

InSITE

News & Notes For Blue Book Customers

GC Showcases Continue to Connect Industry Buyers and Sellers!

GC Showcase
2007
Building Relationships to Build Your Business

With sixty-six successful events held nationwide since 2005, The Blue Book is continuing to connect local buyers and sellers through *The Blue Book GC Showcase!* This past April and May, over 15,000 subcontractors and suppliers across the country attended and had an opportunity to meet with nearly 1,100 exhibiting General Contractors at these free networking events.

If you have not yet participated in *The Blue Book GC Showcase*, there's still time to find out what so many industry professionals are raving about! Don't miss your opportunity this Fall!

To Exhibit:

Fill out the enclosed registration form and fax it to **866-844-3477** or call **800-922-9962**. You can also visit thebluebook.com/showcaseinfo, click on "General Contractors" and then on your region of interest to access the show-specific registration form.

To Attend:

Fill out the enclosed registration form and fax it to **866-710-6091** or call your local Blue Book Account Manager. You can also visit thebluebook.com/showcaseinfo, click on the Subcontractors/Suppliers link and then on your region of interest to access the show-specific registration form.

See you at the Showcase this Fall! ◆

September 6, 2007

- Jacksonville, FL • 3-7pm
Jacksonville Marriott

September 12, 2007

- San Antonio, TX • 3-7pm
OMNI San Antonio

September 18, 2007

- Ft. Lauderdale, FL • 3-7pm
Broward County Convention Center
(This event is in conjunction with the Associated Builders and Contractors Florida East Coast Chapter)

- No. Dallas, TX • 3-7pm
The Richardson Hotel

- Ontario, CA • 3-7pm
Doubletree Hotel Ontario

September 19, 2007

- Baltimore, MD • 3-7pm
Martin's West
(This event is in conjunction with the Associated Builders and Contractors Baltimore Metro Chapter)

- Greensboro, NC • 3-7pm
Embassy Suites Hotel Greensboro Airport

- Lansing, MI • 3-7pm
Lansing Center

- Tucson, AZ • 3-7pm
Holiday Inn Palo Verde

September 20, 2007

- Meriden, CT • 3-7pm
Four Points by Sheraton Meriden

- Columbus, OH • 3-7pm
Crowne Plaza Columbus North

- Fresno, CA • 3-7pm
Radisson Hotel Fresno

- Colorado Springs, CO • 3-7pm
Colorado Springs World Arena

October 4, 2007

- Tampa, FL • 3-7pm
A La Carte Event Pavilion



**Inside:
Important
New Solutions
To Help You Get
The Most Out of Your
Blue Book Marketing Program!**

Working to Provide Blue Book Customers with Stronger Connections

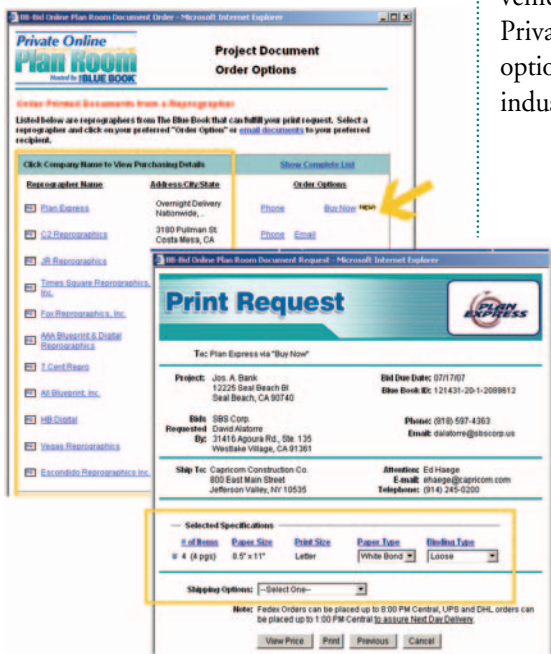
Enhanced BB-Bid Private Online Plan Room Streamlines Project Communication

The Blue Book has just simplified the print ordering process in BB-Bid Plan Rooms with new features and enhancements!

Easier Access to Reprographers!

Now, in addition to assigning their own reprographer, BB-Bid users can easily find and add reprographers in The Blue Book database to their project's bid invitations and private online plan room. This allows Blue Book Customers to take advantage of multiple printing locations within the project's vicinity, enabling convenient ordering and pick-up of the project documents they need.

If a reprographer is not selected, the BB-Bid Online Plan Room will provide a list of Blue Book Reprographers as soon as the chosen documents are selected. Subcontractors can easily order printed documents via email or phone.



BB-Bid's Private Online Plan Room now provides a list of local reprographers for printing documents and a "Buy Now" option for immediate purchasing online!

"Buy Now" Option Available!

In select plan rooms, anyone who needs immediate delivery of project documents will have the option to purchase plans online through *Plan Express*. A simple click of the "Buy Now" option will present a *Print Request* screen, allowing the purchaser to choose: *Print Size*, *Paper Type* and *Binding Type*. You can also select delivery options: *Federal Express*, *DHL* or *UPS*. An immediate quote will be configured and an order screen will appear allowing you to enter credit card information and complete the order for your printed plans! Currently only available through *Plan Express*, The Blue Book is working toward making this feature available through additional reprographers nationwide.

Electronic Takeoff and Markup for More Efficient Bidding!

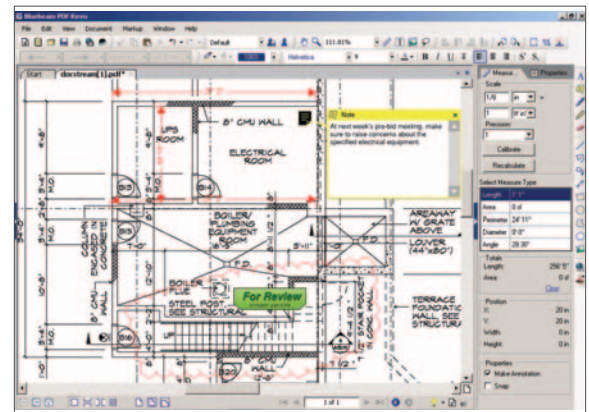
Takeoff and markup functionality are conveniently integrated into the BB-Bid Private Online Plan Room and new options include *Bluebeam PDF Revu*. This industry leading software allows you to:

- Open and compare multiple files (including plans and spec sheets)
- Save and share your comments with other team members within the BB-Bid network
- Send RFIs with questions, "post it notes" and pictures
- Search your notes by "Keyword" to find a specific remark

BB Bid Private Online Plan Room

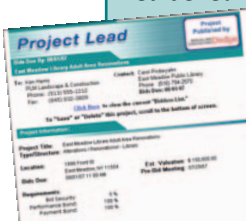
As a value-added service, The Blue Book has purchased *Bluebeam's PDF Revu* exclusively for Blue Book Customers and General Contractors. The integrated version contains all the features and functionality of PDF Revu and can be used with all documents in any BB-Bid Private Online Plan Room. In addition, Blue Book Customers interested in using *Bluebeam PDF Revu* for documents in any other plan room (outside of BB-Bid), can purchase the software at a special 50% discount.

As the number of BB-Bid Online Plan Rooms continues to grow (there are over 1,600 active plan rooms to date!) The Blue Book continues to make enhancements in an effort to improve communication and document distribution. ◆



Electronic takeoff and markup options, integrated into BB-Bid's Private Online Plan Room now include *Bluebeam PDF Revu*, allowing easier, faster, more accurate bidding!

You asked for it...you got it! Dodge Project Leads published to Blue Book Customers (that have an online plan room) now allow **partial** print sets or digital downloads. Just click on the "Plans & Specs" link on the Project Lead.



to the Projects and Products They Need!

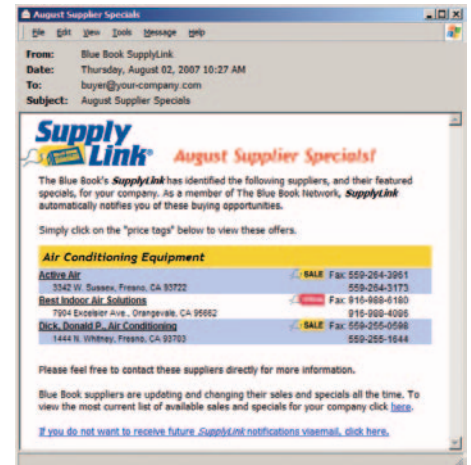
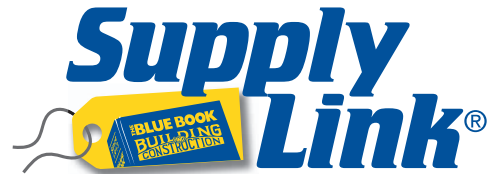
Introducing SupplyLink: Linking the Right Products with the Right People

As part of The Blue Book's continued mission to bridge the gap between buyers and sellers, The Blue Book is proud to introduce... *SupplyLink!*

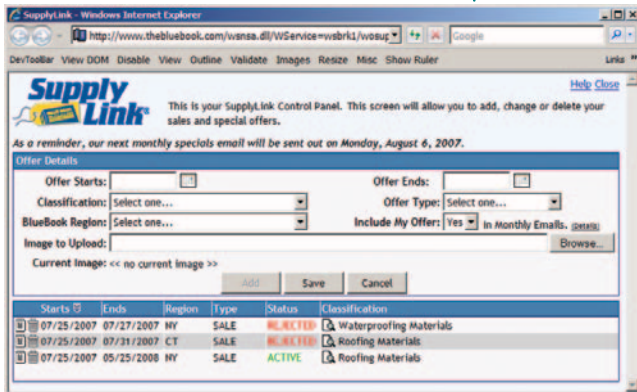
What is SupplyLink?

Available exclusively to Blue Book Customers, SupplyLink is designed to directly connect Suppliers with the contractors that need their products. SupplyLink provides more exposure to Blue Book Supplier Customers and presents contractors with targeted buying opportunities for the supplies and products they need.

1. **When searching thebluebook.com:** Suppliers with relevant promotions will be highlighted by a "tag" next to their listing on *Page1*. Contractors can simply click on this tag to view the product flyer or coupon.
2. **Within BB-Bid:** When a contractor logs in he will have the opportunity to "View SupplyLink Specials."
3. **Email Notification:** The Blue Book will automatically email targeted contractors at the beginning of every month with relevant buying opportunities for their Blue Book classification and region.



A monthly email will be sent notifying relevant trades of targeted buying opportunities. The email will contain a link to the most current specials, always available in BB-Bid.



The easy interface of the SupplyLink control panel allows Blue Book Customers to easily promote specials and sales to targeted buyers.

How Does it Work?

SupplyLink can be used exclusively by The Blue Book's Supplier Customers to promote product specials or current sales to contractors in relevant Blue Book classifications.

Blue Book Supplier Customers will have the ability to promote product specials for each Blue Book classification and region in their Blue Book Marketing Program. The SupplyLink Control Panel, available in BB-Bid, allows the supplier to easily add, update and delete promotions at any time.

The Blue Book will promote these product specials to targeted contractors in three ways:

How Do You Get Started?

SupplyLink is currently being tested in select Blue Book trade classifications nationwide. Over the next few months, The Blue Book will be opening this service up to Customers and contractors.

To find out more about when SupplyLink will be available in *your* classification, please contact your Blue Book Account Manager or call 888-303-2243. ◆



When contractors search for suppliers at thebluebook.com, they will automatically be notified of any current specials with a "price tag" next to the Supplier's Page1 listing. Simply clicking on this "price tag" will bring up the specific promotion.



The SupplyLink special will detail the promotion and offer specific contact information. Links to the Supplier's ad, profile and website (if available) will also be provided.

Blue Book Mailbox

How to Reach The Blue Book:
Call: 800-922-9962
Fax: 914-245-0932
Email: info@thebluebook.com
Visit: www.thebluebook.com

"...We have received calls from contractors out of our area that found us through your service and we are getting exposure to our website from your website... I would recommend The Blue Book to other suppliers."

Don Ross, General Manager
 TLC Supply Inc.
 Quincy, MA

"The GC Showcase is a great avenue to find new subcontractors, especially when we go into new markets. It gives them a chance to become acquainted with our company."

Joseph Wurdock, Chief Estimator
 Parish Corporation
 Lansing, MI

"I just wanted to write a quick note letting your company know how incredible your services are. I have been an advertiser with The Blue Book for several years now, and it has paid for itself ten times over. The business I generate, from not only being an advertiser, but also utilizing your online lead source, BB-Bid, is astronomical. I want to thank you for offering your clients a great service as well as great customer service."

Brian Schnoll, Vice President
 Gianarelli, Inc.
 Cherry Hill, NJ

Trade Show & Event Calendar



Following is a list of upcoming shows at which The Blue Book is scheduled to exhibit:

Show Name	Location	Dates
APWA Public Works Show	San Antonio, TX	September 9-12
Healthcare Facilities Expo	Chicago, IL	October 2-3
Metalcon	Las Vegas, NV	October 3-5
Dallas BOMA	Dallas, TX	October 17
World Workplace/IFMA	New Orleans, LA	October 24-26
Arizona Building Industry Supply Show	Tucson, AZ	November 1-2
Building Industry Show	Long Beach, CA	November 15-16

Note: Dates & locations subject to change.

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