

O!

o! so surprising omaha!

branding strategy



the importance of branding

If great salesmanship were enough to succeed in business, the world would look much different than it does now. Today, with markets becoming more and more competitive, companies must fight harder to ensure their products stand out from the crowd. Indeed, with scores of cities building new convention centers and arenas and enhancing their tourist attractions, it's getting harder to achieve the kind of instant recognition every city hopes for.

That's where branding can help. We all know what a great city Omaha is—what an asset we have in our friendly people, how great our restaurants are, how easy it is to get around, how wonderful our zoo is, and on and on. We know what makes us unique. Branding is the strategy that can help others recognize those assets, too. Branding creates name recognition for the city—and moreover, it helps people associate it with a reputation for something meaningful and valuable to visitors and prospective visitors and meeting planners.

Branding is not just marketing. It's an entire strategy. World-class examples include Volvo (safety and rugged construction), Coca-Cola (the “real” thing), Mercedes (luxury and engineering), Hilton (business travel), United Airlines (the friendly skies).

Tenets of branding include:

- The slogan must be simple or memorable.
- The slogan must be associated with a position, capability, characteristic, or value that is credible.
- The branding must be unique, differentiable or asserted before anyone else.
- The message must be clear and iterated, reinforced by everything the company/city does.

- The branding should be derived from and integrated into the company's/city's vision statement and strategic plan.
- The company/city must exercise discipline to eschew any message or activity inconsistent with the brand.
- Everyone—even including accounting staff—must understand the branding position, be able to articulate it, practice it, and embrace it every day.

Branding can be an important strategy for those seeking to gain access to higher value clients and contracts. Furthermore, development of a branding strategy can often force a company—or, in this case, an entire service industry—to develop the focus and discipline so necessary to succeed in today's competitive environment for tourist and convention dollars.

If implemented, the hotels and motels, restaurants, retailers who cater to visitors, museums and galleries, and so on, should be brought on board so that delivery is consistent across organizational units. Brand development is a process of aligning the behavior of every component delivering service to tourists and convention-goers.

Our goal—and the goal of every employee within the GOCVB and associated businesses—should be to show every visitor to Omaha what delightful surprises we can bring to their stay here. The benefits of branding can include customer loyalty and pricing power, but can also include greater employee cohesiveness, easier decision-making, lower system-wide marketing costs, more success in attracting good employees, and better employee retention.

marketing elements incorporating the brand

While branding should not be considered merely marketing—indeed, it should be part of your overall marketing strategy to enhance the city’s reputation and recognition as a destination for visitors and business groups—marketing elements can play an enormous role in making manifest the city’s vision, attractiveness, and capabilities and doing so in an iterative way. For this reason, we suggest the GOCVB consider incorporating the **O! so surprising Omaha!** branding in the following ways. Not all of these are cost-intensive, and those that are can often be underwritten by a sponsoring business or costs can be shared by another interested agency, e.g., the Chamber of Commerce, Old Market Business Association, etc.

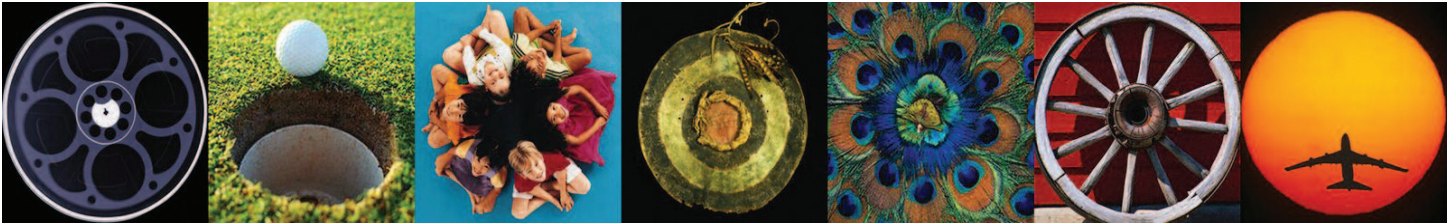
- O! sculptural artist competition, public sculpture to be displayed throughout metro
- O! 24/7 projection on certain structures with large windowless areas within the downtown and Old Market areas as well as the Cuming Street area targeted for renewal
- O! on taxis and buses — on taxis, could be sculptural rooftop spinners
- O! Duratrans at bus shelters, painted at bus stop benches without enclosures
- O! interactive kiosks located in the airport, Old Market, Qwest Center, major malls
- O! street banners near airport, Qwest Center, downtown, Old Market
- O! top-notch goodie bags, containing enamel O! lapel pins, O! yo-yos, O! mugs, O! multimedia CD-ROMs, O! decals/window clings, O! bumper stickers, O! maps, etc., along with coupons/gifts from Omaha GOCVB partners/businesses (Omaha Steaks, One Pacific Place, Upstream Brewing, Saddle Creek Records, M’s Pub/Vivace, Gadgeteer, Nebraska Furniture Mart, etc.). Goodie bags are given to visiting press, convention & meeting planners, and so on, and would be available at a cost-only fee for conventions to give out to attendees. Goodie bags themselves would be designed with O! logo and branding theme, as would the inserted tissue paper.
- O! artist-created tiles embedded in sidewalks throughout the downtown/Old Market area, possibly in some mall areas, Dundee, Benson, 13th Street antiques corridor, airport, etc.
- O! caps, t-shirts, polo shirts, golf gloves
- O! pin-backs for all airport skycaps, taxi drivers, bus drivers, downtown retailers, downtown service staff (i.e., hotel staff, wait staff at restaurants, etc.) to wear.
- O! brochure dumps at the airport, Qwest Center, major mall information desks, some retailers and restaurants.
- O! wrappers for all trash receptacles in the Qwest Center, airport, downtown and Old Market areas.

In addition, the O! so surprising Omaha! logotype should be extended to all marketing elements: the website, visitors guide, group tour mailings, press kits, e-newsletter, letterheads, business cards, banners and Duratrans for trade shows, and so on.

We would strongly recommend that marketing efforts—i.e., advertising, postcards, and brochures—be widely disseminated to the audiences targeted by the GOCVB: tourists and casual visitors, tour groups, and meetings and convention planners. Subject areas for these pieces should include: golf and sports, dining, the arts, shopping (including antiques), spas and health clubs, children-friendly attractions, family reunions, hotels, holidays, meetings and conventions, neighborhoods of Omaha, and, finally, a general piece on attractions and special events.

O!

branding concept one



Our first branding concept utilizes the iterated circle form of the O from the logotype as well as the first letter of the city's name. In advertising and marketing materials, images would be comprised of circular images from nature and man-made objects.

The circle form suggests completeness and solidity without being static, since it also suggests movement. It is that wholeness and liveliness that we want to convey with this

branding scheme, since those are aspects of Omaha's character as well.

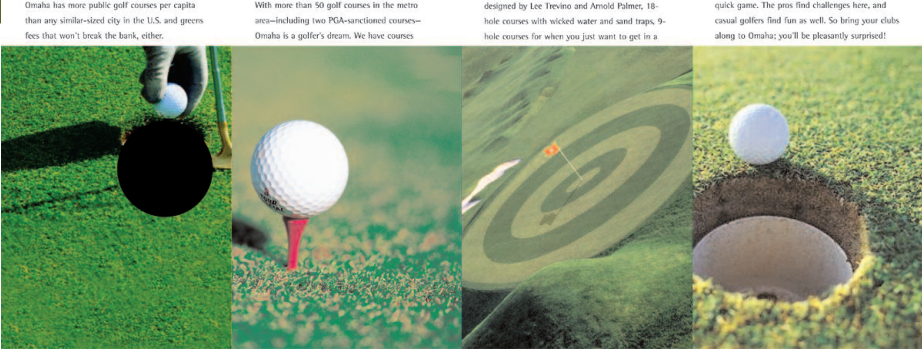
This concept allows for a certain flexibility for the designers of marketing materials; when a local image that conveys the circle is not at hand, it's easy enough to find a stock image that does. Perhaps one of the bigger challenges faced by designers for the GOCVB is a paucity of fresh and creative local photographs. This concept neatly steps around that obstacle.

examples of usage / branding concept one



Brochures would incorporate vivid colors and each would also have a die-cut circle revealing a circular image from the inside of the brochure.

golf brochure (front, above; inside, right)



Omaha has more public golf courses per capita than any similar-sized city in the U.S. and greens fees that won't break the bank, either. With more than 50 golf courses in the metro area—including two PGA-sanctioned courses—Omaha is a golfer's dream. We have courses designed by Lee Trevino and Arnold Palmer, 18-hole courses with wicked water and sand traps, 9-hole courses for when you just want to get in a quick game. The pros find challenges here, and casual golfers find fun as well. So bring your clubs along to Omaha; you'll be pleasantly surprised!



kids brochure (front, above; inside, right)



From the nationally-acclaimed Henry Doory Zoo to the wizardry of the Omaha Children's Museum with field trips to the Fortencelle Forest and Strategic Air and Space Museum, you'll find Omaha is just the kind of place kids—and families—adore! Omaha has more than 70 miles of hiking and biking trails, music festivals, art festivals, even ice-carving festivals. Our River City Roundup is always a hit—a rodeo, lots of music, food and fun for the whole family. Our lakes and parks, history and art museums, sports, and so much more provide new horizons for kids and their families.

examples of usage / branding concept one (cont.)

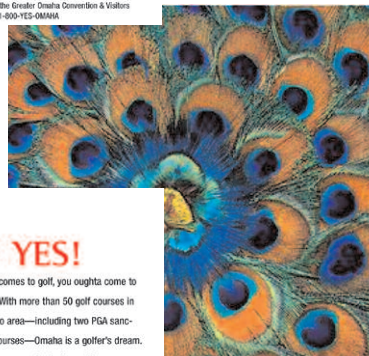
Advertising and postcards would incorporate images with circle theme, bright colors, and the O! logotype in a bright red color.



Yippie-i-O!

Yes, Omaha is a sophisticated metropolitan area of nearly a half-million people, with Fortune 500 companies and other dynamic businesses, a renowned medical community, great restaurants and shopping, and more. But we've never forgotten our roots. Our River City Roundup is a rip-roarin', bronc-smartin' celebration with a rodeo, music, food and festivities every Labor Day weekend.

O! *O! so surprising Omaha!*
 For more information, go to www.visitomaha.com
 or contact the Greater Omaha Convention & Visitors Bureau at 1-800-YES-OMAHA



O!-la-la!

Forgive us if we preen and strut, but it's a fact: Omaha has one of the nation's greatest zoos. In fact, Henry Doory Zoo was named the Best Zoo in America according to *Reader's Digest*. The zoo is home to the world's largest indoor rainforest, desert, nocturnal exhibit and indoor swamp, a world-class aquarium, a brand new state-of-the-art gorilla complex, IMAX theatre and more!

O! *O! so surprising Omaha!*
 For more information, go to www.visitomaha.com
 or contact the Greater Omaha Convention & Visitors Bureau at 1-800-YES-OMAHA



O! YES!

When it comes to golf, you oughta come to Omaha! With more than 50 golf courses in the metro area—including two PGA sanctioned courses—Omaha is a golfer's dream. We have courses to challenge the pros, as well as courses even the most casual golfer will find fun. Omaha offers up an unforgettable golfing experience, so don't forget to pack your clubs!

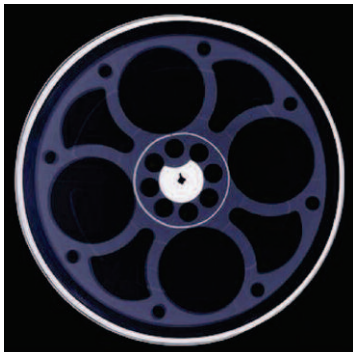
O! *O! so surprising Omaha!*
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Past, present & future meet

We're as close to our past in Omaha as we are to our present and future. The Durham Western Heritage Museum, Joslyn Museum and Nebraska and the Douglas County Historical Society have huge repositories of art and artifacts illuminating America's past. The Bemis and Joslyn's art collections feature the best of today's working artists. And our Strategic Air and Space Museum give us a look at the present and future. It's all right here in Omaha!

O! *O! so surprising Omaha!*
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Reel easy.

Omaha is one of the film world's secret weapons. We have a place in cinematic history: actors Marlon Brando, Henry Fonda, Fred Astaire, Nick Nolte, and Montgomery Clift, screenwriters Nicholas Sparks and Alexander Payne, among others, were born here. Filmmakers and producers are finding that Omaha is a particularly film-friendly, easy place to work. The Greater Omaha Film Commission helps them with all the logistics and headaches so they can create.

Reel easy.
O! *O! so surprising Omaha!*
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Let's shop!

Sure, Omaha has all the best well-known shops: Pottery Barn, J. Jill, Williams-Sonoma, Von Maur, Banana Republic, Nebraska Furniture Mart and so many more. But we've also got such fabulous jewels as Borshelm's, hot shoes at Deniz, home accessories at Royal Decor, exotic stuff from the Souq, the hippest fashion from Nouvelle Eve, state-of-the-art stuff from The Gadyleer, high-design furniture at Room, great style from She-La, and on and on. Shop 'til you drop!

O! *O! so surprising Omaha!*
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 or contact the Greater Omaha Convention & Visitors Bureau at 1-800-YES-OMAHA

examples of usage / branding concept one (cont.)



Totally cool.

Omaha is a great place to get away from the stresses of everyday life. To help you along toward your achievement of cool-down, we have 15 day spas; 10 yoga and Pilates studios; 24 health clubs; more than four dozen large parks, public gardens and wetlands; 75 massage therapy facilities, and more than 70 miles of hiking and biking trails. O! so surprising Omaha...O! so cool!

O! so surprising Omaha!
For more information, go to www.visitomaha.com or contact the Greater Omaha Convention & Visitors Bureau at 1-866-YES-OMAHA



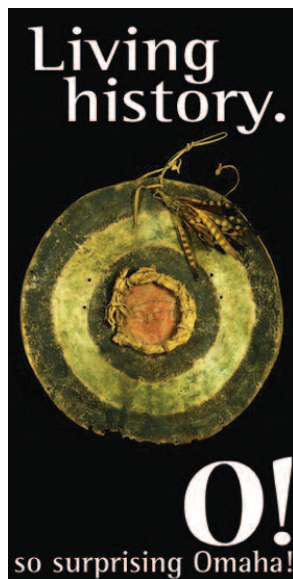
The arts are alive in Omaha!

Whether your taste runs to Noel Coward or John Guare, Tchaikowsky or Musselwhite, Ives or Cursive, Balanchine or Tharp, Tiltan or Motherwell, Omaha's got you covered. We have 20 theatre companies, a renowned symphony orchestra, terrific art museums and galleries, night spots and jazz, blues, and rock bands music lovers across the nation revere, dance and opera. See what everyone's raving about in O! so surprising Omaha!

O! so surprising Omaha!
For more information, go to www.visitomaha.com or contact the Greater Omaha Convention & Visitors Bureau at 1-866-YES-OMAHA

Examples of vertical-style ads or postcards.

Street banners incorporate keylines of circular images on bright color field with O! logo reversed out.



O!

branding concept two



Branding concept two capitalizes on the “surprising” aspect of the slogan “O! so surprising Omaha!” Using photos of people expressing delighted surprise adds an element of humor and whimsy to the marketing campaign.

We propose using images of well-known people, e.g., Bob Gibson, Warren Buffett, Eric Crouch, Karrin Allyson, etc. to bring added recognition and a stronger sense of community and identity. Well-known personalities are not, however, essential to this branding concept; unknown people, thus enabling the use of stock images, would do nearly as well.

In either instance, these portraits would be placed in front of images of Omaha. The GOCVB’s stock of Omaha images is somewhat limited and many of those images are somewhat overused and even static. Use of the people images in front will give them new life and liveliness.

In addition, this concept incorporates the use of words with the letter “O”, e.g., wonder, look, awesome, sports, etc. The “O” in each word is then replaced by the O! logotype, reinforcing the brand profile and recognition.

examples of usage / branding concept two

Brochures would incorporate images of people in front of Omaha places. Additional images would be culled from stock of local photos.



Whether your taste runs to Noel Coward or John Guare, Tchaikovsky or Musselwhite, Ives or Cursive, Balanchine or Tharp, Tiltan or Motherwell, Omaha's got you covered. We have 20 theatre companies, a renowned symphony orchestra, dance, terrific art museums and galleries, opera, and night spots with jazz, blues, and rock bands music-lovers across the nation revere. See what everyone is raving about in O! so surprising Omaha!

For more information on the arts and cultural events in Omaha, visit our website at www.visitomaha.com



arts brochure
(front, above;
inside, left)



Arts On The Green
various locations throughout downtown



Darham Western Heritage Museum
801 South 10th Street



5710 S 176th Ave



Nebraska Choral Arts Society
Various locations



Omaha Chamber Singers
Various locations



Omaha Theater Company for Young People
Rose Blumkin Performing Arts Center:
2001 Farnam St

Bright St Origi Theatre Company
College of St Mary Campus/Greco
Auditorium, 1901 S 72nd St

El Museo Latino's Dance Company
4701 S 25th St

The Benin Center for Contemporary Art
724 South 12th Street

Nebraska Shakespeare Festival
Elmwood Park, 60th & Dodge Sts

Omaha Civic Auditorium/Arena/Music
Hall
18th & Capitol Ave

Opera Omaha
Orpheum Theatre, 409 S 16th St

Central Dance Theater
Joslyn Art Museum's Witherspoon
Concert Hall

Circle Theatre
2015 South 8th Street

The Millwright Theatre
601 S 16th St

Nebraska Wind Symphony
Various locations

Omaha Community Playhouse
6915 Cass St

Sokol Underground
2234 South 12th Street

Hot Shops Art Center
1201 Nicholas Street

Blue Barn Theatre
614 South 11th Street

Mid-America Theatre Dance Co.
Various Locations

Omaha Area Youth Orchestras
Various locations

Omaha Modern Dance Collective
Various locations

Shelterbelt Theatre
3225 California St

Oresound Concert Series
5312 Underwood Ave

Jim Esberry and The MasterSingers

Nebraska Brass
Various locations

Omaha Broadway Theatre
Orpheum Theatre, 409 S 16th St

Omaha Symphony
Orpheum Theatre, 409 S 16th St

Soli Duo Gloria Cantorum
Various Locations

This is only a partial listing of arts groups in Omaha. For more information on the arts and cultural events and links, visit our website at www.visitomaha.com or call us at 1-866-YES-OMAHA.

In addition, brochures would use headlines of one or two words with the letter O in them, the letter O being replaced by the O! logotype. As demonstrated, brochures could follow a different format.

Omaha is a great place to get away from the stresses of everyday life. To help you along toward your achievement of cool-down, we have 15 day spas; 10 yoga and Pilates studios; 24 health clubs; more than four dozen large parks, public gardens and wetlands; 75 massage therapy facilities, and more than 70 miles of hiking and biking trails. O! so surprising Omaha . . . O! so awesome!



Parks, Gardens, Trails & More

Fontenelle Forest Nature Center,
1111 N. Bellevue Blvd., Bellevue

Gilbert M. and Martha H. Hitchcock Wetlands
103 Camp Gilford Road, Bellevue

Neale Woods Nature Center
14323 Edith Marie Avenue

Lauritzen Botanical Gardens
100 Bancroft Street

City Parks / Hiking & Biking Trails
The City of Omaha maintains scores of parks and more than 70 miles of hiking & biking trails. Visit their website at www.ci.omaha.ne.us/parks for more information.



www.visitomaha.com
1-866-YES-OMAHA
Greater Omaha Convention & Visitors Bureau



spas
brochure
(front, above;
inside, right)

Omaha Yoga School
1966 Howard Street
402.346.7813

Pilates Lifestyle
16940 Lakeside Hills Plaza 402.756.5778
2027 Dodge Street. 402.991.5002

Seven Stars Tai Chi
1234 Elm Street
402.697.7179

Universal College of Healing Arts
4922 Dodge Street
402.556.4455



Studios

Country Comfort
2833 South 87th Street
402.932.0756

Escape Wellness Spa
3205 Oak View Drive
402.445.0326

Faces Day Spa
8715 Countryside Plaza
402.384.8400

Jasmine's
13110 Birch Drive
402.408.4464

M Constantino Salon & Day Spa
17637 Pierce Plaza
402.350.3899

Rockbrook Women's Fitness
10320 Prairie Hills Drive
402.363.1993

Salon Tico
709 North 98th Street
402.392.0220

Day Spas

Absolute Serenity Day Spa
1000 North 72nd Street
402.393.4219

Atlanta Day Spa & Salon
7810 West Dodge Road
402.868.8886

Capitol in the Market
1007 Farnam Street
402.341.3100

Creative Hair Design
12025 Pacific Street
402.350.5660

Escape Wellness Spa
3205 Oak View Drive
402.445.0326

Faces Day Spa
8715 Countryside Plaza
402.384.8400

Jasmine's
13110 Birch Drive
402.408.4464

M Constantino Salon & Day Spa
17637 Pierce Plaza
402.350.3899

Rockbrook Women's Fitness
10320 Prairie Hills Drive
402.363.1993

Salon Tico
709 North 98th Street
402.392.0220

Universal College of Healing Arts
4922 Dodge Street
402.556.4455

Old Market Massage
1216 Howard Street
402.850.6651

Massage Therapy

Absolute Serenity
1000 North 72nd Street
402.393.4219

Alpha Omega
Therapeutic Massage
5015 Dodge Street
402.561.6339

Aqua Massage
3001 South 144th Street
402.333.4323

Aspen Creek Massage
14441 Dupont Court
402.560.6981

Avent Salon & Day Spa
17310 Lakeside Hills
402.991.3332

Awareness Massage
402.297.4694

Balanced Body Massage
3315 L Street
402.731.1752

Both's Body Shop
5650 South 169th Street
402.896.0327

Beyond the Body
8320 Cass Street
402.591.3778

Chrysalis Health Services
1107 Buckboard Blvd.
402.593.7561

Crossroads Massage Clinic
7447 Farnam Street
402.336.2006

Just Relax
1234 Elm Street
402.991.3332

Lifestyle Enhancement
Center
2255 South 132nd Street
402.595.1876

Massage Therapy
Professionals
9001 Arbor Street
402.396.9500

Omaha School of Massage
Therapy
9748 Park Drive
402.331.3694



Universal College of
Healing Arts
4922 Dodge Street
402.556.4455

Old Market Massage
1216 Howard Street
402.850.6651

Universal College of
Healing Arts
4922 Dodge Street
402.556.4455

Old Market Massage
1216 Howard Street
402.850.6651

Visit our website for more information: www.visitomaha.com, or call us at 1-866-YES-OMAHA
Greater Omaha Convention & Visitors Bureau, 1001 Farnam-on-the-Mall, Suite 200, Omaha, Nebraska 68102

examples of usage / branding concept two (cont.)

bravO!

Whether your taste runs to Noel Coward or John Guare, Tchaikovsky or Musselwhite, Ives or Cursive, Balanchine or Tharp, Tiltan or Motherwell, Omaha's got you covered. We have 20 theatre companies, a renowned symphony orchestra, dance, terrific art museums and galleries, opera, and night spots with jazz, blues, and rock bands music lovers across the nation revere. See why we are raving about in O! so surprising Omaha!

O! the art so surprising Omaha!

visit our website at www.visitomaha.com
or call the Greater Omaha Convention & Visitors Bureau at 1-866-YES-OMAHA

Advertising and postcards would incorporate images with delighted and surprised people, keylined in front of an Omaha image, if possible, and featuring the O! logo in the headline word. In most cases, use of the logo and type would be reversed out.

explO!re

From the nationally acclaimed Henry Doorly Zoo to the wizardry of the Omaha Children's Museum, with field trips to the awesome Fontenelle Forest and Strategic Air and Space Museum, you'll find Omaha is just the kind of place kids—and families—adore!

O! kids find new horizons in so surprising Omaha!

visit our website at www.visitomaha.com
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gO!rgeous

Jewels from Borsheim's
Shoes from Denz
Noguchi tables from Room
DKNY from Younkers
Custom Italian lamps from Gadgeteer
English garden pottery from Royal Decor
Designer evening wear from Nouvelle Eve
Hanno lingerie from Eden
Avedon collector's book from Jackson Street Booksellers
Frette linens from the Linen Gallery
Todd Oldham furniture from Nebraska Furniture Mart
Paula Dorf cosmetics from Von Maur

O! shopping nirvana in so surprising Omaha!

visit our website at www.visitomaha.com
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gO!lf

When it comes to golf, you oughta come to Omaha! With more than 50 golf courses in the metro area—including two PGA-sanctioned courses—Omaha is a golfer's dream. We have courses to challenge the pros, as well as courses even the most casual golfer will find fun. Omaha offers up an unforgettable golfing experience, so don't forget to pack your clubs!

O! it's all fun and games in so surprising Omaha!

visit our website at www.visitomaha.com
or call the Greater Omaha Convention & Visitors Bureau at 1-866-YES-OMAHA

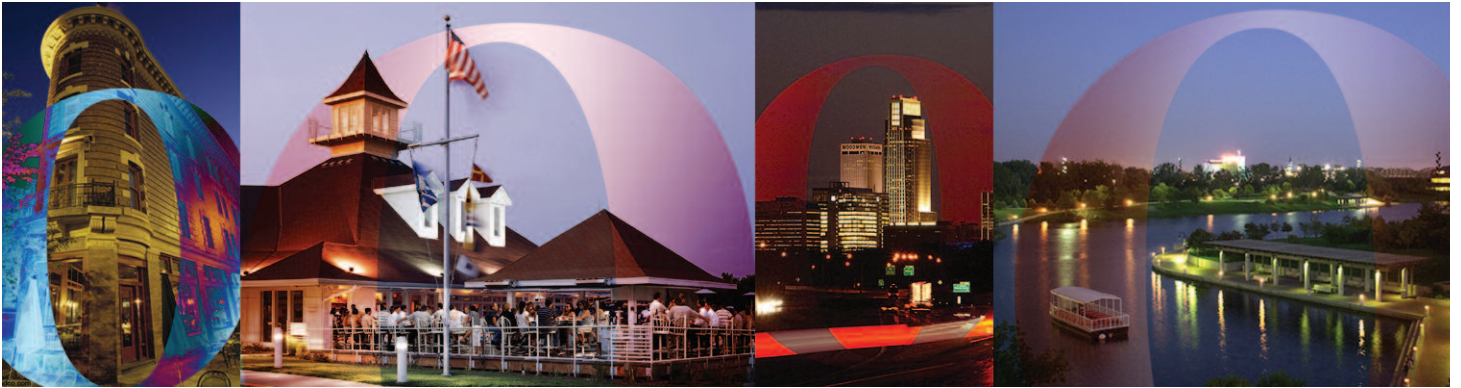
examples of usage / branding concept two (cont.)

Street banners incorporate similar usage of delighted and surprised individuals with either background image or keylined vignette images.



O!

branding concept three



The third branding concept incorporates sleek images of Omaha and its attractions, aimed at attracting a sophisticated audience. While the overall effect of this concept is somewhat more quiet than the previous two concepts, the subtle image manipulation of the overlying O logo within the images gives this concept a more high-tech, hip feel. The reiteration of the O logo again adds to the logo's recognition and profile.

In general, this concept incorporates deeper,

more jewel-toned colors. The typeface used for this concept is highly readable, but a classic serif face, evoking tradition and solidity.

However, the copy for this concept is intended to be clever and sophisticated, with an element of humor.

This concept casts a decidedly different spotlight on Omaha—one of a desirable, hip and sophisticated destination for both tourists and for business groups.

examples of usage / branding concept three

Brochures would incorporate images of Omaha collaged with O logo. Interiors would include elaborate montages of many Omaha images.

Omaha has more restaurants per capita than any other city in the country.

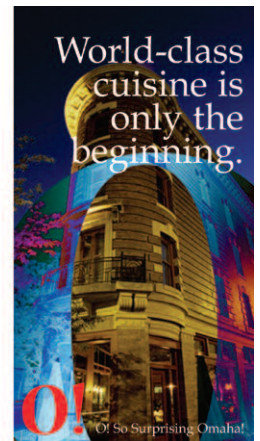
Here are just a few of Omaha's great restaurants. For more and for further information, please visit our website: www.visitomaha.com or call us at 1-866-YES-OMAHA.

| | | | | | |
|--|---|--|---|--|---|
| 110 Street Coffee Company 515 S 13th St | Big Fred's Plaza Garden 4725 S 141st St | Italia Company 4725 S 141st St | Charlie's On The Lake 4150 S 141st St | Edwin's German Restaurant 2311 Capital Blvd | Golden Cafe & Bakery 11000 Oak St |
| Ace's Diner 1-29 to Harveys Blvd | Big Horn Mountain Barbecue 2524 S 13th St | Enter Le Dues's 8114 Forward St | Charlie's Seafood & Grill 3023 S 72nd St | El Aguilin 1017 Cornish St | Gora's 917 Cornish St |
| Amalia's Mexican Cuisine 1016 Howard St | Big Frog's 1123 Howard St | Calo De Puro 1228 S 60th St | Charlie's Seafood and Grill 3004 Texas Creek Drive | El Bevo 10402 S 144th St | Grand Hall 1014 N 24th St, Elkhorn 303 S 84th St #125 |
| Al's Cafe 207 S 8th St, Fremont | Riff's On 7024 W Hwy 30, Ames | Calo El Copra 130 Regency Pkwy | Chari On The Town 1401 Silver St, Ashland | El Celler 10000 Elm St | Great Islands 3622 Cornish St |
| Anastasi Barbeque 3018 Cook Road | Romo 121 12129 W Center Rd | Carlygn's 8115 73rd St | Choi's Chop-Suey House 4435 Center St | Falling Waters Grill 535 S 10th St | The Grillhouse 1767 Plover Pl |
| American Grill 1020 Regency Cir | Ry's Sea Room 221 N Jefferson St, Papillion | Carlygn's Venue Inn 6020 Pacific St | Clay's Pub 7120 Pacific St | Farmen Dues's BBQ 12700 W Center Rd | Grover Street Food & Spirits 3659 S 72nd St |
| Angie's 1106 Millard Ave. | Robertson Cafe 1406 S 136th St, #202B | Carlin O'Kelly's 1200 S Maple Rd | Clay's Chop-Suey House 777 N 114th St | 2015 Paul Ave, Bellevue | Gracie Maya 4412 S 24th St |
| Angie's Restaurant 1401 Pacific St | Bomb's Tho 899 Underwood Ave | Cactus Steak House 1620 S 10th St | Das Ubikeland Restaurant 2531 S 174th Plaza | Farm House Cafe 344 S 84th St #102A | Hart's Restaurant 601 Lincoln, Wabaton |
| Anthony's Steak House 7230 St | Boston Gourmet Plaza 940 S 8th St, Papillion | Cattlemen's Steakhouse 2nd & Oak, Dodge | Dary Mae 221 S 12th St | Farmen Dues's 1806 Gold Coast Rd, Papillion 2320 River Rd, Wabaton | Hayes's 3057 S 85th Plz |
| Austin's Steaks & Salsas 1320 Anne St | Brasserie Cafe 1387 Harvey St | Colony Street Grill 7200 Cedar St | DF's Dugout 636 N 114th St | House of Hoses 2405 S 152nd St | High Plains Grill & Bar 10920 M St |
| Baby's 8200 Wood Dale | Brown Street Deli 8200 Wood Dale | Champion's Pub 8200 Wood Dale | Don & Millie's 4430 Jackson Street 10000 Elm Street | House of Hoses 2405 S 152nd St | Howard's Charm Cafe 4415 S 13th St |

If you haven't been to Omaha, you may know only that we're famous for having the world's best steaks. But once you visit Omaha, you'll discover that Omahans appreciate fabulous food of every type. With more restaurants per capita than any other city in the country, our world-class cuisine ranges from haute French to down-to-earth barbeque, Italian to Japanese to Creole to fresh seafood to Tuscan to vegetarian to steaks!

MAHA | www.visitomaha.com

restaurant brochure (front, above; inside, left)



Whatever your meeting needs, Omaha can accommodate you!

The Greater Omaha Convention & Visitors Bureau staff, along with local hospitality leaders, offers services and personalized assistance to make your meeting planning experience enjoyable and worry-free.

Make Omaha your next call when considering a central US destination for your meetings and conventions. Located in the heart of the United States, Omaha offers easy airline access with nine national carriers offering daily direct flights from most of the nation's major destinations. Eppley Airfield is located only five miles from downtown Omaha—a great advantage to your delegates.

Opened in September 2003, the Qwest Center Omaha and Arena, with a 194,000-square-foot exhibition hall, is thoroughly state-of-the-art and the newest convention center between Denver and Chicago. The Qwest Center also has an integrated 17,000-seat Arena. Our Civic Auditorium may be ideal for your size and budget and is located in the

In addition, many hotels in Omaha are ideally suited to smaller meetings, seminars, workshops and conventions. Our website, www.visitomaha.com, has a complete list, including meeting space specifications.

The Qwest Convention Center is the Midwest's premier meeting venue. A 17,000-seat arena is attached to the facility, enhancing the meeting and entertainment opportunities. The Qwest Convention Center is connected via a skywalk to a 450-room Hilton Hotel.

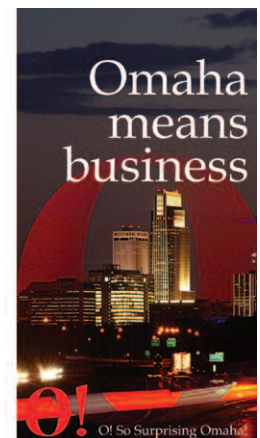
The facility is located 2.5 miles from the airport, within walking distance to downtown hotels and Omaha's Old Market shopping and entertainment district. With 194,000 square feet of exhibition space, 16 meeting rooms and a 30,000 square foot Grand Ballroom capable of accommodating over 2,400 banquet guests, the versatile space of the Qwest Convention Center can play host to an array of events including:

- Meeting Levels**
 - Moving space: 32,700 sq. ft., 16 rooms
 - Pre-function space outside meeting rooms: 42,500 sq. ft.
 - Ballroom: 30,500 sq. ft., divisible by 3
 - Outdoor Terrace: 9,000 sq. ft.
- Exhibit Level**
 - 194,000 sq. ft., divisible into 3 halls
 - Show Manager office(s)
 - Permanent Concessions in Exhibit Area
 - Loading Deck: 23 with 4 load levels - (1) 60,000 lbs. (2) 45,000 lbs.
 - Overhead Doors: 3 - (1) 20' x 16' (2) 12' x 16'
 - Pre-function Space outside Exhibit Halls: 36,300 sq. ft.

In addition, we have dozens of hotel and executive meeting facilities conveniently located for any size group. Whatever your business meeting or convention needs, the Greater Omaha Convention & Visitors Bureau staff is eager to assist you; with our extensive resources, we can help you plan a successful and memorable meeting in Omaha.

Send us sales staff your RFP and we will respond in a timely manner with hotels and other facilities that fit your specific needs. Or visit our website to send us an e-mail with your needs.

MAHA | www.visitomaha.com



Meetings & conventions brochure (front, above; inside, left)

Our new 194,000-square-foot convention center is only one of dozens of meeting venues.

Chances are when you think Fortune 500, Omaha doesn't automatically come to mind. But it should. With five Fortune 500 companies based here, as well as scores of Fortune 500 companies with branches here—not to mention Berkshire Hathaway's Warren Buffett—we're business savvy and business friendly. We know how to treat you right, and our central location and easy airport access give us an edge. So think about Omaha when you're thinking about your next business meeting or convention.

MAHA | www.visitomaha.com

examples of usage / branding concept three (cont.)

World-class cuisine is just the beginning

We may be justly famous for our fabulous steaks, but we know and love great cuisine in Omaha. With more restaurants per capita than any other city in the country, our world-class cuisine ranges from haute French to down-and-dirty barbeque, Northern Indian to Southern Italian, Japanese to Creole, fresh seafood to vegetarian to fabulous steaks! Come dine with us!

O! O! so surprising Omaha!

Visit our website: www.visitomaha.com or call us at 1-866-YES-OMAHA

Advertising and postcards would incorporate images with sophisticated use of large photos of Omaha places overlaid with the O logo, and also using smaller images of Omaha places in a montage. Type is traditional serif, but copy is sophisticated, hip, and alluring. All type and logos reverse out.

Families find new horizons in Omaha.

From the nationally-acclaimed Henry Doorly Zoo to the wizardry of the Omaha Children's Museum, with field trips to the awesome Fontenelle Forest and Strategic Air and Space Museum, you'll find Omaha is just the kind of place kids—and families—adore! Omaha offers you new horizons.

O! O! so surprising Omaha!

Visit our website for more information: www.visitomaha.com or call the Greater Omaha Convention & Visitors Bureau at 1-866-YES-OMAHA

Omaha means business.

Chances are when you think Fortune 500, Omaha doesn't automatically come to mind. But it should. With five Fortune 500 companies based here, along with scores of other Fortune 500s with branches here—not to mention Berkshire Hathaway's Warren Buffett—we're business savvy and business friendly. We know how to treat you right, and our central location and easy airport access give us an edge. So think about Omaha when you're planning your next meeting or convention.

O! O! so surprising Omaha!

Visit our website: www.visitomaha.com or call us at 1-866-YES-OMAHA

The Champions play here. You can, too.

With more than 50 golf courses in the metropolitan area—including two PGA-sanctioned courses, Omaha is a golfer's dream. The pros find challenges here, and casual golfers find fun courses as well. When you think golf, you oughta be thinking about Omaha. You'll be pleasantly surprised.

O! O! so surprising Omaha!

Visit our website for more information: www.visitomaha.com or call the Greater Omaha Convention & Visitors Bureau at 1-866-YES-OMAHA

examples of usage / branding concept three (cont.)

Street banners incorporate O logo overlaid on an image from Omaha.

Typeface is serif, and copy is informative and sophisticated.

