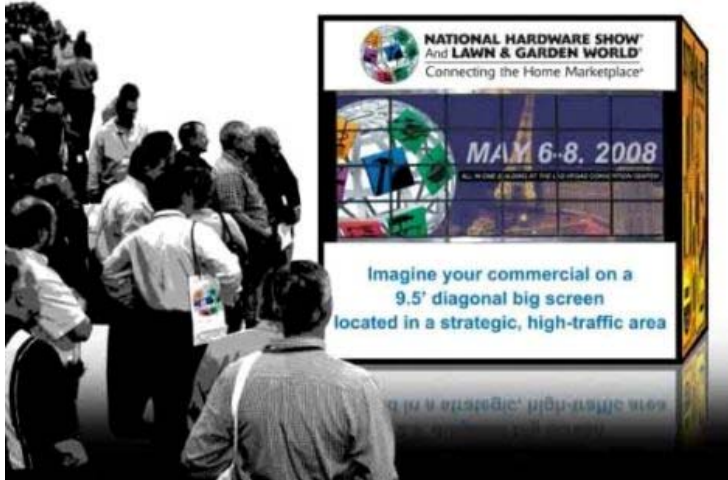




YOUR COMPANY'S COMMERCIAL VIDEO AT NHS2010

National Hardware Show with Lawn & Garden World

May 4-6 2010, Las Vegas



**Your commercial will be seen on 3 Prominent Locations
-Giant Video Wall in Central Hall & at the New Product World both in Central and Lawn & Garden!**

- Collection of materials from client
 - Proof sent to client – approval archived
 - Voice over & Music Bed
- Text and graphics
Script writing
Encoded and delivered to web site

Value priced at \$1650 includes production!***

***Production Included; Advertiser supplied content and materials. Up to 6 images allowed per 30 second commercial. Includes fade from one frame to the next, in house voice talent, in house music and script writing assistance. Additional video enhancements and production available at a special National Hardware Show rate. Pre-produced commercials can also be used- ***NOTE: \$1650 includes 2 hours of production time, for edits on pre-produced product, additional charges will be incurred. For additional information go to www.emclv.com/NHS.html

Yes! I would like to promote with the opportunity checked.

Yes! I would like to purchase my own copy of the commercial directly through the Producer for \$200. (Includes a Playable DVD of the commercial, with removal of the booth number and adjusting the voice over if it mentions the booth number. Also includes licensing rights to the music for use other than at the show).

For information, contact your *booth representative* or Michele Oppenheimer: (203) 840-5445/ Fax: (203) 840-9445

Email: moppenhimer@reedexpo.com. Fax insertion order to: (203) 840-9445

Name/Title _____

Company _____

Telephone _____

Fax _____

E-mail _____

Signature/Date _____

We collect this data in order to provide you with information about the National Hardware Show[®] and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at www.D4nationalhardwareshow.com or call our Privacy Administrator at 888-306-2344, or from outside the US at 203-840-5810.

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.