

No.ITPO/1/NHS'2019

October 2018

Subject: Participation in India Pavilion at National Hardware Show, Las Vegas (USA), May 7-9,2019

Dear Sir,

We are pleased to inform you that **India Trade Promotion Organization (ITPO), a Govt. of India Enterprise, will organize India Pavilion at National Hardware Show at Las Vegas(USA) from May 7-9,2019.**

USA is, by far, the single largest market for Home Improvement products, including Hardware items. The National Hardware Show in Las Vegas is North America's most important Hardware and Homeware Show being held every year since 1945. It is the leading time & place based for face-to-face, sourcing, trading and learning event for a US\$ 343 billion US "home improvement and DIY market". The event attracts about 3,000 exhibitors (including 1,400 from overseas) and is visited by a worldwide audience of more than 27,000 industry professionals which include buyers, opinion makers, designers and engineers associated with hardware industry. This show provides an excellent platform to Indian companies to explore the potential of Builders Hardware & tools and other homewares not only in the North American market but also in other parts of the world as buyers from all over the world visit the show. The National Hardware show gives access to everything one needs to take business forward including new buying opportunities, merchandising ideas and solutions, face to face networking opportunities.

The product profile for this annual important event includes **hardware and tools, house wares, lawn & garden products, paint & home décor, Flooring, electrical & plumbing, pool& spa products, coir mats & matting and other home related products and services.**

In view of India's regular participation in this fair over the years, India Pavilion gets a prime location in this fair. The minimum size of the booth is 100 sq ft (10 ft x 10 ft) and corner booth will be minimum for 200 sqft. Larger space can also be booked in multiples thereof. We are sure that your company would like to ensure participation in this event. Space would be allotted on first-come-first-served basis from 23rd October 10.00 am onwards. Interested companies are required to fill in the attached application form and send the same with advance payment of Rs 50,000/ in favour of India Trade Promotion Organisation through RTGS/ NEFT. The payment received in ITPO's account before 10.00 am on 23rd October 2018 will not be taken into account for seniority and will not be accepted. The **tentative** rentals for a 100 sq. ft booth are Rs 5.00. lakhs approximately.

For any clarification or further information, please feel free to contact Mr Devender Pal, Supervisory Officer email devnderpal@itpo.gov.in.in tel: 23379305/9810994832 and Mr Surinder Kumar, Fair Officer email ksurinder@itpo.gov.in Tel. 23378699/9810960930

Thanking you,

Yours sincerely

(Vikas Malhotra)
General Manager

