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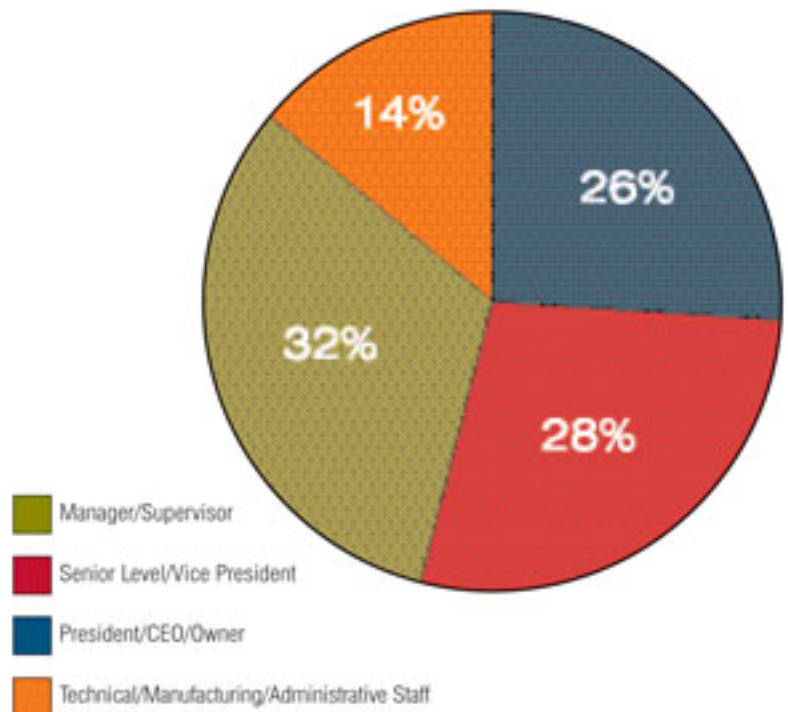
BCMC 2004

www.bcmcshow.com

Get Revved Up in Charlotte by Tom Manenti, 2004 BCMC Committee Chair

"In terms of attendance and serious prospects, [BCMC 2003 was] the best show that I can recall. In fact, everyone in our group agreed this show was the best show we'd ever been to. We have experienced a nice quantity of orders and a steady turn of business since the show." —Jerry Koskovich, The Koskovich Company

Have you ever been to Charlotte? I have. What a neat city! (Editorial note: My personal recommendation for a good restaurant is Sullivan's.) This may not be news to you, but Charlotte is famous for its Lowe's Motor Speedway, dubbed the "Mecca of Motorsports." The speedway annually hosts NASCAR NEXTEL Cup and Busch and Craftsman Truck Series races among other events, from which our theme, "Revvin' Up the Component Industry," originates. But beyond the thrill of the checkered flag, tourist sites and the dining attractions Charlotte has to offer, preparations are underway for a supercharged BCMC 2004. For instance, the BCMC Committee met on site at the Charlotte Convention Center in early December to review all aspects of the upcoming show.



Based on my analysis of the convention center, the location appears to be excellent for exhibitors. Attendees will also have easy access to the location based on the many travel options available to them. For example, any eastern-based attendee will be able to arrive by car because of the Interstate Highway access. In addition, we are working with the Charlotte Convention & Visitors Bureau on all the airline travel options into Charlotte, Raleigh, Greensboro and Greenville, SC, to ensure that exhibitors and attendees have the best cost options available to get to BCMC. Fortunately, all these airports are within 2.5 hours of Charlotte.

Isn't it incredible how the BCMC Committee has developed tools over the last several years to make it easier to register than ever before? As an exhibitor, if you're not taking advantage of

registration online at www.bcmshow.com, you are missing a time-saving opportunity. Registration for the show has already begun. The BCMC exhibitor promotion was mailed in February. It is a great tool for exhibitors; in it, you'll find everything from how to reserve your booth space to special perks for exhibitors to a schedule of events to sponsorship opportunities. It has all you need to prepare early for your spot on the floor at BCMC 2004. If you didn't receive the exhibitor promotion, be sure to call or email the BCMC Show Staff and they will send it to you right away.

Why all the emphasis on "right away?" The exhibitor Early Bird Deadline runs through May 1, 2004, and it will save you money! So be sure to get your exhibitor registration completed and submitted prior to May 1. And if you are a first-time exhibitor, there is a special first-timer rate.

I've already talked to a number of customers who have said they are looking forward to attending this year in Charlotte. Did you know that about half of the component manufacturer companies attending the BCMC show did NOT attend in the prior year? If that's not an opportunity, I don't know what else to call it! Where else can you go and meet with representatives from 500 companies at one time? Not only that, but according to data from past shows, those representatives are often decision makers. (See pie chart.)

For exhibitors, the show is a place to learn as much as you can about your customers' needs. It also gives you a perfect opportunity to develop your company's marketing or product development strategy. Get feedback on new ideas that your company has and what should be developed to meet the market's needs. So you see, BCMC is so much more than just a sales opportunity— it is your opportunity to get your "pit crew" energized to win the race.

I'll leave you with a quote from an attendee of the 2003 show in Phoenix. "No other show brings together the players and decision-makers of the component manufacturing industry under one roof like BCMC," said Craig Hall, Sales Representative for Gilman Building Products Company.

As far as I'm concerned, that's all the convincing you need to start your engines and rev up for BCMC 2004!

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