



# Omaha Products Show returns, cuts time while adding features

by Savannah Behrends

The Omaha Products Show for Business & Industry is back for its 27th biennial show Oct. 12 at the CenturyLink Center and will make an effort to be a one-stop shop for exhibitors and attendees.

Following feedback from last year's Nebraska Products Show in Lincoln, the Omaha Products Show has followed suit and condensed to become a one-day affair.

"The reason is to try and save time and money, to be more efficient for the sales reps and people working the booth," said Bob Mancuso Jr., CFO of Mid-America Expositions and the show's producer.

He said having a booth could also save companies money because the show can combine sales calls and meetings into one event.

It's also a chance to show an expected 2,000-3,000 attendees how your business could help them, Mancuso said.

According to a press release, the show will feature a Technology Pavilion and a Safety, Health & Wellness Pavilion in addition to its Job & Career Pavilion, to help involve growing industries.

"It's also an opportunity for students and young professionals to find out what is going on in the industry," Mancuso said.

Companies in the technology and safety, health and wellness fields can request a booth within those pavilions, or are welcome to be on the show floor.

Organizations like Dream It Do It and Custom Diesel Drivers Training will also have trailers present to inform attendees on job opportunities and changes in industries.

Despite additions and timeframe changes, the event will continue to offer a move-in day prior to the event, and the event will remain free.

The show will still feature highlights, such as the 8 a.m. breakfast hosted by the Society of Manufacturing Engineers. Guest speaker Ernie Goss, professor of economics at Creighton University, will discuss economic trends and business conditions.

The trade show floor will open following the breakfast at 9 a.m. and will once again feature seminars in the morning and in the afternoon following the luncheon.

The luncheon will be at 11:30 a.m., sponsored by The Institute for Supply Management-Nebraska. Nebraska Chamber of Commerce President Barry Kennedy and Tony Urban from RSM US LLP will both be speaking as well as Eric Burkland, chairman of the Ohio Manufacturers Association. Burkland will be talking about seeding industry sector partnerships.

"If you're in that industry and the business, he [Burkland] should be a good speaker," Mancuso said.

Both the breakfast and luncheon are open to the public, but require reservations and payment: \$20 for the breakfast and \$25

for the luncheon. Every booth comes with one ticket to the breakfast and one ticket for the luncheon.

The Nebraska Chamber of Commerce, The Institute for Supply Management and the Manufacturing Council will all have booths on the show floor in addition to holding their various meetings.

Following the luncheon, the Nebraska Chamber of Commerce will hold its annual Manufacturers Summit and will be presenting the manufacturing awards of the year there.

ISM will be holding its monthly October meeting at the show and will be helping judge the Outstanding Booths and Displays contest.

Mancuso said the show is an "educational opportunity" for companies involved in procurement processes in the fields of management, purchasing, architecture, contracting, engineering, production, construction, packaging, quality control, government and trucking and transportation.

"The trade show is an industry event, and we encourage all companies to get into the show," he said.

Following the show's closing at 3:30, there will be a networking reception for all exhibitors. Mancuso said there are still exhibitor spots open and that interested parties can find more information online at [showofficeonline.com](http://showofficeonline.com).



**From left, Bob Mancuso, Jr., Nebraska Gov. Ricketts and Barry Kennedy, president of Nebraska Chamber of Commerce & Industry at the 2015 Omaha Products Show. (Courtesy of Mid-America Expositions.)**



**Riekes Equipment team with Mancuso, second from left, at the 2015 Omaha Products Show. (Courtesy of Mid-America Expositions.)**



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