



Bcmc 2005

Exhibitor Registration: Marketing Made Easy Online

The exhibitor Early Bird Deadline is right around the corner. Register online now to take full advantage of the marketing benefits!

by Don Groom, BCMC 2005 Chair

Although May 1 or "May Day" might be known to have begun as a spring festival long ago, in our world, May 1 is the **BCMC early bird exhibit space DEADLINE**. This means in order for exhibitors to take advantage of the discount for booth space at the Midwest Airlines Center in Milwaukee, you will have to register by May 1. With last year's record-shattering 86,750 square feet of exhibit space, you will not want to miss the May 1 deadline. We know you are busy this time of year and time is of the essence. This is why the BCMC Committee has made it easier than ever for you to register online. Simply go to **www.bcmshow.com** and select "For Exhibitors" for all of the information you need to contract for booth space. With a few clicks of your mouse, you're on your way to exhibiting in Milwaukee.

You will enjoy many marketing perks with your BCMC exhibit space registration. In fact, exhibitor presence isn't limited to just the show floor. At BCMC, it's our tradition to promote exhibitors throughout the year, allowing them to reach attendees all year long. For instance, did you know that when you sign up to exhibit at BCMC, your company profile and a link to your web site will appear on the BCMC web site as well as in **SBC Magazine** in the Official BCMC Show Guide and Recap issues (September/October and December respectively)? Each issue of **SBC Magazine** reaches thousands of component manufacturer CEOs and managers. The benefits of exhibiting at BCMC and advertising in **SBC Magazine** allow you to extend your tradeshow strategy and target advertising to create the highest possible visibility to the structural building components industry. Plus, your company name will also appear in BCMC promotional ads and flyers, distributed to attendees on a weekly basis in the months leading up to the show.

While you are at the show, be sure to take a look in the BCMC Pocket Guide for your company's name and location. It is yet another way we are serving you and the attendees at BCMC.

Another way to increase your visibility and also show your support of our industry is to participate in one or more of our sponsorship opportunities. This can be anything from continental breakfast, coffee break, banners located in the convention center, or hotel keys that are imprinted with your company logo. If you have a sponsorship idea, we'll likely take you up on it. For details, please visit our sponsorship web page at www.bcmshow.com/projects/bcmshow/sponsorship.php.

By exhibiting at BCMC, you become part of the largest component manufacturing focused tradeshow that there is. However, your journey does not end after BCMC. You will receive additional exposure on **www.bcmshow.com**, in the Pocket Guide and in the September/October and December issues of **SBC Magazine**. Moreover, don't forget about all of the one-on-one contacts you will acquire at the show. All of these are just added benefits of exhibiting at BCMC 2005 in Milwaukee, WI to help you create a better business with component manufacturers throughout the industry. **SBC**

For more information about the 2005 BCMC show in Milwaukee, WI on October 12-14, visit the official show web site at www.bcmshow.com or call 608/268-1161 ext. 9.



at a glance

- BCMC is the "must go to" show of the structural building components industry.
- It is the place to see the latest industry products, services and equipment.
- New ideas, sure to benefit your business, are always created at this fast-paced show.

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The mission of Structural Building Components Magazine (SBC) is to increase the knowledge of and to promote the common interests of those engaged in manufacturing and distributing of structural building components to ensure growth and continuity, and to be the information conduit by staying abreast of leading-edge issues. SBC will take a leadership role on behalf of the component industry in disseminating technical and marketplace information, and will maintain advisory committees consisting of the most knowledgeable professionals in the industry. The opinions expressed in SBC are those of the authors and those quoted solely, and are not necessarily the opinions of any of the affiliated associations (SBCC, WTCA, SCDA & STCA) .



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