

**QUALIFIED
ATTENDEES**



**SEE
BUYERS
FACE-TO-FACE**



**MEET
DECISION
MAKERS**



2010 INDIANA

**INDUSTRIAL & FACILITY
MAINTENANCE SHOW**

APRIL 21 & 22, 2010

**TOYOTA BLUE
RIBBON PAVILION**

**INDIANA STATE FAIRGROUNDS
INDIANAPOLIS, IN**

Produced by
**Maintenance Shows
of America**



www.MaintenanceShows.com

**MAKE
IMMEDIATE
SALES**



**DEMO
YOUR
PRODUCT**



All physical objects require some upkeep. Industrial, Institutional and Commercial Facilities require more than most...

Do you sell products or services to the many professionals responsible for keeping Industrial, Manufacturing, Material Handling, Commercial, Educational, Health Care, Office, Governmental, Retail buildings and facilities running safely and efficiently?

If so, the **2010 INDIANA INDUSTRIAL & FACILITY MAINTENANCE SHOW** is the place to be. As an exhibitor you'll...

See hundreds of qualified decision makers in just two days!



QUALIFIED DECISION MAKERS LIKE THESE

- Building Operations Manager
- Building Owner
- Chief Engineer
- Consulting Engineer
- Director of Facilities
- Electrical Engineer
- Energy Manager
- Environmental Engineer
- Facility Engineer
- Facility Manager
- HVAC Engineer
- Industrial Engineer
- Maintenance Engineer
- Materials Manager
- Manufacturing Manager
- Mechanical Engineer
- Operations Manager
- Plant Engineer
- Plant Manager
- President
- Process Engineer
- Project Engineer
- Property Owner/Manager
- Purchasing Manager
- Quality Assurance
- Safety Engineer
- Vice President
- Warehouse Manager

- And other professionals involved in Industrial & Facility Maintenance from the Greater Indiana Region including Indianapolis, Fort Wayne, Cincinnati, Louisville, Dayton, and other major cities in this region.



Visit www.MaintenanceShows.com

EDUCATIONAL SESSIONS ATTRACT QUALITY ATTENDEES

Running concurrently with the show will be a free comprehensive educational conference program. Educational sessions, conducted by well respected industry professionals, will feature the latest applications and innovations today's facility maintenance professionals need to keep buildings and facilities running smoothly and efficiently.

Educational sessions are a proven method to draw the highest quality attendees and provide a great opportunity to have the experts on your staff gain visibility with this audience (speaking opportunities are limited).

Call (636) 265-2297 or (508) 824-3340 today to reserve the best booth locations!

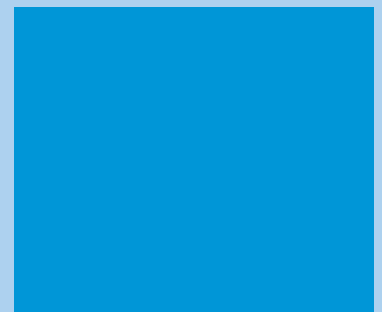
MARKETING INITIATIVES THAT PRODUCE RESULTS

Maintenance Shows of America's marketing professionals will implement a comprehensive **DIRECT MARKETING CAMPAIGN** utilizing Direct Mail, Faxing & E-Mail.

In addition, we'll compliment this direct marketing campaign with **BILLBOARDS** on busy highways and high traffic areas and/or **RADIO SPOTS** run during the morning and afternoon drive time hours.

What's more, we'll provide show promotional materials free to exhibitors. You can request an unlimited number of VIP Tickets and Show Flyers to send out to enhance your results at the show.

Don't forget to ask about speaking opportunities and sponsorship.



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INDUSTRIAL & FACILITY MAINTENANCE SHOW

Top Three Reasons Why Trade Shows Are Your Best Marketing Investment...

1. 37% of Show Attendees Have the Final Say in the Buying Decisions
▶ **They are the decision-makers!**
2. 83% of Show Attendees Have Influence in the Buying Decisions
▶ **They are critical to making the sale!**
3. 88% of those with buying influence have not been called on by exhibitor sales staff a year prior to the show.
▶ **They were not already considering your company!**

Based on a study by the Center for Exhibition Industry Research, Chicago, IL and Exhibit Surveys, Inc. Red Bank, NJ

Top Ten Reasons to Exhibit at the 2010 Indiana Industrial & Facility Maintenance Show...

1. Meet purchasing decision-makers that have significant purchasing power.
2. Establish a pipeline to potential new business. Meet new prospects.
3. Gauge your competition. See what they are doing.
4. Generate more sales leads per salesperson in less time than field calls.
5. Convenient for attendees; no planes, no airport hassles, no downtime.
6. Make immediate sales! Get buyers to act with show specials.
7. Present your message during face-to-face sales opportunities.
8. Introduce new products. Demonstrate new & existing product/service in action.
9. Reach those existing customers who need personal attention.
10. Leverage the show's marketing campaign to bring your prospects to the show.

For availability, pricing, and exhibiting information call (636) 265-2297 or (508) 824-3340 today.

Produced by

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