



# NLGS

Since 1995

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# Why attend the National Lawn & Garden Show?

## TIME

NLGS is efficient. We organize private, pre-scheduled, face-to-face meetings with buyers who are already interested in your products. You get ten minutes to pitch your product, but more importantly, to start a relationship. NLGS offers a year's worth of face-to-face interaction in just one event.

## SIMPLICITY

With a simple, Point of Purchase product showcase, NLGS offers a relationship driven model. No more hoping buyers stop in your booth, no walk-bys, and no cumbersome booth setup and monitoring. Display your products in a simple, elegant, setting and do the important work in your guaranteed face-to-face meetings.

## ROI

We could spend a whole lot of time trying to calculate ROI for attending NLGS. But, at the end of the day, one really can't put a price tag on a new relationship. We instead like to think of it like this:

*If a buyer invited you to their office for a face-to-face meeting, how much would you spend to get there?*

What about airfare, hotel, and rental car? NLGS can facilitate 30 to 40 of these meetings during the event. One plane ticket, one hotel, one rental car. How much is a private, focused interaction with a new, interested buyer worth to you? What about thirty meetings with thirty interested buyers?

## Want to find out for yourself?

Shoot a quick email to some of our loyal vendors, who believe so much in NLGS that they have been attending for over 15 years. Call NLGS for details and contacts.