



Bcmc: Your Business Lifeline

Saddle Up! It is BCMC Time Again!

by Carl Schoening

Reasons to start planning for the 2009 show.

Well friends, it is time to saddle up and head west again for BCMC 2009. But wait, you say, "It is January and BCMC isn't until October." True. This is my favorite time of the year; planning for the next BCMC. Some of you probably wonder why I start planning so early for BCMC. It is because I know that BCMC is the one time each year that I have the collective attention of component manufacturers from around the world in one place for three days. I must be prepared to knock the attendees' socks off with the latest products I have to offer.

I have always looked at BCMC as the termination point of my annual product development cycle. Basically, I have from when the doors close on Friday at BCMC until the next opening of BCMC to develop products and services to exhibit at BCMC. 2009 is probably one of the most pivotal years in our industry's history. "How can that be?" you ask. As everyone knows, recently the U.S. economy has not exactly been what everyone has been dreaming of. This has created an opportunity for suppliers everywhere to develop equipment, software or processes that will improve the profitability of customers. Every component manufacturer in the country is very closely looking at its company. They are analyzing data and scrutinizing every process in their plant to ensure they have removed every wasted step or expense.

This is where your BCMC opportunity comes in; to develop something that is going to help improve productivity or increase profitability. Product development must then begin early and be completed in time to really get BCMC attendees excited about what they are seeing. Every exhibitor should be focused on leaving a lasting impression on each attendee. Your goal should be to have attendees thinking about you the entire duration of the show, on their travels home and long after they are back in their plants. You want them talking about the cool thing you showed them to their employees, bosses and spouses. Yup. Spouses play an important role. The spouse is an important sounding board in almost any business. I think that is one of the reasons why so many attendees bring their spouses to BCMC and one of the reasons why many exhibitors have provided evenings planned around settings that are comfortable for all.

"Wait a minute," you say, "I don't know what component manufacturers will need next year." This is the second biggest reason to exhibit at BCMC: listening! Exhibiting at BCMC has always given me the chance to speak to and, more importantly, listen to component manufacturers. More new products have been developed through careful listening than any other method I have at my disposal. If you listen, component manufacturers will tell you what their concerns are, their major barriers, headaches and what they want. I have used BCMC Listening my entire career. Not only does it help you know what customers want, it will usually tell you what your competitors are doing. This valuable information will allow you to immediately begin the development cycle for next year. Just think of what that kind of information can do for your company. Information from inside the mind of customers and key prospects will allow you to strengthen your position with current customers and assist in capturing new market share.

That brings me to the third most important reason for exhibiting at BCMC. Component manufacturers want to do business with suppliers that support their industry. BCMC

gives every exhibitor a chance to be visible to the entire industry. Not just on the show floor, but everywhere. Proudly wear your company logo and with some outward sign of your participation in SBCA and BCMC. I am always surprised when people see me and say hi when I am wearing something industry related. Sometimes they are just curious about what I do, but in many cases they are component manufacturers that know that my company supports their industry. They ask questions and I try to answer them. I want every BCMC attendee to believe that I am the answer man. I want them to come by my booth and visit and ask more questions. That is a rare sales opportunity. Believe me, I am not the last word on anything...well, other than how to have a great time....anywhere....really. But, I want those who visit my booth to think that I can help and I want them to leave knowing that I am sincerely passionate about the component industry. Sharing the same passion that attendees have has provided more sales opportunity than any product I have offered. BCMC is your chance to exhibit not only your products, but your passion as well.

I guess that brings us back to the beginning. Join me as we Soar to New Heights at BCMC 2009. I will be there with something new, listening and as always supporting my industry. I hope to see you there. **SBC**

2009 BCMC booth rates have not increased from 2008 rates! Contact Jan Pauli (jpauli@qualtim.com) for a copy of the exhibitor promo or visit www.bcmcshow.com for more details.



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at a glance

- BCMC is the one time each year exhibitors have the attention of component manufacturers from around the world in one place!
- Don't miss BCMC this year; 2009 is one of the most pivotal years in our history.
- Exhibitors' goals should be to have attendees thinking about your product or service long after they have returned home.

SOAR TO NEW HEIGHTS

BCMC 2009 • September 30 - October 2

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- Build Industry **Strength**
- Build Industry **Skills**
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"The show was amazing. I remember thinking I should grab a bottle of water before the ribbon cutting ceremony, because I might not get a break after it. I was right—it wasn't until hours later that I had a chance to grab that water. There was always someone new coming into the booth to talk."

Rod Wasserman, Wasserman & Associates, Inc. (BCMC 2008)

Call for BCMC 2009 additional information at • 608/268-1161

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