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National Hardware Show

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National Hardware Show® Expands its Partnership with North American Retail Hardware Association to Provide Independent Retailers With Innovative Tools To Succeed

After A Successful Launch In 2009, The NRHA Village & Summit Expands
To Offer Much More For Independent Retailers

(NORWALK, Conn/INDIANAPOLIS, IN July 14) - - - The North American Retail Hardware Association (NRHA) in partnership with the National Hardware Show® will continue their alliance in 2010 to fortify the knowledge, insight and business acumen of independent retailers attending the 2010 National Hardware Show, May 4-6, 2010 at the Las Vegas Convention Center, Las Vegas.

Collectively, the National Hardware Show and NRHA hosted the NRHA Village & All-Industry Summit to great success at the 2009 Show. The NRHA Village & Industry Summit consisted of a presentation area where industry research, statistics, networking and a meeting lounge was contained in one, centrally located area. The NRHA Village also contained micro-booth presentations from members of NRHA's Vendor Partner Advisory Council, including Scotts, Vermont American and Fluidmaster.

"The NRHA's mission is to help home improvement retailers become better and more profitable merchants and that means bringing them progressive, leading edge information that can make a positive impact on their operations. The NRHA Village at the National Hardware Show provided us with an ideal platform to do this," said Dan Tratensek, NRHA's director of operations.

Retailers in attendance at the show also appreciated the enhanced educational program that took place on the NRHA Village Stage. "The information that was delivered at the NRHA Village was top notch. I found the entire program exciting and informative," said Gary Copeland, owner of Valley Supply Co. in Rising Sun, Ind.

Kenneth Eilers, who traveled to the National Hardware Show from Borderland Hardware in Mercedes, Texas, agreed. "At this year's show there was definitely a heightened level of enthusiasm from the attendees and the manufacturers that were there," he said. "I think a big reason for that was the NRHA Village being front and center right when you walked into the Convention Center. The information and the presentations that were taking place on the stage were filled with valuable information and the events just created a sense of excitement."

"It is our mutual goal to provide independent home improvement retailers with the tools to ensure their success in a complex and ever-changing marketplace," said Ed Several, Group Vice President & Show Manager, National Hardware Show. "For 2010, we are building on the success of the program by offering a visible connection site for NRHA members and prospects while providing fresh information and insight from the NRHA in a focused and efficient platform."

"This year, we felt totally taken care of at the National Hardware Show," said Julie Lenhart, Lenhart's Ace Hardware, Mesa AZ. "We were able to shop the show with a real agenda that helped us make the most efficient use of our time. We were able to see new and different products that help us differentiate ourselves from our competitors. In fact, we told other local retailers that they need to come next year to gain a competitive advantage!"

The North American Retail Hardware Association serves the \$321 billion retail hardware/home improvement industry from its headquarters in Indianapolis, Ind. NRHA publishes *Hardware Retailing*, the industry's leading trade magazine that is distributed to more than 36,000 independent home improvement retailers across the United States and Canada. The editorial content covers the most pressing issues that home improvement retailers face on a daily basis and fulfills NRHA's mission of helping retailers become better, more profitable merchants.

Plans for the 65th annual National Hardware Show® will take place on May 4-6, 2010 at the Las Vegas Convention Center, Las Vegas. The 2010 National Hardware Show will continue delivering the programs and services that are designed to empower manufacturers and retailers with the ideas, new products and merchandising solutions to generate sales and increase profitability. The 2010 National Hardware Show will provide the platform for the retail home improvement industry to realize new growth.

For additional and updated information, visit www.nationalhardwareshow.com.

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