



## MEET YOUR BEST PROSPECTS AND CUSTOMERS!

The 2017 OMAHA PRODUCTS SHOW is one of the largest marketplaces and technical centers in Nebraska, where suppliers can display their latest equipment, supplies and services all under one roof, at one location, the CenturyLink Center Omaha in Omaha, Nebraska.

Thousands of invitations will go out to Purchasing, Management, Engineers, Architects, Quality Control, Contractors, Business Owners, Production, Office Management, Professionals, Building Managers, Maintenance, Data Processing, Printers, Superintendents, Foremen, and **MANY OTHERS IMPORTANT TO YOU!**

### The PRODUCTS SHOW offers You the Opportunity to:

- ◆ Concentrate your sales efforts on your best prospects and reach buying factors that are almost impossible to find any other way.
- ◆ Compress months of sales calls into just 1 day by speeding up the process of acquiring new customers and sales or finding new dealers and distributors.
- ◆ SHOW "What's New!" introduce a new product, service or special program to an entire prospective audience and gain instant feedback.
- ◆ Take Advantage of the enthusiasm generated by this large industry event and the incentive to BUY NOW! Or attain qualified leads within a short period of time and at a relatively low cost.
- ◆ Gain valuable exposure, Establish or create an Industry-Wide Image, by **PRESENTING YOUR MESSAGE TO THE PEOPLE WHO BUY!**
- ◆ Technology, Safety, Health & Wellness, and Job & Career Pavilions.
- ◆ Seminars on Business & Industry Topics throughout the Show.
- ◆ Put on your own Seminar. Take advantage of this educational opportunity. Invite prospects to your Seminar!



No matter how good your product is, selling is never an easy job. Even when you know who your prospects are, calling on company after company, day after day is a grinding routine. Half the time, the person that makes decisions is out or busy or just not ready to buy. Many products are too heavy or complex to demonstrate on a sales call.

### TURN THE TABLE AROUND

Regional trade shows such as the OMAHA PRODUCTS SHOW generate qualified audiences, the majority of which cannot be reached on a regular sales call or by any other media.

THE PRODUCTS SHOW allows you an opportunity to demonstrate your products' advantages and show it under ideal conditions. The buyers can compare it, evaluate it and sell themselves, all at one location.

### SAVE TIME. SAVE GAS. SAVE MONEY

Many exhibitors tell us they develop leads and new business at the show that would take months of sales calls in the field. With the escalating costs of the average sales call, your company can save time, gas and money by exhibiting in the OMAHA PRODUCTS SHOW!



**OPEN THE DOOR TO NEW PRODUCTS OF TODAY AND TOMORROW**



The OMAHA PRODUCTS SHOW is held on alternating years with the Nebraska Products Show.

The Show is sponsored by the "People Who Buy" - the Institute for Supply Management - Nebraska.

If you can help these buyers, and other key personnel throughout the Midwest boost their efficiency, improve productivity or reduce costs, **THIS IS YOUR MARKET!**



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27th Biennial

Omaha



**The Largest Midwest Expo For Business & Industry!**

**Thursday  
October 12, 2017  
CENTURYLINK CENTER  
OMAHA**

The Omaha Products Show is a diversified presentation for Business & Industry that has proven conclusively that it speeds up the sales process and gets results!



**WHY? SEE INSIDE!**



