



# Bcmc 2006

## Exhibitor Spotlight: Viking Inc.

by Stephanie Watrud

One exhibitor explains how her company uses the show to conduct valuable marketing research.

**A**fter exhibiting in their fourth consecutive show in 2005 in Milwaukee, WI, Viking Inc. has come a long way since their first show in 2002 in Columbus, OH. "Milwaukee was a turning point for our organization," said Linda Resch of Viking. "Now we leave the show with pages and pages of things to follow up on. I think that is a good sign of success."

At BCMC 2002 the average time spent in Viking's booth by an attendee was five to seven minutes, and the question most attendees asked was, "How much is that?" This past year, people still asked how much equipment cost, but it was after the attendee walked through their booth spending a minimum of 20 to 30 minutes talking to staff to find out just what Viking had to offer, and learning a tremendous amount about the products and Viking.

Each year Viking took note of how their interaction with attendees had dramatically changed. In 2005, Viking indicated that 66 percent of their wall panel system customers and 75 percent of their revenue can be directly tied back to either BCMC visits or the corresponding advertisements they run in *Structural Building Components Magazine*. This is part of Viking's integrated marketing strategy that ties their advertising to the concepts they use at BCMC so they get the best reach they can to those who attend the show and work in the industry.

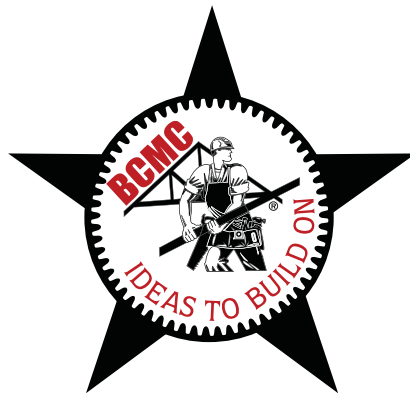
Resch believes that each year at BCMC, Viking gains more acceptance from show attendees. "People are there to learn about what is going on in the industry and who has products or services to help them succeed," said Resch. "Lumber yards and truss manufacturers are finding themselves receiving more demands for wall panels in addition to their current services. We're here to assist them with this."

"Based on customer's needs, we go back to the drawing board [after the show] to refine our marketing plan and engineering design focus. We're there to provide the customer what they want and need," said Resch.

Resch is also an advocate of BCMC to her clientele. When someone phones Viking looking for information, Resch is the first person they speak to. Prior to the 2004 show in Charlotte, she received a call from a potential customer asking for information. She asked them if they were planning to attend BCMC in Charlotte. Since they weren't familiar with BCMC, Resch explained the strategy behind the show, the benefits of attending, and why they should consider attending.

"By encouraging customers to attend, they can see what is taking place in this industry and what the competition has to offer," said Resch. BCMC gives the customer the ability to compare and contrast equipment and information that fits their need. The customer is able to find all the resources they are looking for in one spot. Because Resch was able to use BCMC as a tool, they not only gained a customer, but that company became a WTCA member and has taken advantage of the membership benefits ever since. **SBC**

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### at a glance

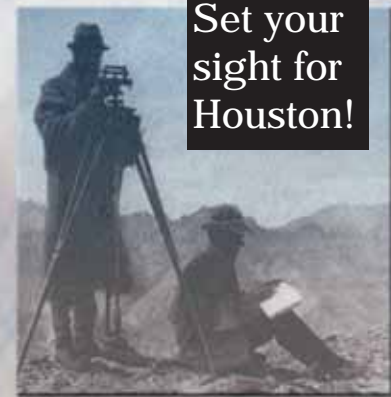
- ❑ Viking noted that in 2005, 66 percent of its wall panel system customers and 75 percent of its revenue could be directly tied to exhibiting at BCMC or advertising in *SBC Magazine*.
- ❑ Exhibitors can use the show to learn customer needs, improve their marketing plans, and fine-tune their products.

PLEASE TAKE NOTE: This is a change in venue.  
BCMC 2006 ★ OCTOBER 4-8 ★ HOUSTON, TEXAS

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"BCMC always provides a great opportunity for us to meet with our current customers, and connect with potential clients within the building component industry. This year was no exception: due to the overwhelming number of Deacom visitors, we decided to upgrade to a larger booth for 2006!"

Ms. Susan Shaw, Deacom



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