

# STRUCTURAL BUILDING COMPONENTS MAGAZINE

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## BCMC 2003

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### Product Branding by Barry Dixon, BCMC 2003 Chair

Every year, BCMC exhibitors conclude the show and begin analyzing the outcome of participating. When analyzing their participation, most exhibitors look at things like attendance, traffic through the booth, new contacts and sales made during the show. While these are all valuable measures of participation, there is a far greater reward. It is called "branding."

Every company at some point focuses on branding, whether it is intentional or not. The umbrella term "branding" encompasses everything from maintaining brand awareness and consistency in the use of logos to the strength of the brand in the marketplace. Exhibiting at BCMC gives companies another opportunity. Exhibiting is a great first step, but active participation is where the opportunity to truly achieve branding lies. By exhibiting at BCMC, advertising in SBC Magazine, being a member of WTCA, STCA or SCDA and supporting the local chapters, you can brand your company as the leader in support of the component industry. Along with those support channels, a company must listen to the marketplace and develop new products to meet existing and emerging needs. Using BCMC as part of the product development cycle allows BCMC attendees to see that a company is committed to the component manufacturing business. With each new year, coming up with an exciting twist on your booth layout shows that the exhibitor isn't satisfied with the status quo and is always looking for improvements, like the component industry is.

Visibility is the key to image branding. Being a visible participant means helping solve industry issues. Developing new products is only a small part of it. To be branded as a key supplier in our industry means getting involved and being a positive voice for the component industry whenever possible. The exhibitors consistently branded as the supporters of the component industry show their support by using SBC Magazine to express opinions and advertise, joining our industry associations and getting involved by helping wherever they can and taking an interest in working with us to solve industry issues. Component manufacturers are a very loyal group. They like to support companies that support the component industry. Those BCMC/SBC Magazine-branded companies see the value and are able to provide more support because of increased opportunity, largely due to the recognition by component manufacturers that they are interested in helping to grow our component industry and support efforts on behalf of all component manufacturers to make the industry better.

To become branded in our industry is easy. Participate! Be recognized as a proponent of the component industry. Exhibit, advertise and join and attend our meetings. You will find the reward to be greater than just sales increases. You will be recognized as a friend of our industry and respected for your commitment. The BCMC Committee hopes to see you in sunny Phoenix!

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