



Hit the Jackpot!

The odds are good that this year's National Hardware Show, set for May 6 to 8 in Las Vegas, will be a winning investment in your garden center's business, despite its spring season timing. You can bet on it.

By Paige Worthy

As activities really start ramping up for the spring sales rush, it might be hard to imagine doing anything but managing your garden center's busy operations and taking care of your customers by the beginning of next month. But if there's a spare blip on your radar, save it for this year's 63rd annual National Hardware Show and Lawn & Garden World, scheduled for May 6 to 8 in Las Vegas. *Lawn & Garden Retailer* is the official sponsor of Lawn & Garden World.

Featuring more than 3,500 exhibitors in more than 150 product categories — and covering more than 2 million square feet of exhibition space — it's a comprehensive preview of the market, including outdoor living and gardening products from big-name companies like Southern Patio, Bond, Ames True Temper, Scotts and Fiskars. And for 2008, independent retailers get the VIP treatment.

From the moment you arrive, all throughout the show, the National Hardware Show and Lawn & Garden World will feel specially tailored to your needs. You'll receive an Independent VIP ribbon to identify you to exhibitors and get access to a special VIP lounge with coffee, refreshments and a comfortable place to plan your strategy for the show. There are also Hot Topics seminars geared toward independent retailers, such as educational sessions on merchandising and green trends.

The Hard Sell

Need a little more convincing? Here are the top five reasons any independent retailer should attend this year's show:

1. This is not your typical market.

Every gift market and trade show you attend gives you great product previews and buying opportunities, but staying on the competitive edge means getting a broad overview of the entire marketplace. Lawn & Garden World aims to showcase the entire world of products, not just the ones that have been chosen

by your wholesale distributor.

2. Help keep 'em coming back for more.

If your customers know your garden center carries all the newest, most exciting products available, they'll keep checking back to see when fresh items hit the market — and your shelves. The National Hardware Show's New Product World and Lawn & Garden World feature more than 1,000 brand new products. There's also an Inventors' Spotlight for you to peruse patent-pending products that aren't even on the market yet.

3. Stay up on the trends.

Browsing the aisles of this show offers not only a national but also a global view of the home improvement and lawn and garden marketplace. Prominent media such as NBC's *Today Show* and HGTV broadcast live every year from the National Hardware Show and Lawn & Garden World — they know where to go first for their trend information.

4. It's an investment in your business.

Your most formidable big box competitors have powerhouse firms that do marketing, research and development work for them — and

they still attend this show. No matter how much time you're able to dedicate to attending the National Hardware Show and Lawn & Garden World, the opportunities you'll get here to see the marketplace will be of unmatched value to your business.

5. Be involved in your industry.

From browsing new products to attending Hot Topics Seminars featuring world-class topics and speakers or swapping stories with other attendees in the Independent Retailers' VIP Lounge, you'll be connected nonstop to a pipeline of information that will follow you all the way back to your hometown and your garden center business in the months to come.

For more information about attending the National Hardware Show and Lawn & Garden World, visit www.NationalHardwareShow.com/independent or call (888) 425-9377.

Paige Worthy is managing editor of *Lawn & Garden Retailer*. She can be reached at pworthy@sgcmag.com or (847) 391-1050.

If You Have Only One Day...

8:30 a.m. Check in at the Independent Retailers' Lounge to pick up materials, grab a cup of coffee and plan your day.

9:30 a.m. Show floor opens.

9:30 a.m. to noon Browse the exhibits in Lawn & Garden World in the center's South Hall, New Product World, Green Product World or the Inventors' Spotlight area.

Noon to 12:30 p.m. Use your Independent Retailers' Reward Card to chow down on a famous Nathan's hot dog.

12:30 to 3 p.m. Hit the North Hall's main event, the National Hardware Show, with a range of hardlines exhibitors.

3 to 4 p.m. Check out all the latest products you missed in the morning back at New Product World, Green Product World and the Inventors' Spotlight.

4 to 5 p.m. Learn the secrets of the industry's leading independent retailers at the Top Guns seminar in North Hall, room 242.

In your free time, hit the Strip and experience some of Vegas' world-class shopping, dining and hotels — maybe even try your luck at a little game of chance!

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