

 **NATIONAL HARDWARE
VIRTUAL SHOW
OCTOBER 12-15, 2020**

The first ever National Hardware Virtual Show will feature 4 days of relevant industry education, direct appointment setting and networking between buyers and suppliers, and a robust virtual product showcase featuring newly launched and never-before-seen products.

WHAT TO EXPECT



EXHIBITOR SHOWROOMS

Be a part of the virtual exhibitor directory of NHS suppliers and manufacturers, and showcase your products and brands across all of our product categories for buyers to see and search.

DIRECT APPOINTMENT SETTING & NETWORKING

Easily sync up your calendars and allow NHS to help facilitate direct and virtual appointment setting via Jublia between top industry buyers and retailers and NHS suppliers and manufacturers.



KEYNOTE PRESENTATIONS & EDUCATIONAL SEMINARS

Learn how to leverage today's challenges from leading industry disrupters including Do it Best president and CEO Dan Starr and other industry innovators at the NRHA All-Industry Conference.

VIRTUAL PRODUCT SHOWCASES

NHS is known to be the industry leader in showcasing new products and innovation. This is your chance to display your newest products and tools, allowing buyers to source and expand their current product offerings...right from the comfort of your home or office!



3 TIERS OF VIRTUAL EXHIBITOR SHOWROOMS

PROFILE ENTITLEMENTS	NHS EXHIBITOR PRICING NON-EXHIBITOR PRICING		
	TIER 1: CONNECTS PROFILE FREE \$1,000	TIER 2: CONNECTS+ PROFILE \$500 \$2,000	TIER 3: CONNECTS UNLIMITED PROFILE \$1,000 \$3,000
Meeting Request Limit	10 requests	25 requests	Unlimited
Completed Meeting Limit	3 meetings	10 meetings	Unlimited
Number of Exhibitor Admin Profiles Included	1	3	5
1:1 Meetings (Capability of 3:3)	✓	✓	✓
Address	✓	✓	✓
Phone	✓	✓	✓
Website	✓	✓	✓
Social Media Profiles	✓	✓	✓
Company Description Limit	350 characters	350 characters	350 characters
Logo	✓	✓	✓
Product Categories Limit	20	20	20
Products Limit	10	10	10
Product Description Limit	350 characters	350 characters	350 characters
Product Images Limit	1	1	1
Brands Limit	5	5	5
Press Releases Limit	3	3	3
Company Videos Limit	1	1	1



Each day of the National Hardware Virtual Show will have a theme:

October 12: Hardware & Tools

October 13: Lawn, Garden & Outdoor Living and Tailgate, Backyard & BBQ

October 14: Plumbing & Electrical, Paint & Accessories, Homewares

October 15: International

Make sure to choose your dates/times appropriately because we will be marketing the themes to attendees to help them best prioritize their time during the Virtual Show!

SPONSORSHIP OPPORTUNITIES:

SPONSORED EMAIL BLAST

Reach a wide audience and encourage attendees to schedule appointments with you by sponsoring an email blast during the National Hardware Virtual Show! You'll supply the finished HTML email, and we'll deploy it to our database of **87,000+** NHS buyers. This is a great opportunity to showcase or educate on any improved or new products.

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|--|-------------|
| • Week of September 7 | SOLD |
| • Week of September 14 | SOLD |
| • Week of September 21 | SOLD |
| • Week of September 28 | SOLD |
| • Week of October 5 | SOLD |
| • October 11 (Day before the Show) | \$5,000 |
| • October 12 (Day 1) | \$5,000 |
| • October 13 (Day 2) | \$5,000 |
| • October 14 (Day 3) | \$5,000 |
| • October 15 (Day 4) | \$5,000 |
| • October 16 (Day after the Show closes) | \$4,500 |
| • Week of October 19 | \$4,500 |

E-REGISTRATION SPONSOR: SOLD!

Buyers will see your brand featured on every registration page while registering online for the National Hardware Virtual Show. This gives them the chance to click through to your company profile before the Event even starts!

Package includes:

- Web Banner ad will be on registration page
- Web Banner ad will be on confirmation page
- Featured Sponsor on the National Hardware Virtual Show email invite

SPONSORSHIP OPPORTUNITIES:**SUPPLIER WEBINAR**

If you consider yourself a thought leader in the industry, you can improve brand awareness and generate leads for your sales team by hosting a webinar. Use the webinar to give top buyers a sneak peek into your product line so they're enticed to visit your NHS profile and schedule a meeting with you during the National Hardware Virtual Show.

Package includes:

- Live or pre-recorded webinar presentation to the NHS audience
- Full list of all sales leads generated from the webinar provided to you post-event to expand your customer base and qualify prospects
- Turn-key webinar promotion campaign, including: One dedicated email blast to our database of **87,000+** NHS buyers, promoting registration for the webinar
- Reminder email sent to pre-registered webinar attendees the day before the webinar
- Banner ad on the NHS website homepage to promote the webinar 1 week prior
- Post-webinar email to all webinar registrants with link to recording for on-demand viewing
- Recorded webinar to be hosted on the Jublia platform and NHS Connects website no more than 1 hour post-scheduled time

2 webinars available each week leading up to the National Hardware Virtual Show and 2 webinars available each day of the Virtual Show:

- Week of Sept. 7 \$4,000 each
- Week of Sept. 14 \$4,500 each
- Week of Sept. 21 \$5,000 each
- Week of Sept. 28: **1 SOLD, 1 LEFT!** \$5,000 each
- Week of Oct. 5 **SOLD OUT**

Show Days:

- October 12 (10:00AM and 3:00PM) \$5,000 each
- October 13 (10:00AM and 3:00PM) \$5,000 each
- October 14 (10:00AM and 3:00PM) \$5,000 each
- October 15 (10:00AM and 3:00PM) \$5,000 each

FEATURED EXHIBITOR: \$1,200 (LIMITED TO 25 - 10 SOLD - 15 LEFT!)

The easiest way for buyers to find the products they're looking for is through the National Hardware Virtual Show Exhibitor List. As a featured exhibitor, your company will be pushed to the top of the search results in the otherwise alphabetical Exhibitor List and your advertisement will be included as a rotating web banner on the Show's homepage.

SPONSORSHIP OPPORTUNITIES:**PRODUCT DEMO VIDEOS: \$1,000 (7 PER DAY)**

Provide us with a 30-second product demo video that will be viewable on the National Hardware Virtual Show homepage for whichever Show day you choose. Remember, the themes for each day are as follows:

- **October 12:** Hardware & Tools
- **October 13:** Lawn, Garden & Outdoor Living and Tailgate, Backyard & BBQ
- **October 14:** Plumbing & Electrical, Paint & Accessories, Homewares
- **October 15:** International

CONTENT SPONSOR

Maximize your exposure at the National Hardware Virtual Show with enhanced visibility to independent retailers at the North American Retail Hardware Association's (NRHA) Virtual Stage. The NRHA will provide Content, Education Sessions and Award Presentations from 11:00AM-1:45PM during the four days of the Virtual Show.

Includes:

- 30-second video advertisement provided by the sponsor that will be shown before the conference starts and right after
- Sponsor Profile highlighted between sessions
- Recognition in Hardware Retailing articles that correspond with stage events
- Highlight in the Show Daily email sent to all attendees each day of the Virtual Show (pending deadlines)
- Logo placement on the banner above the speaking sessions, alongside the NRHA logo

One available each day of the Virtual Show:

- | | |
|---|---------|
| • Day 1: Category of the Day: Hardware and Tools | \$5,500 |
| • Day 2: Category of the Day: Lawn, Garden & Outdoor Living, Tailgate | \$5,500 |
| • Day 3: Category of the Day: Plumbing, Electrical, Paint, Homewares | \$5,500 |
| • Day 4: Category of the Day: International | \$5,500 |

SHOW DAILY BANNER ADS: \$800 (4 AVAILABLE EACH DAY)

Remind attendees of what products you have to offer by placing a banner ad in the Show Daily, where they will be able to easily click through to your profile and learn more about your brand! The Show Daily features the latest National Hardware Virtual Show news and is sent to all attendees each day of the Show. Four banner ads available each day.

SPONSORSHIP OPPORTUNITIES:**COUNTDOWN TO NATIONAL HARDWARE VIRTUAL SHOW EMAILS**

As we start counting down to the National Hardware Virtual Show 5 weeks out, attendees will be paying extra attention to their emails for updates and Show information. By participating in these countdown emails, you'll stay top-of-mind as buyers actively accept meetings for the Show during this time! These emails typically reach a high volume of businesses and have a 3.6% click rate.

Ad space available on Countdown to National Hardware Virtual Show emails:

- **3 category sponsors per email: \$1,200 each**
 - For banner ads, sponsor must provide a 200W x 150H px graphic. For text announcements, sponsor must provide a description of either the company or product (maximum 150 characters).
- **Featured product exhibitor: \$700**
 - Sponsor must provide company logo, 1 product image, and a description of either the company or product (maximum 150 characters).
- **Top spot sponsor banner: \$1,000**
 - This banner ad is featured at the top of the email, right under the standard National Hardware Virtual Show header. Sponsor must provide a 600W x 75H px graphic.

PRODUCT PROMOTION AND GIVEAWAY: \$1,500 (1 PER SHOW DAY)

Provide a product to be sent to the retailer who engages most with our Virtual Show for that day, and receive lots of pre-Show and during Show promotion! One per Show day.

Pre-Show Promotion:

- Social post for dedicated category day
- Countdown to Show inclusion
- Prospecting email campaigns to entire NHS database
- Inclusion in Show Daily (the day prior to)

During Show Promotion:

- Mention of giveaway before content from NRHA
- Inclusion in verification email from Show
- Web banner on the Exhibitor Listing page for the day
- Logo on the Virtual Show homepage for dedicated category day

SPONSORSHIP OPPORTUNITIES:**WEB BANNER: ALL 4 SOLD OUT!**

Your 300W x 250H px static web banner will be featured on the National Hardware Virtual Show Exhibitor Listing page (via the new Jublia platform), rotating with multiple sponsors, as well as on the National Hardware Show website. The NHS website averages **2,300 page views per day!**

HOMEPAGE LOGO SPONSOR: \$2,000 (4 AVAILABLE)

Your company logo will be placed toward the top of the National Hardware Virtual Show homepage, making it one of the first things buyers see as they navigate into the Virtual Show via the new Jublia platform.

INVENTOR'S PITCH: \$500

Each inventor will give a 2-minute pitch, on video, sharing the product of your choice. These Inventor's Pitch videos will be made available on our NHS Virtual platform and viewable by all attendees on Monday and Thursday during our Invention Hour from 2:00–3:00pm EDT.

Contact your sales rep to learn more about these virtual opportunities!

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