



# Bcmc & Your Business Plan

## The Industry's Launch Pad for New Products

by Emmy Thorson-Hanson

BCMC is the premier stage for your new product's debut performance.

Each year exhibitors display the latest in products and equipment at BCMC. You can count on the show floor being filled with the most recent technology and up-to-date products. Often exhibitors choose BCMC as the stage to unveil their newest machine or updated software. Last year in Columbus, there was a lot of buzz on the show floor about one new product in particular: a robotic truss assembly system from TCT Manufacturing of Mount Dora, FL.

Doug Johnson, Sales Manager for TCT, a company that specializes in automation and robotics, explained why they chose to display their revolutionary technology at BCMC. "[Robotics] was a totally new concept in truss manufacturing, so we wanted to show the marketplace what we were doing and kick-start our product." He added, "BCMC was the natural place to do this since component manufacturers attend BCMC more than any other show."

TCT was confident that the show offered the best marketplace exposure in the industry. According to a poll of 145 attendees in 2007, the company is dead on. 78.6 percent listed new equipment as one of their primary reasons for coming to BCMC, and over half also listed new software technology as a draw.

Where else do exhibitors get the chance to establish their new products with essentially their entire market present? Not only is it convenient to have everything in one location, but it also helps that attendees are able to witness the new product's operation first-hand, leaving a very impressive and lasting image, as well as generating questions that can be addressed immediately.

Attendee interest in the exhibitors is why most attendees spend the majority of their time on the show floor. Over 90 percent spent more than four hours on the show floor, which means there is almost always a steady stream throughout the hall. TCT can attest to the flow of component manufacturers stopping by its booth. "We had excellent traffic at the booth, and the interest level in the robotics exceeded our expectations," said Johnson. "We were flooded with responses afterwards, people wanted more info."

The success that so many find at BCMC is due to the fact that a large majority of attendees play a major role in purchasing new equipment. At the 2007 show for instance, 89.6 percent of BCMC attendees either make recommendations for purchasing or are the decision maker.

And you can bet the decisions will be a little tougher to make this year. "As turbulent as the market has been, it has shaken up the industry," Johnson commented. "Companies are coming out with more ways to set themselves apart and take more market share."

In order to compete in this market, companies are stepping up their game, and one way of doing it is to offer a unique service or innovative new product. "The show is the place to reveal innovative products that can create new dynamics in the market," he said.

And these new products and services will in turn act as a tool for the component manufacturers to improve their business and gain market share. Component manufacturers can look forward to Denver being a great demonstration of just how everyone is responding to this rough patch, and how they can evolve to stay on board. We look forward to seeing you in Denver! **SBC**

**Exhibitors:** If you are planning to introduce new equipment or services in Denver let us know! BCMC offers additional exposure and marketing opportunities for exhibitors debuting new products at the show. Contact Stephanie at [swatrud@quallim.com](mailto:swatrud@quallim.com) or 608/310-6721 for more information.

### at a glance

- Many exhibitors choose to reveal new products at BCMC because it is the best place to reach component manufacturers.
- Over three-quarters of BCMC attendees list seeing "new equipment" as the primary reason for attending the show.
- The steady flow of attendees on the show floor gives each product maximum exposure to its target market.



# MILE HIGH PERFORMANCE

BCMC 2008 • DENVER, CO. • OCTOBER 1-3

For additional information about BCMC 2008

608/268-1161

[www.bcmcshow.com](http://www.bcmcshow.com)

Register online today!

"BCMC has been a great way for us to connect with the players in one of our key focus markets. Each year, the show floor is filled with true Truss and Panel professionals. We have been able to reach out to these parties at the show and see them again at all the outside functions. It has always been a great experience!"

Erik Farmer  
ITW Industrial Fastening



Call today for your exhibitor registration kit!



For more information on Denver, Colorado go to [www.visitdenver.com](http://www.visitdenver.com)

# STRUCTURAL BUILDING COMPONENTS™

THE FUTURE OF FRAMING

[www.sbcmag.info](http://www.sbcmag.info)

Dear Reader:

Copyright © 2008 by Truss Publications, Inc. All rights reserved. For permission to reprint materials from **SBC Magazine**, call 608/310-6706 or email [editor@sbcmag.info](mailto:editor@sbcmag.info).

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 affiliated association (WTCA) .



6300 Enterprise Lane • Suite 200 • Madison, WI 53719  
608/310-6706 phone • 608/271-7006 fax  
[www.sbcmag.info](http://www.sbcmag.info) • [admgr@sbcmag.info](mailto:admgr@sbcmag.info)