



Success Starts With A Great Mailing List!

**Increase your Booth Traffic at the
2010 National Hardware Show®**

We offer proven buyers...

Reed Exhibitions' Customized Attendee Mailing Lists offer the names of people who have a long history of attending trade shows. You can make your presence known at the 2010 National Hardware Show by promoting your product and/or show special to these highly qualified registrants. By doing a pre-show promotion you can help direct buyers to your booth!

We make it easy for you...

You can choose the business, job category you want to target and we'll deliver a Customized Attendee Mailing List offering the names of proven buyers. It's an easy and the most inexpensive way for you to qualify prospects in advance.

We deliver your list in a format that you choose...

- Electronic file (Excel Spreadsheet)
- Pressure Sensitive labels for self applying

**E-MAIL MARKETING IS AVAILABLE
CONTACT US FOR DETAILS!**

Post show lists are also available approximately 3 weeks after the show. Let your trade show investment continue by reaching thousands of attendees that may not have had the chance to see you at the show!

Don't miss this opportunity to increase booth traffic! Order your mailing list today. Simply complete the enclosed form and fax it to Rick Tutunjian at 203/840-9918.

Questions? Contact Rick Tutunjian at 203/840-5918, you can also CALL TOLL FREE 888-745-7644 or visit our website www.REEDLISTS.com.





2009 NATIONAL HARDWARE SHOW®

17,731 Registrants

NHS is the one place where home products resellers (retailers, wholesalers, distributors, importers and exporters) meet to view, evaluate, and source the totality of home related products (products used to build, maintain, repair, remodel and decorate the home and its environment) in the context of trends, peer reviews and to collect intelligence from industry sources.

Primary Business Category: (Additional \$10/per thousand)

Quantity

Retailer

| | | |
|--------|--------------------------------|------|
| AA () | Catalog, Mail Order & Internet | 787 |
| AB () | Discount Store | 143 |
| AC () | Dollar Store | 23 |
| AD () | Hardware Store | 898 |
| AE () | Home Center | 353 |
| AF () | Home Décor | 197 |
| AG () | Homewares/Housewares | 212 |
| AH () | Kitchen & Bath | 239 |
| AI () | Lawn, Garden, Outdoor Living | 1140 |
| AJ () | Lumber & Bldg Supply | 2 |
| AK () | Mass Merchandiser | 198 |
| AL () | Paint & Accessories | 331 |
| AM () | Pet Supplies | 23 |
| AN () | Pool & Spa | 34 |
| AO () | Supermarket/Drugstore | 60 |
| AP () | Wholesale Club | 63 |
| AQ () | Other Retailer | 1061 |

Reseller

| | | |
|--------|-------------------------------|------|
| AR () | Builder, Remodeler | 616 |
| AS () | Government | 65 |
| AT () | Importer & Exporter | 1305 |
| AU () | Manufacturer's Representative | 3146 |
| AV () | Wholesaler & Distributor | 2877 |

Non-Retailer

| | | |
|--------|----------------------|------|
| AW () | Architect & Designer | 191 |
| AX () | Consultant | 671 |
| AY () | Contractor | 249 |
| AZ () | Interior Design | 59 |
| BA () | Manufacturer | 1809 |

Job Codes: (Additional \$10/per thousand)

Quantity

| | | |
|-------|------------------------------|------|
| B () | Chairman | 262 |
| C () | President | 2664 |
| D () | Owner/Partner | 3727 |
| E () | Vice President | 1742 |
| F () | General Manager | 1071 |
| H () | Merchandise Manager | 494 |
| I () | Purchasing, Director /Agent | 529 |
| J () | Buyer | 2056 |
| K () | Product Manager | 750 |
| L () | Division Merchandise Manager | 134 |
| N () | Regional Manager | 472 |
| O () | Store Manager | 146 |
| P () | Department Manager | 422 |

Product Interest: (Additional \$15/per thousand)**Quantity**

| | | | |
|----|-----|-------------------------------|------|
| AA | () | Automotive Aftermarket | 1980 |
| AB | () | Building Supplies | 2999 |
| AC | () | Cleaning Products/Supplies | 2074 |
| AD | () | Decorative Lighting | 1974 |
| AE | () | Hand Tools/Power Tools | 4514 |
| AF | () | Hardware | 5561 |
| AG | () | Home Décor | 1034 |
| AH | () | Home, Health & Safety | 1995 |
| AJ | () | HVAC | 406 |
| AK | () | Impulse Items | 739 |
| AL | () | Industry Services | 719 |
| AM | () | Information Technologies | 820 |
| AN | () | Kitchen Items & Bath | 2687 |
| AO | () | Lawn & Garden, Outdoor Living | 5123 |
| AP | () | Paint & Accessories | 2531 |
| AQ | () | Personal Care & Gifts | 1345 |
| AR | () | Pet Supplies | 1819 |
| AS | () | Plumbing & Electrical | 1218 |
| AT | () | Pool & Spa | 1096 |
| AU | () | Rental | 515 |
| AV | () | RTA Furniture | 1120 |
| AW | () | Seasonal | 2571 |
| AX | () | Small Appliances | 1862 |
| AY | () | Storage & Organization | 2242 |
| AZ | () | Other | 197 |

If you want information on this list or assistance in tailoring these names to your next Mailing, contact Rick Tutunjian at 203/840-5918. Counts are registrants only and do not include exhibitors. Only those names with complete information are used for list rental.

