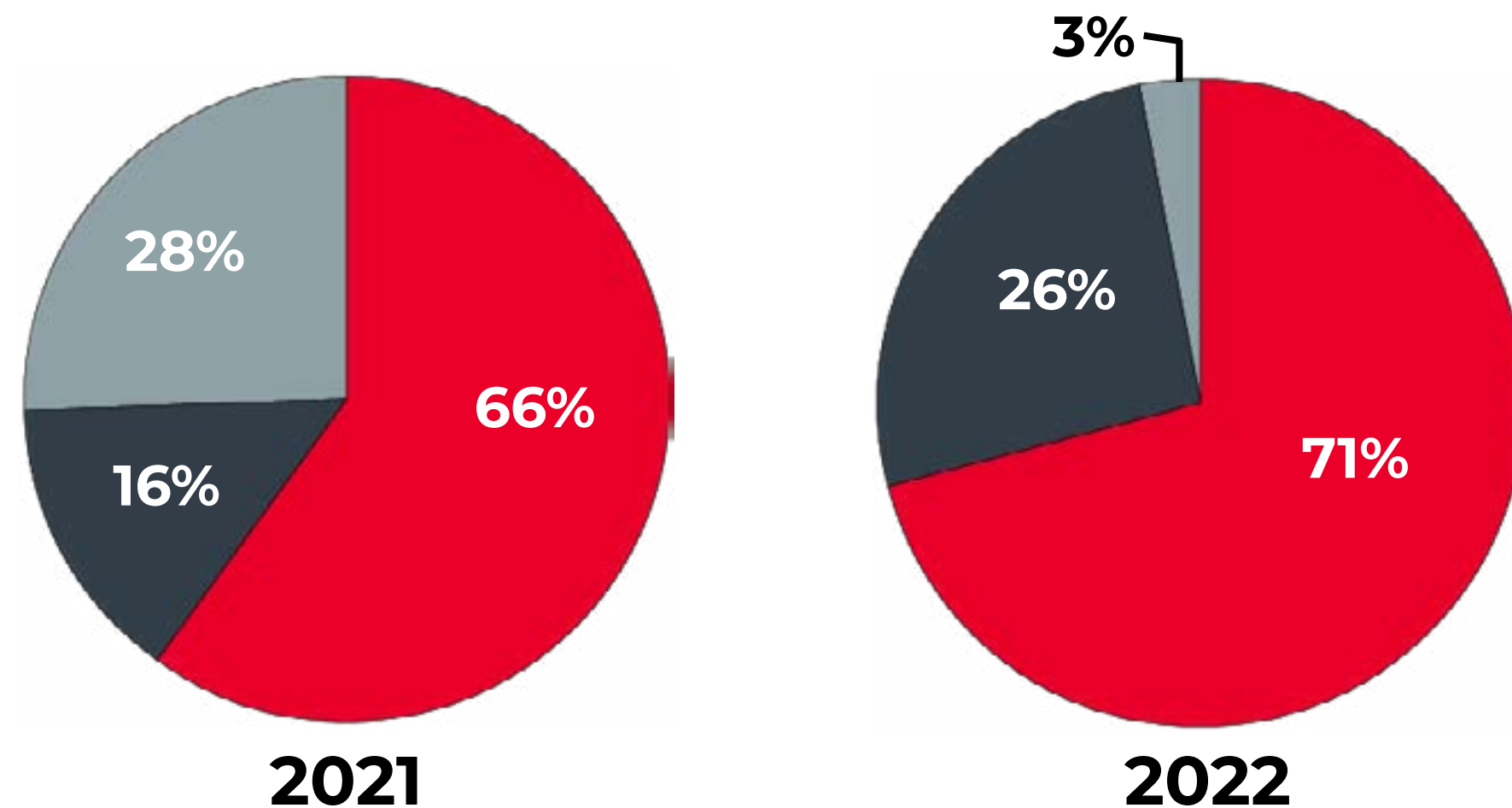
**HABITAT NEXT**

Display your innovations in **HABITAT NEXT**, a place for inventors to showcase products that embody how we as an industry can deliver new solutions for everyday living and rise to meet the changes in our world.

In 2022, exhibitors in HABITAT averaged **55%** more leads than those with just a booth.



# NHS DELIVERS LEADS



## Advanced Lead Generation

As we continue to work toward a more sustainable future, we are eliminating printed directories and some printed signage and encouraging the use of SMART technologies designed to improve your Show experience!

Each exhibitor booth and all products in our Featured Product Areas receive access to the latest lead retrieval technology.

"I like that I can see my leads clearly and was happy to see it used by visitors. I captured data even when I was not talking with them."

"Getting the leads daily was a huge help and we liked how simple it was. We liked it a lot and would use it again."

# 2022 SOCIAL MEDIA COVERAGE

## NHS ORGANIC SOCIAL MEDIA

YEAR-ROUND  
CONTENT  
FEATURING YOUR  
PRODUCTS!

131K+  
EVENT  
IMPRESSIONS



3.4K+  
EVENT  
ENGAGEMENTS

#NHS2022  
2.7M+  
IMPRESSIONS



@nationalhardwareshow

@NHShow

## NHS BOOTH COVERAGE ON SOCIAL MEDIA

Influencers in attendance included:



To date, 48 social media posts with **7.7M+ impressions**, showing **30+ different products** from the National Hardware Show trade floor.

"NHS has the best collection of home related products that viewers can relate to. We capture tons of content and have positive comments on the ingenuity of the products seen." **Dan Maxey | Tools in Action**



# MEDIA & PRESS EXPOSURE

NHS aims to build press at the Show for exhibitors by getting leading voices in traditional & social media to tell stories before, during, and post show with a key focus on products.

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

**75**

Editorial Media Attendees

**150+**

Total Placements

**450+ Million**

Media Impressions

**\$2 Million**

Estimated Media Value

Gain visibility from media outlets that have attended in the past including:



CHARLES + HUDSON



# GET STARTED!

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**Daniel Black**

Group Vice President of Sales

 203-840-5539

 [daniel.black@rxglobal.com](mailto:daniel.black@rxglobal.com)

**NATIONALHARDWARESHOW.COM**

**[Submit your application for NHS 2023](#)**