

STRUCTURAL BUILDING COMPONENTS MAGAZINE

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BCMC 2003

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The Range Widens...for Exhibitors by Barry Dixon, BCMC 2003 Chair

I have one question for you: Where will you be October 8-10, 2003?

Welcome to sunny Phoenix, AZ, Valley of the Sun and host of BCMC 2003! As the sixth largest city in the U.S., Phoenix boasts more than 300 days of sunshine each year. Beside the allure of the desert climate, exhibitors can expect a simply fantastic show with many opportunities that you can't afford to miss out on!

SADDLE UP!

Allow me to enlighten you with a few truly astounding statistics from BCMC 2002 in Columbus, OH. BCMC 2002 was a huge success in terms of the number of people that set foot on the show floor: 1,858 to be exact! Of those, 1,148 were component manufacturers, architects, engineers, or builder attendees. These attendees came from 388 companies representing 498 distinct locations. And many in attendance were there to make important decisions for their company: 20 percent were Presidents, CEOs or Owners; 32 percent were Vice Presidents or at a Senior Level; and 27 percent were Managers or Supervisors. The remaining 21 percent of attendees were technical, manufacturing and administrative staff.

MARKET RESEARCH 101

BCMC offers exhibitors a unique opportunity to gain a better perspective on the ever-changing marketplace on which our industry thrives. Consider BCMC as a forum in which to take a comprehensive market research survey. What is your competition up to? What are the new trends in the structural building components industry? What business opportunities are component manufacturers thinking about? Is it necessary to take inventory of our products and services and possibly consider diversifying? What are we doing to stay current with new technological advances? What demographics are causing our customer base to change? How are these changing demographics affecting industry trends? What industry issues are our customers most concerned about and are we aligned with them to collectively find solutions? And, are we living up to our customers' expectations, or can we offer better customer service? What ideas can we test market and how can we determine which ones will be winners for more investment and development? BCMC is the only place to get in tune with a very diverse market and evaluate these and other questions that can and will significantly impact the future of your business.

THIS IS YOUR RODEO

Still not convinced? Think of this show as your big rodeo; thousands will come to watch the spectacle as you attempt to conquer the impossible. You begin to prepare for the show months in advance. Your customers look forward to these three short days all year long. When BCMC finally rolls around, it is like a volcanic explosion of energy, spirit and excitement between exhibitors and attendees that cannot be recreated in any other setting, at any other time. This is your best opportunity all year to capture their excitement and attention. It is primetime for networking, meeting with more current and potential customers face-to-face than at any other time during the year, getting in touch with the industry again, and reconnecting with people you met the year before.

Don't fall off the horse...BCMC 2003 is just around the corner!

[SBC HOME PAGE](#)

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