

Important Reasons Why You Should Attend the 2010 PDRA Show at the National Hardware Show®

May 4-6, 2010 • Las Vegas Convention Center

Here's why you can't afford to miss this show!

Paint: The Next Generation – A PDRA Enterprise

PDRA sponsors the Paint & Accessories Section at the show and will use the theme, "Paint: The Next Generation – A PDRA Enterprise." A key attraction will be **Future Fair**, a special area on the show floor that will include products, seminars, services, retailers and manufacturers showcasing forward-thinking concepts exclusively for the paint and accessories industry.

Future of Retailing Seminar

Every store owner and manager should attend this free event. Doug Stephens from Retail Prophet Consulting will speak on the topic of "Shift 2020: Trends in Retail." Find out how business models are changing, and what you can do to keep up.

PDRA Top-of-the-Line Retailer Awards

This show will launch the PDRA Top-of-the-Line Retailer Awards for the independent retailer, with multiple categories for both single-store and multi-store operators.

PDRA Scholarship

PDRA will award its Second Annual Scholarship to an employee or family member of a PDRA member at this show. Watch for scholarship applications in Paint & Decorating Retailer magazine.

NEW PDRA Coatings Specialist Online Course

See a live demo of PDRA's new online education course for paint store employees.

Merchandising End-Cap Displays

The PDRA Paint & Accessories Section will include merchandising end-cap displays. We anticipate the participation of major brands, representing some of the industry's most forward-thinking manufacturers who are investing in research and development for tomorrow's paint and accessories category.

Great Buying and Networking Opportunities

Shop over 200 manufacturers of paint and related products while taking advantage of on-the-show-floor networking and educational events throughout the three day event. The PDRA Paint & Accessories Section offers the largest single buying opportunity in the U.S.

PDRA Host Hotel & Hospitality Suites

The Las Vegas Hilton is the PDRA host hotel. Paint and related manufacturers, retailers and industry professionals are encouraged to stay there. Great networking and relationship building even when you're away from the trade show floor. PDRA will feature a hotel hospitality suite and also will host a show floor hospitality suite during the show.



For more information, call Tina at 800-737-0107

www.pdra.org

