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**Contact** Solomon Brown  
**Telephone** 888-777-2289 Ext. 103  
**Cell** 775-857-0075  
**Email** [solomon@rnoexpo.com](mailto:solomon@rnoexpo.com)  
**Website** [www.osaexpo.com](http://www.osaexpo.com)

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## INNOVATIVE NEW AUCTION CONCEPT ANNOUNCED:

### **OUTDOOR SUPPLY AUCTION & DEALER EXPO**

Sponsored by National Hardware Show

Launches Fall 2014

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**38,000 + Independent Dealers Invited**

Reno, NV, June 16, 2014– RNO Exhibitions and the National Hardware Show announced today that both companies are officially working together on the inaugural launch of the Fall 2014 Outdoor Supply Auction & Dealer Expo to be held in the “Biggest Little City In The World”, Reno Nevada.

*Senior VP & GM of the National Hardware Show, Ed Several stated “This is an exciting new concept that is complimentary to the National Hardware Show and enables our Brand to continue to meet the industry’s need for platforms to grow their business. Extensive research revealed a strong opportunity and together with RNO built an event to meet this critical need.*

*“The National Hardware Show and their parent company, Reed Exhibitions is a worldwide leader of event planning and a true innovator in the tradeshow industry. Their participation brings to mind one word...Success!” said RNO President Vince Webb.*

*The Outdoor Supply Auction & Dealer Expo (OSA)* was conceived with the intent of bringing the best of what the trade show industry has to offer and blending it with the excitement and the certainty of sale of a live auction. OSA uses proprietary sales technology that bundles the seller and buyer experience together to create a one of a kind Selling Event.

*OSA* has an extensive database of Independent Dealers who are seeking opportunity buys; the call to action that brings the prospective buyers in from all over the West Coast is a NO minimum, NO reserve auction on millions of dollars new merchandise. During the 3 day selling event, hundreds of different product lots will be sold each day.

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If you would like more information about this topic, please contact RNO National Sales Manager Solomon Brown at our U.S. toll free number 888-777-2289 Ext. 103 or email him directly at [solomon@rnoexpo.com](mailto:solomon@rnoexpo.com).