

# InSITE

News & Notes For The Blue Book Network

## GC Showcase 2008

### More Networking Opportunities On The Way! 24 Events Nationwide – This Spring!



This April and May, you can once again take advantage of The Blue Book's free networking events, happening across the country. Celebrating its fourth year, The Blue Book GC Showcase provides an ideal opportunity for general contractors, subcontractors and suppliers to meet in person, under one roof – *and all at no charge!*

If you have not yet experienced a Blue Book GC Showcase, we urge you to participate in one or more of the upcoming events. The Blue Book GC Showcase exemplifies what The Blue Book does every day for its customers and for the GC community – *bridge the gap between buyers and sellers in the construction industry.*

#### For General Contractors:

The Blue Book GC Showcase provides a forum to meet and qualify local subcontractors and suppliers for current or future projects. A free exhibit space and table will be provided for displaying pre-qualification forms, company brochures, ITB forms, project plans, etc.

#### For Subcontractors and Suppliers:

These local Showcases are an effective way to promote your services to the local GCs you want to reach! Attendees are encouraged to bring plenty of business cards and fill out pre-qualification forms for those companies whose projects they are interested in!

"The Blue Book GC Showcase has become a staple in our core product offering. The industry's response has exceeded our expectations and I am proud of how this program has grown. These events support our mission to connect buyers and sellers and provide an important service for our customers and general contractors nationwide," explained Rich Johnson, General Manager.

**Don't miss GC Showcase 2008!**  
*See page 2 for a complete schedule.*

#### Exhibitors:

- Call 1-800-922-9962 or visit: [www.thebluebook.com/showcaseinfo](http://www.thebluebook.com/showcaseinfo)
- Click on "General Contractors"
  - Choose your region
  - Print, complete and fax back the form

#### Attendees:

- Call your local Blue Book Account Manager or 1-800-431-2584 (ask for the GC Showcase Department) or visit: [www.thebluebook.com/showcaseinfo](http://www.thebluebook.com/showcaseinfo)
- Click on "Subcontractors/Suppliers"
  - Choose your region
  - Print, complete and fax back the form ◆

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# GC Showcase 2008: Coming To A Region Near You!

*More win-win opportunities for attendees and exhibitors!*

## From Attendees:

"We really enjoyed The Blue Book Showcase! We are already seeing the benefits of attending. We met numerous contacts and have been receiving emails from many of the businesses that we made contact with due to the Showcase. We sincerely hope that this is a yearly event! I am sure that not only small business interests such as ours would benefit, but also the general contractors that are seeking qualified subcontractors."

*Michael and Lori Schwarz  
Austin's Connection Company  
Austin, TX*

"Thank You! It was a great event and I made lots of contacts. I sell some very specialized and innovative interior drywall products and most of the GC's there were happy to learn about our services. The site and venue were perfect and the food was delicious. Thank you again for including Ashenfelter Associates Inc."

*Mary Jo Ashenfelter  
Ashenfelter Associates Inc.  
Malvern, PA*

"I just wanted to thank you for sponsoring this event. Honestly, this was one of the best networking meetings that I attended. There were a lot of salespeople there that provided us with great contacts and leads. I really appreciated the opportunity to meet these contacts. There was a very welcoming atmosphere that created an environment of simple networking. Please let us know if you do this again!"

*Tara Mudaliar  
Vericom Technologies, Inc.  
Columbia, MD*

## From Exhibitors:

"Your show is one of the best we do each year. Keep up the great work and keep us on the list for next year. We wouldn't miss it."

*Stephan B. Young  
Harkins Builders, Inc  
Media, PA*

"As our company grows and expands into new markets, The Blue Book GC Showcase has proven to be an excellent opportunity for Edwards to find new subcontractors."

*John Stevenson  
Edwards Construction Services, Inc.  
Ocala, FL*

"The Showcase provided excellent opportunities for local general contractors to meet each other and to present their companies. It was also an excellent opportunity for Story Construction, a new company in the Tucson area, to become a well-known competitor in the local construction market. Additionally, we had the pleasure of meeting several qualified subcontractors during the showcase, which has broadened our subcontractor bid list for future projects."

*Lawrence McManus  
Story Construction  
Tucson, AZ*



**April 15, 2008**

Orlando, FL • 3-7pm  
Rosen Plaza

**April 16, 2008**

Secaucus, NJ • 3-7pm  
Meadowlands Exposition Center

**Hampton, VA • 3-7pm**

Hampton Convention Center

**Cincinnati, OH • 3-7pm**

Sharonville Convention Center

**Detroit, MI • 3-7pm**

Marriott at Centerpoint

**Denver, CO • 3-7pm**

Invesco Field at Mile High Stadium

**April 17, 2008**

**Carle Place, NY • 3-7pm**

Chateau Briand

**Raleigh, NC • 3-7pm**

Embassy Suites Raleigh Durham

**Houston, TX • 3-7pm**

Sam Houston Race Park

**Seattle, WA • 3-7pm**

Spirit of Washington Event Center

**April 22, 2008**

**San Mateo, CA • 3-7pm**

San Mateo County Event Center

**April 29, 2008**

**Boston, MA • 3-7pm**

Doubletree Hotel Westborough

**Dallas, TX • 3-7pm**

Sheraton Arlington

**April 30, 2008**

**West Palm Beach, FL**

Palm Beach County Convention Center

**Cleveland, OH • 3-7pm**

Doubletree Hotel Cleveland South

**May 1, 2008**

**Atlanta, GA • 3-7pm**

Cobb Galleria Centre

**Austin, TX • 3-7pm**

Omni-Austin Southpark

**Phoenix, AZ • 3-7pm**

Arizona State Fairgrounds

**May 8, 2008**

**Portland, OR • 3-7pm**

Oregon Convention Center

**May 13, 2008**

**Anaheim, CA • 3-7pm**

Embassy Suites Anaheim South

**May 14, 2008**

**King of Prussia, PA • 3-7pm**

Crowne Plaza Valley Forge

**Chicago, IL • 3-7pm**

Drury Lane – Oakbrook Terrace

**May 15, 2008**

**Richmond, VA • 3-7pm**

Crowne Plaza Richmond West

**May 22, 2008**

**Tampa, FL • 3-7pm**

InterContinental – Tampa

**Other GC Networking Events**

**April 30, 2008**



**Landover, MD • 3-7pm**  
FedExField

# Get Connected To

Introducing a new, **FREE** online service from The Blue Book...

Connecting buyers and sellers in the construction industry since 1913, The Blue Book is proud to offer this new value-added service that provides:

## Targeted MARKETING Opportunities for Suppliers!

As a Blue Book Customer, BB-Supply will help promote your sales and specials directly to your best prospective buyers. Create and post your free, full-color flyer on thebluebook.com and promote your:

- Current Specials
- Overstock Items
- New Product Offerings
- Surplus Inventory
- Manufacturer Incentives

## Targeted BUYING Opportunities for Contractors!

BB-Supply will notify you of current specials on the supplies YOU need for current or upcoming projects:

- Find “alerts” on thebluebook.com when searching for suppliers
- Receive targeted email notification of specials targeted to your trade
- View current specials when you log on to BB-Bid
- Click through to active buying opportunities from direct *Invitations to Bid*, *Project Leads* and *GC Bid Notices*

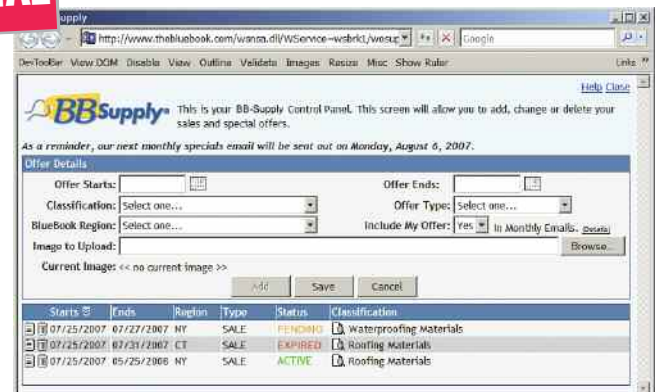


For more information on this new service, please call your local Account Manager or The Blue Book's Customer Service Team at 800-922-9962.



When searching thebluebook.com, a "Sale" or "Special" tag indicates current specials directly on "Page 1." Simply clicking this "tag" will pop up a coupon or flyer, complete with contact information and a link to the company's Blue Book ad, profile and website.

Suppliers can easily add, update or change monthly specials using the BB-Supply Control Panel



## Search Minnesota Online Today... In Print January 2009!

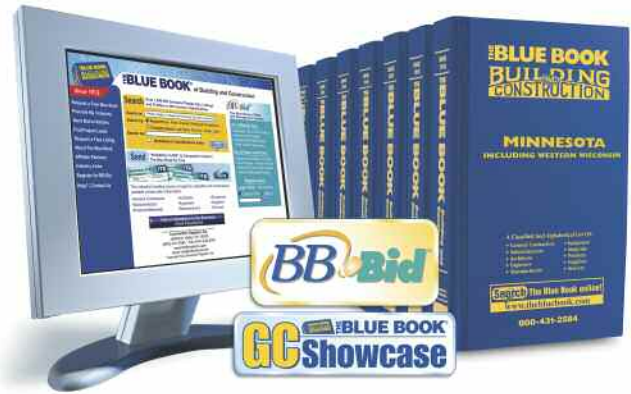
*The Blue Book is committed to continuously working to develop a construction information network that serves all major markets in the United States.*

This year, The Blue Book has opened an office in the Minneapolis area and is proud to announce the new *Minnesota Blue Book*, which will be available in print January '09. This regional coverage, which includes Western Wisconsin, is currently available online at [www.thebluebook.com](http://www.thebluebook.com).

Whether you are looking for area contractors and suppliers to build your project or targeted exposure and project leads to build your business, it's all right here at The Blue Book.

Please call your local Blue Book Account Manager (listed below) or 800-431-2584, if you would like to receive a copy of the new Minnesota Blue Book or if you would like information on maximizing your company's exposure in this growing market.

**The new Minnesota Blue Book office is located at:**  
**Southgate Office Plaza**  
**5001 American Blvd., West, Ste. 825**  
**Bloomington, MN 55437**  
**Phone: 952-831-0142 • Fax: 952-835-4806**



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