



INTRODUCES



NATIONAL HARDWARE
VIRTUAL SHOW

OCT.
12-15
2020

OPPORTUNITIES FOR INVENTORS AT THE NATIONAL HARDWARE VIRTUAL SHOW

Virtual Meetings with Attendees

If you were committed to be an Inventor in NHS 2020, you already have a Tier 1 Connects Profile to participate in the Virtual Show! If not, you can join the show for just \$500 to get the Tier 1 Connects profile (normally \$1,000 for new exhibitors), plus all of the opportunities below!

Put Your Product in Front of the People Who Can Make a Difference to Your Business

We're looking for pitches from Inventors for each day of the Show during our 2:00–3:00pm EST Invention Hour! Interested inventors will need to submit the required information in order to be considered. **Make sure to sign up as soon as possible because there are limited spots open and they'll be filled on first come, first served basis.**

Here are your options:

Inventor's Pitch

[Fill Out Virtual Rate Card](#)

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 **Wednesday during our Invention Hour from 2:00–3:00pm EST**. If interested, please fill out the Virtual Rate Card form and send it to your sales rep as soon as possible to secure your spot.

Monday, October 12 | 2:00pm – Intellectual Property (IP) Strategy is a Business Strategy

The United States Patent and Trademark Office (USPTO) will provide a brief overview about the four major types of intellectual property (IP) with an emphasis on patents and explain why innovators and entrepreneurs should consider them in their business plan. **Topics include:** Overview of intellectual property types: patents, trademarks, copyrights, trade secrets; why innovators and entrepreneurs should consider protecting their IP; understanding the risks of early disclosure; and resources and assistance available through the USPTO.

Tuesday, October 13 | 2:00pm – Pitch to the Experts

[Submit to Participate](#)

Pitch your product and receive real-time feedback and advice from decision makers known for helping inventors launch successful products. Share your new products and receive valuable feedback. Limited spots available.

Panelists: Warren Tuttle, Open Innovation Director for Lifetime Brands; Michael Miller, Director of Product Partnerships, DANCO; Rita Compton, Retail Product Sales Expert

Just getting started on your pitch? Be sure to include these points!

Your name, your invention, the problem it solves, it's competitive market advantage, manufacturing cost, any research to prove your ideas, a functioning prototype to demonstrate, how it works, any patent protections and when they were filed, etc.

To exhibit in the 2020 National Hardware Virtual Show or for more information,
please contact your sales rep!

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New Exhibitors
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Ciaran O'Donnell

Exhibitors outside of US/Canada
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