

70 YEARS YOUNG



Next month's National Hardware Show in Las Vegas celebrates a big milestone with a new layout and more buying opportunities.

By Amanda Gochee

May is often a tough time for lawn and garden retailers to get away from their stores, but the National Hardware Show offers the perfect excuse for a quick (and productive) escape.

Sourcing what your customers can't find elsewhere from more than a quarter of a million unique products to create an enhanced in-store shopping experience is easy at the National Hardware Show thanks to more than 2,500 exhibitors. Some top product categories include: Barbecue Grills, Grilling Tools & Accessories, Camping & Picnic Supplies, Garden Tools & Supplies, Landscaping Supplies & Equipment, Lawn & Garden Decorative Items and Outdoor Patio & Lawn Furniture Accessories.

One-Stop Shop

For 2015, we've made some major changes to the floor plan, making it easier for buyers to find what's new and not miss out on any of the networking and awards events taking place. We've moved the Lawn, Garden & Outdoor Living and Hardware categories over to the South Hall, offering one location to see Lawn, Garden & Outdoor Living, Hardware & Tools, Pet Products and Farm & Ranch.

Each product category will highlight first-time exhibitors, allowing attendees to easily discover new brands and new products within their target product categories.

We'll also be moving our feature areas onto the show floor where you will find Inventor's Spotlight, Made in the USA, NRHA Village & Stage, Homewares and Lawn, Garden and Outdoor Living Awards programs, New Product World and New Product Launch.

What's New?

Inventor's Spotlight is always a huge success as buyers can view never-before-seen products from more than 120 brand new inventors. In addition, there will be more than 800 new companies in all categories, and more than 1,000 new products located in our New Product World and New Product Launch areas.

Also new, we will be matchmaking buyers and sellers based on their needs. If you are looking for new products for your store, we encourage you to fill out your registration information as accurately as possible and we will provide you with a matched list of "must-see" exhibitors.

We're also launching an entirely new concept this year where buyers will have the opportunity to bid for products being auctioned off from exhibiting companies, right on the show floor.

Products will range from overstock and floor models to package change and seasonal change, and all attendees will bid directly from their mobile or tablet devices (if you don't have one, you can still participate in the live event.) The auction will run throughout all three days.



2015 NATIONAL HARDWARE SHOW

When: May 5-7

Where: Las Vegas Convention Center

Website: www.nationalhardwareshow.com

Expanded Categories

One of the big surprises from 2014, and that we will expand in 2015, is the Emergency Preparedness & Disaster Recovery category.

Located within the Homewares area, this category will double in size and feature more than 50 exhibiting companies with products focused on making sure consumers are prepared in case of emergency and providing the tools to recover if a disaster should occur.

Must-Attend Events

As the National Hardware Show celebrates "70 Years Young," there are many more new initiatives, programs and surprises in store.

Look out for some exciting announcements in the near future about the happenings at this year's National Hardware Show. **LGR**

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