

ADVANTAGE

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NEWS FROM THE ASSOCIATE PUBLISHER

Either at the Table or on the Menu

The table was set in Nashville. AWCI's annual convention and INTEX Expo were seen as a referendum on the state of the commercial construction industry. Tight margins, increased competition, desperate times all combined for what some saw as a breath-holding experience. The question was not whether the event would be affected — but by how much. If you and your organization were present in Music City in late March you know and saw what transpired — a (surprisingly) vibrant and energized trade show floor. There was the clear recognition that business was indeed being done in spite of challenging conditions. And, if an organization was doing business in the commercial construction market, there was no other place to be this week than at AWCI and INTEX. As a colleague stated, "You're either at the table or on the menu." The same also holds true for any company when

it comes to market presence during turbulent times. Either you stay in front of your target audience through *their* trusted media source, or your competitor will and you will be *out*. Research shows that companies that consistently advertise through a downturn achieve an average 43% higher new sales growth following the decline compared to those companies that don't. And this trend continues for *the next two years*. So the question is, "Where do you want your company to be?" If you don't choose a seat among the leaders already positioning their companies for growth, we just might find ourselves on the wrong end of the approaching fork and knife.

Brent Stone

Final Call for AWCI's Annual Buyers' Guide www.awci.org/buyersguide

Now is the time to update your Buyers' Guide listing using AWCI's Web site. AWCI publishes the Buyers' Guide annually in the August issue of **AWCI's Construction Dimensions**, and the Online Buyers' Guide is the source of the information appearing in that print version.

To update your Buyers' Guide information, just go to www.awci.org/suppliers/login.pl. Enter your AWCI member ID and password, available by contacting AWCI Membership Coordinator Marie Batiste at 703.538.1602 or batiste@awci.org. Once in your administrative area, edit your company's contact and product information. The online guide will be

updated immediately. (If you need to update your company name as it appears in the database, contact Marie directly.) It is especially important to review your listing because the addendum, appearing in **AWCI's Member Products Catalog**, if needed, will highlight *only the names* of companies with listings that have been updated since the 2009 Buyers' Guide was published.

AWCI downloads the online Buyers' Guide data June 12. Ad closing for the Buyers' Guide print version, in the August issue, is June 29; ad materials are due July 6.

Prepare for AWCI's Member Products Catalog 2010

The Aug. 28 deadline for inclusion in **AWCI's Member Products Catalog 2010** is closer than you think. This catalog is the compendium of information from AWCI member manufacturers. Companies including their literature also appear as Featured Companies on AWCI's Online Buyers' Guide with their literature featured prominently in the appropriate MasterFormat™ categories throughout the guide. In the third year, user sessions generated the appearance of more than 1,700,000 literature pieces for participating companies and nearly 100,000 literature downloads—an increase of more than 30 percent compared to the year prior. Make sure your company is a part of this powerful

annual resource from AWCI. A limited number of 2010 cover and section sponsorship positions are available. If interested, let us know.

Complete information on appearing in **AWCI's Member Product Catalog 2010** is available at www.awci.org/cd/adv_comingup.pl. Ad closing is Aug. 28, ad material for the October issue (a prerequisite for catalog appearance) is due Sept. 4, while literature copies and PDF are due Sept. 14. **New Features for 2010** — AWCI is putting the finishing touches on a program to further extend the catalog's reach and effectiveness.



Upcoming Deadlines

AWCI Annual Buyers' Guide

Update Buyers' Guide online for inclusion in printed version: June 12
Ad closing: June 29
Ad materials due: July 6

AWCI's Who's Who 2010 (May)

Ad closing: August 3
Ad materials due: August 17

AWCI's Member Products Catalog 2010

Ad closing: August 28
Ad materials due: September 4
Products Catalog materials due: September 14

Advertising Contacts

Brent Stone—Senior Director, Associate Publisher
(703) 538.1606 * stone@awci.org

Maggie Baker—Advertising Business Mgr.
(703) 538.1607 * baker@awci.org

Editorial Contact

Laura M. Porinchak—Editor
(703) 538.1604 * porinchak@awci.org

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513 West Broad Street, Suite 210
Falls Church, VA 22046-3257
Tel: (703) 538.1606
Fax: (703) 534.8307
www.awci.org/cd