



Bcmc & Your Business Plan

The Power of Suggestion

by Emmy Thorson-Hanson

How to encourage your suppliers to exhibit.

As you know, BCMC is the annual tradeshow that WTCA organizes. Over the years, it has become the place to be; it's even been referred to as "the Superbowl of the structural building components industry." As an attendee, you've seen that the combination of its exhibits, networking and educational opportunities are second to none. But your suppliers may not know about everything BCMC has to offer them, so it's helpful to fill them in.

This year's BCMC Chair, Steve Shrader, said his company got involved in BCMC at the urging of one of their customers: "The first show we came to was the 2001 show in Louisville. We had a customer who encouraged us to explore the building components market. They said the best place to do it was BCMC." Shrader says Hundegger has come to BCMC ever since, and the company has had much success. "So in our case, one of our best customers made BCMC a reality for us. The show has really helped our company reach the next level of growth," he said.

This is a powerful example of the impact you have in your vendor relationships. For instance, the housing market has hit a rough patch, and most everyone has felt its effects in one way or another. Believe it or not, you can play a role in helping your suppliers by talking to them about exhibiting. Sure, they get promos in the mail, but nothing compares to the incentive they get from their customers. If a potential exhibitor is on the fence, encouragement from a valued customer can be the deciding factor.

Peggy Pichette, Director of Sales for the show, says component manufacturers have the most influence over convincing their vendors to come to BCMC. "When there is a relationship established between a client and vendor there is an understanding that the goal is a win/win for both parties," explained Pichette. "If I were an exhibitor I would strongly consider a recommendation from my client."

Another incentive for vendors to exhibit is the first-timer rate. The Committee put this special rate in place to encourage new exhibitors to recognize the value in BCMC, and give them a taste of what it's all about. All first time exhibitors (defined as any company that has not exhibited in the last five years) pay just \$995 for the first 100 sq. ft. they reserve, and save 20 percent on all additional footage.

Besides the cost incentive, there are many additional reasons for suppliers to exhibit at BCMC. Not only is BCMC a great place for networking and exposure, but through exhibiting they will be supporting you, your association and the industry.

Shrader says one thing exhibitors should not overlook is the value found in making individual connections and relationships at BCMC. "I look at the show floor as the biggest and best annual networking roundtable," explains Shrader.

Shrader's message for potential new exhibitors is based strictly on his company's successes at BCMC: "From vendor to vendor, I'd say check out the show. There are just as many networking opportunities here for exhibitors as there are for the component manufacturer attendees."

So the next time you speak with your vendors, tell them about BCMC. Describe the atmosphere, the opportunities and your experiences. And tell them you'd like to see them there on the show floor in Denver. They won't be sorry! **SBC**

at a glance

- ☐ Component manufacturers have the potential to have a big impact on BCMC's success this year.
- ☐ Some exhibitors view the show floor as a huge networking roundtable.
- ☐ BCMC is a win-win situation for attendees and exhibitors.

MILE HIGH PERFORMANCE
BCMC 2008 • DENVER, CO. • OCTOBER 1-3

MORE TO SEE, LEARN & EXPERIENCE

"The BCMC show is the only time that we have as an industry to come together to discuss issues affecting our industry and to discuss the new and exciting ideas our suppliers have to offer. The educational sessions are always helpful. The friendly discussions with your industry peers make the trip worthwhile. This is where even a wily old veteran in the industry can learn something. Someone new to the industry can not afford to miss this annual event regardless of its location."

Shep Campbell, Glaize Components

Mark your calendars and watch for your BCMC Attendee Information coming soon.

For additional information about BCMC 2008
608/268-1161
www.bcmcshow.com

STRUCTURAL BUILDING **COMPONENTS**TM

THE FUTURE OF FRAMING

www.sbcmag.info

Dear Reader:

Copyright © 2008 by Truss Publications, Inc. All rights reserved. For permission to reprint materials from **SBC Magazine**, call 608/310-6706 or email editor@sbcmag.info.

The mission of **Structural Building Components Magazine (SBC)** is to increase the knowledge of and to promote the common interests of those engaged in manufacturing and distributing of structural building components to ensure growth and continuity, and to be the information conduit by staying abreast of leading-edge issues. SBC will take a leadership role on behalf of the component industry in disseminating technical and marketplace information, and will maintain advisory committees consisting of the most knowledgeable professionals in the industry. The opinions expressed in SBC are those of the authors and those quoted solely, and are not necessarily the opinions of any affiliated association (WTCA) .



6300 Enterprise Lane • Suite 200 • Madison, WI 53719
608/310-6706 phone • 608/271-7006 fax
www.sbcmag.info • admgr@sbcmag.info