

Three Days of Interactive Coverage, Three Ways to Stand Out!

Video Sponsorship NRHA TV Booth Interview

Take your print advertising to the next level and let NRHA TV put your booth on the map at the National Hardware Show®.

This program offers an exclusive look into your booth and products. Whether you are showing product demos or simply talking about the benefits of your latest line, let NRHA TV help you create an interactive presence at the industry's biggest event... **\$3,900 (net)**.



Additional Coverage:

- Live broadcast in the NRHA Village.
- NRHA social media promotions (YouTube, Twitter, Facebook).
- NRHA eNewsletter video feature.
- NRHA.org video exclusive.
- Promotional mention in *Hardware Retailing* magazine.
- Your own copy of the video to serve your own promotional needs.

Newsletter Coverage NRHA eNewsletter Special Edition

Drive traffic to your booth and website, while creating awareness to the independent retailing community—all in the industry's best-read e-newsletter.

The NRHA National Hardware Show® eNewsletter covers every day of the industry's biggest event and is delivered to our complete network of independent retailers attending the show.

- Leaderboard: **\$1,995 (net)**
- Skyscraper/Medium rectangle: **\$1,495 (net)**
- Anchor: **\$1,295 (net)**



ACT NOW! CALL US TODAY!

Reinforce Your Brand Message, Complement Your Print Campaign with NRHA's Digital Offerings!

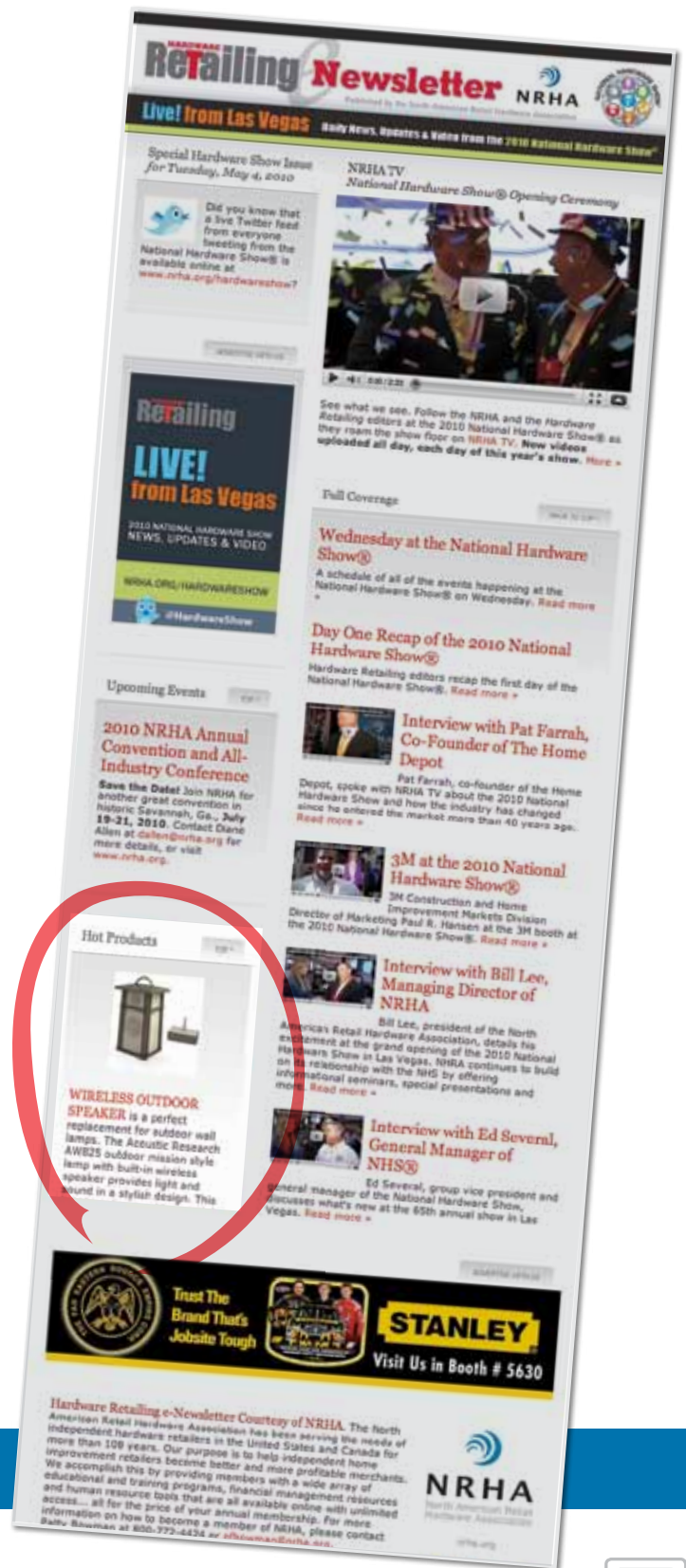
Product Features Product Photos and Descriptions

Give your new product line the attention it deserves. At NRHA, we love helping our retailers discover cutting edge new products!

With the NRHA Product Features program, we take your latest products and introduce them to the industry's independent retailers. Similar to our NRHA TV Booth Interview program, the NRHA team will visit your booth, photograph your products and write up descriptions to be promoted throughout the National Hardware Show®...\$500 (net).

Additional Coverage:

- NRHA social media promotions (Twitter, Facebook).
- NRHA eNewsletter product feature.
- NRHA.org product exclusive.
- Promotional mention in *Hardware Retailing* magazine.
- Your own copy of the write-up and photograph to serve your own promotional needs.



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