

after several great years of growth, but the quality of attendees has remained consistent and is as high as ever. You will not see less than serious attendees walking the show floor. If they are there, an opportunity exists. As we have seen through the years, the decision makers continue to attend BCMC and the opportunity to grow sales, launch a new product or capture more market share is as strong as ever.

Of course it may take a bit more creativity to get them into your booth. If you want attendees in your booth you may have to do things others can't or won't. My first year as an exhibitor at BCMC was awesome! My company had a brand new product. I had to prove it was better and stronger than competitive products; but how? I installed the product and as attendees started visiting the booth they would be shown the new product and walk away not nearly as excited as me. The next time I explained the strength of the product I surprised everyone (including my boss) by doing chin ups on it. People started crowding around to see what craziness was going on. Soon people were coming by just to see if I would do it again. It got the attendees into the booth. We had a very successful product launch and it was fun. The point is, it is up to you to draw the decision makers and key influencers into your booth and get them excited about the products you offer.

BCMC, as always, will bring in attendees that can make the call and make a difference. Last year we had a great show. Our booth was filled with enthusiasm and ideas. We got people excited. The people we got excited were all the right ones; decision makers and key influencers. BCMC provided us with great actionable leads and the chance to tell our story. I look forward to seeing you at the show. Come tell your story—people will be listening! **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.bcmcsow.com for more details.



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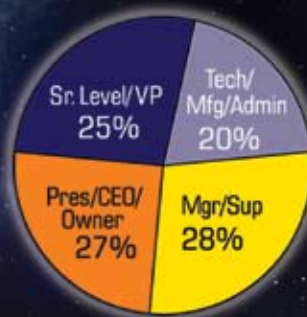


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BCMC 2009 • September 30 - October 2

SOAR TO NEW HEIGHTS

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Percentage of New Customers Compared to the Previous Year

2008
2007



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