

EXHIBITOR STATS:



705 Exhibitors



348 NEW Exhibitors



259 International



65 Inventors

ATTENDEE STATS:



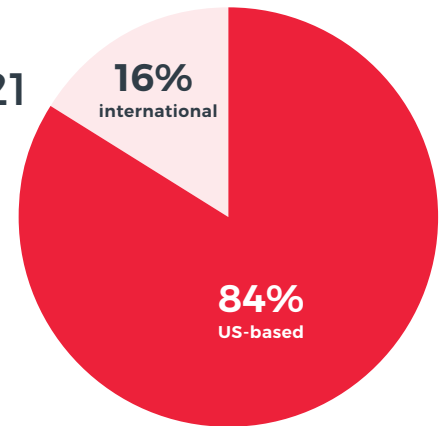
38% INCREASE IN ATTENDANCE FROM 2021

**VIP ATTENDANCE
DOUBLED FROM NHS 2021**

24% attended for the first-time

21% with purchasing power of 1M+

12% have a purchasing power of 5M+



ATTENDEES REPRESENT A VARIETY OF THE INDUSTRY:



Wholesaler/Distributor/Co-op



Independent Retailer



Product Development/R&D



Manufacturer



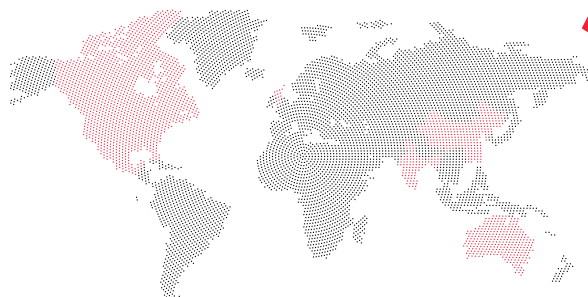
Online/E-commerce



Builder/Contractor/Remodeler

NOTABLE NAMES:

- True Value Company
- CVS
- McCoy's Building Supply
- Home Depot
- Dick's Sporting Goods
- BJ's Wholesale Club
- JC Licht / ACE Hardware
- Bunning's Group
- This Old House
- Walmart



38%

of attendees are interested in sourcing from international vendors

87 COUNTRIES REPRESENTED

TOP 8 COUNTRIES:

- USA
- Canada
- China
- Mexico
- India
- Australia
- England
- Taiwan



2022 TESTIMONIALS

"We were overwhelmed by everything that went on in the HABITAT area, the interest at booth level was incredible, and the quality of the leads outstanding. This year's National Hardware Show is without question the best I've attended to date after two previous visits."

Wayne de Wet, Inventor, ToolTalk

"I have been exhibiting at NHS for around twenty years. The Show has gone through many changes, but improving communications between manufacturers and dealers and distributors has always been a strong focus."

Kim Campbell Brown, VP Sales & Marketing, Gerstner & Sons

"The Show provided many highlights, but the one that shines above the rest was networking with the attendees and the new connections we made. We're thrilled to share that in the weeks following NHS, we successfully entered into contracts with the new customers we met at NHS."

Kimm Ried & Patrick Williams, Vice-President & CEO, PAAKline LLC



KONDUKO LEAD RETRIEVAL STATS:



71% of Exhibitors had 20+ leads

26% of Exhibitors had 50+ leads

Average # of leads per Exhibitor: **39**

Total interactions - **24,002**
(a 20% from 2021)

Total leads - **22,274**
(a 16% increase from 2021)

"Easy to work with....Best Lead Capture solution we've used"

EBI Distribution

"Attendees preferred it to giving out business cards"

Snow Joe

"We don't miss a lead. We appreciate you"

Dave, Midwest

MEDIA / IMPRESSIONS:

450M media impressions

150+ total media placements (and counting)



\$2 MILLION

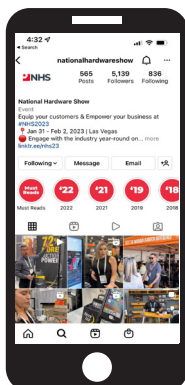
ESTIMATED MEDIA VALUE

TOTAL MEDIA ATTENDEES

75+ media attendees

SOCIAL MEDIA COVERAGE

PRODUCT-CENTRIC CONTENT SHOWCASED YEAR-ROUND



3.4K+ EVENT ENGAGEMENTS

131K+ EVENT IMPRESSIONS

#NHS2022 2.7M+ IMPRESSIONS

TOP PERFORMING MEDIA OUTLETS

