

EXH/NHS(1)/2017-18

23371667

Subject: Participation in India Pavilion at **National Hardware Show, Las Vegas (USA), May 9-11, 2017**

Dear Sir,

We are pleased to inform you that the **India Trade Promotion Organisation (ITPO), a Govt. of India Enterprise, will organise India Pavilion at National Hardware Show at Las Vegas(USA) from May 9-11, 2017.**

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 face-to-face, sourcing, trading and learning event for a US\$ 343 billion US "home after market" i.e. all the products sold for the home and after the home is built. 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 product profile for this annual important event includes **hardware and tools, housewares, lawn & garden products, paint & home décor, Flooring, electrical & plumbing, 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). 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. -

Interested companies are required to fill in the attached application form and send the same . The rentals for a 100 sq. ft (9 sqm mtrs. one booth are Rs. 2,00,000/- .

For any clarification or further information, please feel free to contact the undersigned or Mrs Meenu Kapoor at meenukapur@itpo.gov.in at Tel no . 23371667/23371540 Ext. 276 Fax No. 23371845.

Thanking you,

Yours sincerely

J.Guna Sekaran  
General Manager

