



PROMOTIONAL & SPONSORSHIP OPPORTUNITIES

NET ADVERTISING RATES 2010

National Hardware Show with Lawn & Garden World
May 4-6, 2010, Las Vegas

Let us help you introduce your new Product!

Lead Generation for Increased Sales:

- Cyber Café Sponsor Semi-Exclusive-\$10,000/each** - Sponsor logo to appear on all materials promoting cyber café as well signage panels, kick panels & monitors. Buyers use this area to check email throughout the business day! Generate leads with interactive screen saver sweepstakes!
- The NHS Hardware Happy Hour - \$1175** - The perfect opportunity to introduce yourself & your line to members of the press. Unique cocktail hour with invited press only. Includes display table & complimentary cocktails
- *Hostess Hand Out Sponsorship - *\$2900** - Have your company represented by a beautiful model adorned with a sash with your company name to greet buyers with a gift, invitation or discount coupon - 3 days!
- Registration Sponsor-\$16,500** - Includes sponsor logo on all registration counter kick panels, Includes sponsor logo on all registration counter kick panels, and the opportunity to have sponsor info handed out in registration

Brand Exposure for Increased Sales:

- Aisle Signs-\$30,000/Central or Lawn & Garden (North Hall) - *Includes production of all signage** - Opportunity, sponsor logo featured on every aisle sign
 - *Banner Location # _____-\$** *production not included Multitude of high-impact banner locations throughout venue - Click on the following link for pricing and available locations: <http://www.plantour.com/custom/nhs/>
 - *Entrance Door Decal Display-\$10,800-** Feature your company logo/message on the doors entering the LVCC convention center Central Hall Location. 2 locations available!
 - *Floor/Carpet Decals-*\$10,800 per Hall** - Have your logo/message lead buyers through the lobby, down the aisles and directly to your booth. This creates a yellow brick road
 - Meter Board Signs - Double Sided 3'x8' free standing signs-\$3,800/** **Single Sided 3'x8' free standing signs-\$2,950** - Signs are placed in high traffic areas and include production
 - *Outdoor Inflatable/Vehicle Display-*\$10,800** - Feature a company vehicle or display in lobby area or outside LVCC Courtyard at main entrance. Blow them away with larger-than-life images on wheels. *Limited locations - call for availability
 - Park Bench Signs NEW! -\$695** - The courtyard entrance to Central Hall is a popular destination for attendees to relax at lunch, & throughout the day. Great opportunity to put your brand out in front of the crowd! Signs are 42"W x 12"H - **Production Included!**
 - *Shuttle Bus Sponsorship-\$13,000** - Have the exterior/interior of the shuttle buses wrapped in your company graphics, place literature on the buses. Sponsorship also includes sponsor logo on all shuttle bus signage
 - "You are here" boards title sponsor-\$7,200** - Sponsor logo will be at header of on site floor plans and will include a logo & booth highlight on floor plan itself. May include Graphic!
 - "You are here" boards logo-\$1,300** Large logo & booth highlight on each giant floor plan Sign at major intersections of show floor & on show floor map handout
- *Indicates production, design, shipping/freight, and/or labor costs not included*

For information, contact Michele Oppenheimer at Phone: (203) 840-5445-email: moppenheimer@reedexpo.com.

Fax insertion order to: (203) 840-9445 Invoice to follow.

Item _____ Name/Title _____

Company _____ Telephone _____

Fax _____ E-mail _____

Signature/Date _____

Terms: Make checks payable to: **National Hardware Show Advertising**. Payment is due in accordance with the payment schedule on page one of the Application & License Agreement For Exhibition Participation. When advertising and promotional opportunities are reserved after the 100% due date, payment will be due in full with initial invoice. Mail Payment, not insertion orders, to: **National Hardware Show Advertising**, c/o Reed Exhibitions, PO Box 7247-7585, Philadelphia, PA 19170-7585. With an authorized signature, this form serves as your official insertion order. All media opportunities are non-cancelable and non-refundable.