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Making BCMC the Best It Can Be: Checking Out Columbus by Carl Schoening

It seems like we just concluded our BCMC 2001 adventure in Louisville, KY, and the planning for BCMC 2002 has already begun. December 12 and 13 were exciting days for the 2002 BCMC committee. We met in Columbus, OH, the site of the 2002 BCMC show, to begin preparation.

We began our visit to Columbus by touring the recently remodeled and enlarged Greater Columbus Convention Center. It is truly an amazing place. The remodeling was done in a way that makes it virtually impossible to tell where the original building stops and the new construction begins. The traffic flow throughout the convention center is smooth and should enhance movement between surrounding hotels and the BCMC show floor. In addition, the event staff offered suggestions to improve registration and security.

We had the opportunity to meet with the event staff prior to the committee meeting. I have to say that they are some of the most passionate event coordinators that I have ever met. Each time BCMC staff or committee members posed a question or problem, the event staff was ready with options and possible solutions. They are committed to helping the BCMC committee provide the very best BCMC show possible.

From the exhibitor perspective, the show floor looks to be one of the best in regard to utility layout and accessibility. All utilities are available completely in the showroom floor. This eliminates the additional safety measures necessary when cords or hoses run across aisles or through booths. Available utilities include 480v electrical power, water and air. In addition, the Greater Columbus Convention Center has a bank of 300 phone lines available for the show floor; exhibitors simply place an order and have the service available. Move in and move out should be very easy as well. With twelve loading docks at our disposal, loading and unloading should be improved. Online registration with the convention center staff and the George Fern Company should be up and running very soon. This will be a big time saver for exhibitors!

Many of the suggestions made by exhibitors in 2001 have been considered and acted on by the BCMC committee. The "Welcome Reception" and a BCMC-sponsored attendee luncheon will be located on the show floor to give exhibitors more access to the attendees. Additionally, this will provide the attendees with a nice lunch and allow them to continue viewing new equipment, software and other products on display. Food service delivery will also be changed to improve traffic flow throughout the show floor and reduce the time spent standing in lines.

From an attendee perspective, staff has done an outstanding job researching Columbus and the convention center. Attendees will enjoy the enhanced BCMC experience in 2002. The Greater

Columbus Convention Center is within walking distance of many hotels and restaurants of varying price range. To provide more value to component manufacturers, staff and committee members are working to secure additional exhibitors. These new exhibitors will give component manufacturer attendees greater access to technology and the luxury of comparison shopping in a single location. They will also be able to view and compare products and equipment that could improve their profitability, without the travel expenses normally associated with buying decisions.

As we move closer to the 2002 show, I will be telling the story of BCMC 2002. I will work very hard to help make BCMC 2002 the best that it can be and I hope to transfer some of the excitement that I'm feeling to all of you. BCMC 2002 is going to raise the expectation of exhibitors and attendees for future shows. I extend an invitation to all to participate and offer suggestions to make BCMC 2002 successful.

See you in Columbus!

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