

## National Hardware Show – Outdoor & Garden

Las Vegas, USA, Tuesday 26 – Thursday 28 March 2024

North America's premier show for hardware, DIY, lawn & garden supplies

The long-established National Hardware Show (NHS), held in Las Vegas, is the ideal trade show for meeting a diverse range of buyers including home centres, independent retailers, online retailers, wholesalers and distributors. In 2023, the show attracted 11,000 buyers including 20% from overseas. The show featured over 1,200 exhibitors from the lawn and garden, hardware and DIY industries. The garden sector features the whole spectrum of garden hardware. The US lawn and garden market is generally estimated to be worth over \$50 billion, it is the largest market for lawn & garden products in the world.

**The National Hardware Show is the prime time and place for face-to-face sourcing, trading and learning for the \$343 Billion dollar US home improvement and DIY markets.**

### Buyer attendees include:

Armstrong/Pikes - Home Depot - Lowe's - Menards - Amazon - eBay - Aldi - Williams-Sonoma - Wayfair - QVC - Tractor Supply Company - Costco - TJX - Target - Walmart - Hammacher Schlemmer - Ace Hardware - Master Nursery - True Value - Canadian Tire - Peavey - Lee Valley Tools - Home Hardware & Bunnings. NHS also attracts many leading wholesalers/distributors that service North American and other international markets.

**"The National Hardware Show was integral in identifying and connecting us to new business. One order with a major retailer has allowed our company to grow three fold as a result of exhibiting at NHS"**

Dan Robson, Managing Director, Grow Sow Simple

**Gardenex is organising the British group at the show and has secured a prime spot in the NEW [Europe section](#), this is located between two main entrances, with corner stands available.**

Saving on cost we will be offering a pole and drape package to include:

- pole and drape booth to include - 8ft drape back wall and 3ft side walls in grey drape
- 6ft draped table and two chairs
- Carpet
- Lighting (theatrical spot flooding light on stands)
- Stand cleaning
- 7" x 44" Identification sign

Example of pole and drape:



- USA Market Information Package
- Help with freight, travel & accommodation and other logistics from Gardenex's dedicated event organisers
- The support at the show of an industry information booth, organised by Gardenex and manned by its experienced team
- A schedule of press releases before, during and after the show, to publicise the goods and services of the British group participants
- A preview sent to named buyers in advance of the show to generate advance publicity for the group - also handed out at the show to buyers
- Preferential Gardenex management fee for members
- Advice and information about how to prepare for and maximise your presence at the show.

Each corner is charged by the show organisers at \$700 (£585).

*For all cost factors see page 2.*

**Space/corner locations are limited and allocated on a first come, first served basis - so act quickly!**

## COST FACTORS

The table below shows **examples of rough costs** for example booth sizes:

	100ft <sup>2</sup>	200ft <sup>2</sup>
Gardenex booth package @ £45 per ft <sup>2</sup>	£4,500	£9,000
Show Organisers Mandatory Marketing Fee	£1,000	£1,000
<b>Total</b>	<b>£5,500</b>	<b>£10,000</b>
Show Organisers Mandatory Additional fee of \$700 for a corner booth	£585	£585
Gardenex management fee, mandatory to all British group exhibitors, payable on application along with £1,000 Mandatory Marketing Fee and 30% payment of total booth package cost	<b>Gardenex Member</b>	<b>Non Member</b>
	£500+VAT (£500.00)	£690+VAT (£828.00)
The Gardenex fee includes support as outlined on page 1 and is designed to simplify the process of exhibiting, help you prepare for and make the most of the show, promote the British group presence and to make your exhibiting experience as smooth and successful as possible.		

Other factors to budget for	Ballpark indicator	Information
Travel and accommodation + subsistence (subject to budget)	£1,300 to £2,000 per head, 5 night package	Advice will be circulated to exhibitors. Approximate cost shown is for 'holiday' package via Expedia with economy direct flights at a hotel in the centre of The Strip; monorail or taxi from the exhibition centre. <i>If flight only, avoid Sunday outbound; this can increase flight costs significantly!</i>
Getting your display / goods to the show	Exhibition freight forwarding, approx costs (1cbm/300kg) £1,800 one way or £3,500 return Please contact your specialist freight forwarder for accurate cost + On site contractors impose approx \$63 charge / cwt, (min 200lb) to handle freight from receiving warehouse etc	Consider ways of minimising display to save weight and volume. Take graphics with just a few product samples, avoid heavy brochures; send a one-way consignment. It is normal for exhibitors to either sell off their display to a potential customer or donate to the shows' dedicated charity. Details of the suggested specialist exhibition freight forwarder and more information on the material handling will be sent to exhibitors.
Enhanced web / new products	Costs start from around \$950	The organisers include basic show directory / website entries for exhibitors in space cost but enhancements are offered which can significantly increase exposure. Options will be circulated
Additional display equipment	Subject to needs and budget	The Gardenex booth package is limited. Optional extras are available. Information on this will be sent to exhibitors.

## NOTES

- All costs based on an exchange rate of £1 = \$1.20 which may alter and impact either way. Costs will be charged at the prevailing interest rate at time of invoicing. All costs must be paid in advance of the event by the deadlines provided.

- If you select the Gardenex booth package when booking, final details and costs will be notified and invoiced by Gardenex for payment before the show

- See Terms & Conditions via the link on our application form

## To reserve a booth at NHS 2024

1. Complete the Exhibitor Booth Booking Application.
2. Submit the form to Gardenex, along with payment for the Gardenex management fee and 30% payment of your booth package fee.

*We will require the remaining 70% balance for your booth by mid-November to comply with the show organisers terms and conditions. Gardenex will guide you on these payment steps once your application has been processed.*

**Questions? Call Emma Brazier**

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