

## 2021 TAILGATE, BACKYARD & BBQ PACKAGES

### TAILGATE EXPERIENCE PACKAGE (100 or 200 sq ft only)

10x10: \$4,110\* | 10x20: \$7,060\*

- > Booth Display in the Silver Lot ALL 3 Days. (Canopy/Tent NOT included)
- > Inclusion in the Countdown to the Show E-Newsletter dedicated to Tailgate, Backyard & BBQ
- > Bronze Showroom - online showroom
- > **NEW!** SMART Event Lead Generation Technology — NHS will be partnering with Konduko to make the Show a SMART event! This NEW two-way lead retrieval technology will set you up for great success at the Show, courtesy of NHS.

### LEVEL TWO PACKAGE (300 sq ft and up)

10x30: \$10,760\* | 20x20: \$13,285\* | 20x30: \$18,335  
(other sizes available - contact for pricing)

- > Booth Display in the Silver Lot ALL 3 Days. Canopy/Tent NOT included
- > Tailgate Map Email. This email will be deployed to ALL pre-registered attendees leading up to the Show, featuring a visual map of the Tailgate, Backyard & BBQ floor plan, highlighting your booth
- > Inclusion in the Countdown to the Show E-Newsletter dedicated to Tailgate, Backyard & BBQ
- > Gold Showroom - unlimited entitlements, maximum exposure online listing and showroom, and featured exhibitor logo
- > New Product Display in New Product World with product photo and listing in Featured Product Guide
- > **NEW!** SMART Event Lead Generation Technology — NHS will be partnering with Konduko to make the Show a SMART event! This NEW two-way lead retrieval technology will set you up for great success at the Show, courtesy of NHS.

National Hardware Show Tailgate, Backyard & BBQ Media Partners include:



*\*Corner booths: Additional \$700/corner*

**For more information or to reserve your booth, please contact your Sales Representative or Richard Russo at 203-840-5866 or [rrusso@reedexpo.com](mailto:rrusso@reedexpo.com).**