

# STRUCTURAL BUILDING COMPONENTS MAGAZINE

March 2005

## BCMC 2005

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Exhibiting Boosts Exposure & Customer Relations by Don Groom, BCMC 2005 Chair

*Showcase your product, meet with customers and join the BCMC tradition!*

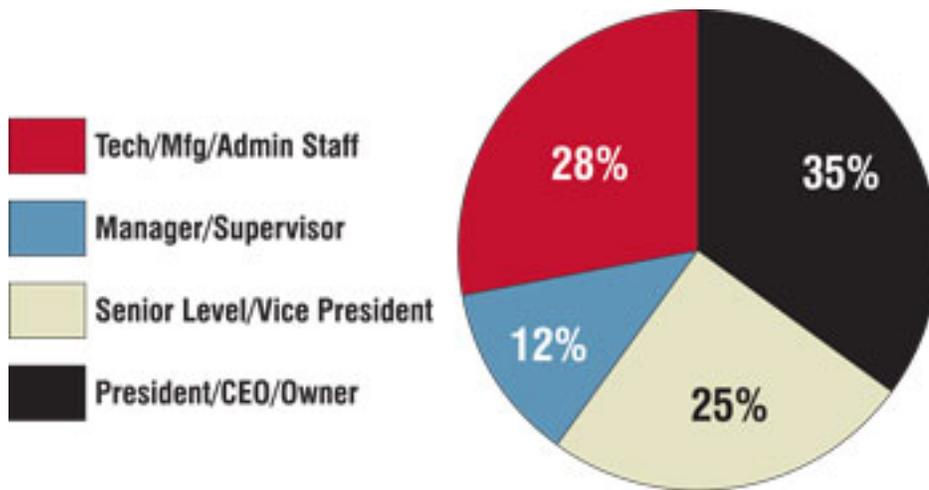


By exhibiting at BCMC October 12-14, 2005, you will see just how “Riding on Tradition and Innovation,” affects not only you, but your employees, your business, your clients and your industry.

In our rapidly evolving industry, exhibiting at BCMC offers you the opportunity to indulge in your most valuable asset—the consumer. This unique opportunity allows you the ability to have face-to-face contact with attendees to find out what their company’s needs are and what works for them. Moreover, you will discover what does not work for them and what ways you can help to improve a process to obtain their overall satisfaction with your product.

As an exhibitor, BCMC supplies you with a primary opportunity to unveil your newest products, developments and services. Because of your presence and knowledge, attendees will have access to valuable cutting-edge technology.

With a chance to display, demonstrate and work “hands-on” with the materials, machinery and software, exhibitors are able to educate the market and reveal the many ways your product lines improve performance, accuracy and profitability. It is here that attendees will discover the right products to effectively meet their needs.



Year after year, exhibitors return to BCMC to provide exposure for their products and ultimately increase their sales volume. BCMC potential purchaser attendance has grown almost two-fold— from 977 attendees in 2001 to 1668 attendees in 2004. The exposure that is gained by exhibiting at BCMC and your discussions with customers and potential customer is extremely valuable to you as well as your company. There is no other venue in our industry where you can gain the benefits of innovative thinking and at the same time provide value back to your company and our industry.

Undeniably, BCMC is the place to be. It's your opportunity to share, educate, inform and make a mark on your industry. Watch for your exhibitor promotion beginning in March. The early-bird registration discount ends May 1, 2005. You won't want to miss out on the incredible savings and opportunity attending and exhibiting at BCMC 2005 has to offer.

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