

STRUCTURAL BUILDING COMPONENTS MAGAZINE

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BCMC 2004

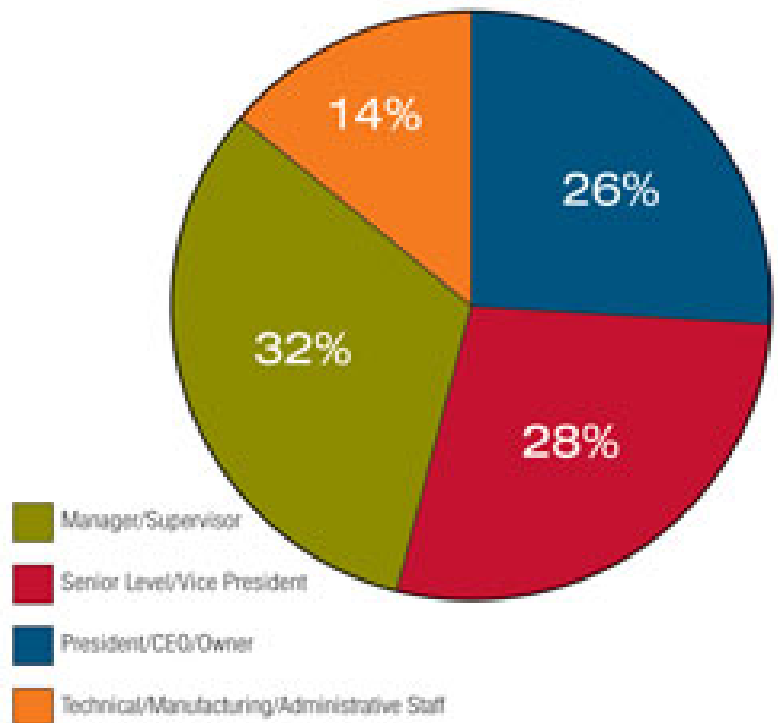
www.bcmcshow.com

Exhibitor Engines Will Rev in 2004! by Tom Manenti, 2004 BCMC Committee Chair

What can be more valuable to a customer than spending the time to get to know more about them, their business and their needs? Nothing...and BCMC provides the perfect opportunity to do so.

If there's one city in the world that understands the importance of an engine, it's Charlotte. We all know a racecar engine can't function without all its parts well-oiled and tuned for optimal performance. Think of BCMC 2004 as one essential part of your organizational machine's engine: your company cannot perform without it. Your decision to exhibit at the show in Charlotte will guarantee that your "engine" is fully lubed and revved to the max!

Why not use BCMC to kick off a new product line or marketing campaign? The kind of exposure and face time that your new line or campaign will get at BCMC is hard to beat. After all, a large percentage of the show attendees have historically represented key component manufacturer decision-makers. In fact, 26 percent of 2003 attendees were company presidents, CEOs or owners. Another 28 percent were senior level management or supervisors and 32 percent were managers (see pie chart). BCMC takes the guesswork out of who will be attending the show—you're assured to be seeing the industry's most influential decision-makers.



You can also use BCMC 2004 as an opportunity to reconnect, face-to-face, with your component manufacturer customers. What can be more valuable to a customer than spending the time to get to know more about them, their business and their needs? It is the perfect chance to make sure they know that you appreciate their business and are willing to do whatever it takes to keep them satisfied. What's more, you'll be meeting them in a forum outside of their usual work environment, virtually uninterrupted and without the usual distractions.

To secure your spot on the show floor most affordably, be sure to register to exhibit at BCMC 2004 before the May 1 Early Bird deadline. Visit www.bcmcshow.com for more information about online exhibitor registration or consult your 2004 Exhibitor Promotion, which was distributed by the BCMC Committee in February.

Rev up those engines and get super-charged for the component manufacturing industry's biggest show in Charlotte. BCMC 2004 is the one show you can't afford to miss!

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