

## New Product Launch

## Sponsorships

from Reed Exhibitions

**Tuesday, May 9 – Thursday, May 11, 2017**

**[nationalhardwareshow.com/mediakit](http://nationalhardwareshow.com/mediakit)**

Las Vegas Convention Center

Las Vegas, NV



Brought to you by **NRHA**  
North American Retail  
Hardware Association

# NEW PRODUCT LAUNCH

UNVEIL YOUR NEW PRODUCT IN THE CENTRAL HALL LOBBY,  
THE MOST PROMINENT POSITION AT THE NATIONAL HARDWARE SHOW.

**LIMITED TO THE FIRST 40 COMPANIES**

### Enter the New Product Launch Awards Competition and Receive:

- Your product displayed in a lighted museum case all 3 days in a prominent position in the Central Hall Lobby
- This area will be the first stop for all VIP retailers & media
- On-site signage (meterboard) highlighting your participation in the program to include company name and booth #.
- In addition to the display, your participation also includes a New Product listing (50 words or less) with a 4C photo of each product printed in our New Product Directory.

### Criteria

- Must be exhibiting at the 2017 National Hardware Show®
- Product(s) must be new to the market in 2017 and not previously released

### Display Options (Must select one):

- ☐ Museum cases: 18" L x 26" W x 16"
- ☐ Floor Displays: 3' x 3'
- ☐ Tabletop Display: 1' x 2'

### 2016 Judges Included:

- Ace Hardware
- Distribution America
- Jensen Distribution Services
- Tavernier Ace Hardware
- Westlake Hardware
- United Hardware

### Winners Will Receive

- Beautiful Innovation Award and Presentation on the Main Stage by the Judges
- Coverage in industry publications, on the National Hardware Show® website and in the post-show attendee follow up email
- Post-show coverage on Twitter, Facebook, and on [www.nationalhardwareshow.com](http://www.nationalhardwareshow.com)

☐ Yes, sign me up for space in the  
New Product Launch (\$2,500)

☐ There is no electricity in this area.

### ☐ Museum Case Upgrade: \$2,400

New for 2017, you have the option to upgrade your museum case by wrapping all 4 sides with custom graphics to accompany your product and stand out even more in this area!



- 8" Canopy
- Lighted display area
- Glass doors with lock
- Locking storage section
- 70" high x 20" deep x 30" wide
- 20" high glass display area

→ YOUR GRAPHICS HERE

- Price includes production and labor
- Artwork must be provided 60 days prior to event or there is a 30% charge

## Sales Contact

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**Reed Exhibitions, Americas**

383 Main Avenue • Norwalk, CT 06851

company name

contact

title

authorized signature

date

email address

Rates are net and non-commissionable.

All reservations with signed insertions orders are non-cancelable and non-refundable. In the event of cancellation, the advertiser is responsible for full payment. Management reserves the right to offer new product or options throughout the year that may not be listed on this form.

\$

**Total**