

# Pros Outweigh the Cons

Next month's National Hardware Show in Las Vegas has made some big changes in the lawn, garden & outdoor living categories.

By Amanda Gochee

**T**hough there's never a perfect time to leave your store — especially in the heart of your busy season — the National Hardware Show is the perfect destination, Wednesday, May 4 to Friday, May 6, 2016, at the Las Vegas Convention Center in Las Vegas, Nevada.

Let us help you get your decision making process started by weighing the pros and cons of attending the industry's annual gathering and only place to see what's new and what's next in lawn, garden & outdoor living, plus more than 14 other unique product categories.

## PRO — Source Products You Won't See Anywhere Else.

What makes your store stand out from your competition? With more ways than ever for your customers to purchase products, the National Hardware Show is your opportunity to find those

differentiating factors — new products, new merchandising ideas and new solutions to help make your customers customers for life.

Thanks to more than 2,500 exhibitors, you'll be the first in your market to find unique products and solutions that will create an enhanced in-store shopping experience. Top product categories include: Barbecue Grills, Grilling Tools & Accessories, Camping & Picnic Supplies, Garden Tools & Supplies, Landscaping Supplies & Equipment, Lawn & Garden Decorative Items, Outdoor Patio & Lawn Furniture Accessories and many more.

## CON — It Costs More Than Time to be Away From Your Store.

We know it's hard to take time away from your store but with fuel costs still low, now is the time to make your travel and hotel

reservations. As an added benefit, the National Hardware Store Travel Desk offers reduced-rate hotel pricing (rooms as low as \$42) and travel discounts on airfare, rental cars and more.

Learn more at [www.nationalhardwareshow.com/travel](http://www.nationalhardwareshow.com/travel). PLUS — think of the money you can save with just one trip by discovering a new vendor or product, entering into a new program with an existing vendor, exclusive show special savings and more that can impact your bottom line.

## PRO — This Year, There's More Focus Than Ever on Lawn, Garden & Outdoor Living Products.

We're taking things outside, where lawn, garden & outdoor living products belong! New for 2016, we're launching an enhanced outdoor experience, now encompassing Tailgate, Backyard & BBQ.



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Enjoy expanded product offerings outdoors in the Silver Parking Lot, now featuring outdoor furniture, grills, grilling tools and accessories, eco-friendly products, garden tools & supplies and much more. Plus when you step outside, you'll discover all-new activities and fun.

**CON — There's So Much to See and Do, It Feels a Little Overwhelming.**

We have to admit, with so many exhibitors, education sessions run by the NRHA, special events, awards ceremonies, featured areas and more, sometimes it's hard to see all of the new brands, products and connections to help move your business forward. But that's where we can help.

New for 2016, once you register, we'll provide you with a personalized list of suggested exhibitors and products for you to discover at the show. How do we do it? It's simple — when you register, you tell us which product categories you're most interested in shopping while at the show and in return, we'll offer some suggested exhibitors and products to make it easier for you to find what you need to make an immediate impact on your business.

**PRO — 2016 Is the Year to Attend.**

We're working on an all-new experience for the 2016 National Hardware Show, making 2016 the year to attend. With all of the enhancements we're making to the show, you'll truly notice a difference the moment you step into the Las Vegas Convention Center. We're making our biggest change based on customer feedback, moving back to the North & Central Halls of the Las Vegas Convention Center, providing a more convenient shopping experience.

Be sure to mark your calendars correctly, this year's show will have a new day pattern, Wednesday, May 4 to Friday, May 6. Stay tuned for additional announcements and updates. **LGR**

*Amanda Gochee is director of marketing at Reed Exhibitions for the National Hardware Show. Do you have other questions or need help deciding? Feel free to contact her at agochee@reedexpo.com. Or, if you haven't attended in a while, get a glimpse into what you can expect for your business by making one trip to this industry's leading event, watch the attendee experience video at www.nationalhardwareshow.com.*



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**2016 NATIONAL HARDWARE SHOW**

**When:** Wednesday, May 4 to Friday, May 6

**Where:** Las Vegas Convention Center

**Website:** www.nationalhardwareshow.com