



BM-NAR's 12th Annual Trade Show to benefit the Community

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By Eliezer Rodriguez

Many years ago, I attended my first trade show at the Jacob Javits Center. At that time, I was promoting recycling initiatives for the New York City Department of Sanitation and the trade show dealt with waste management. I took advantage of the sessions offered, spoke to many exhibitors and walked out at the end of the day with a big bag full of goodies.

Fast forwarding about twenty years, I have enjoyed numerous and diverse trade shows from sports trade shows to magic trade shows. Trade shows are fun and it's one of the best ways to get a lot of people to see and learn about your product in a short period of time. In fact, a recent Simmons Market Research Bureau study showed that trade shows were considered "extremely useful" by 91% of the respondents.

For the past 11 years, the Bronx-Manhattan North Association of Realtors (BM-NAR) has sponsored its own trade show. As the new executive officer for BM-NAR, I am looking forward to comparing notes with the trade show committee, chaired by Jim Slattery, senior vice president of Original Energy, to make the 12th Annual Trade Show the best ever!

I must admit that we are off to a great start. The venue this year will help promote BM-NAR's new direction of making our association a more integral part of the community. The Show will take place on November 20th in the Elias Karmon Gymnasium of the beautiful Bronx YMCA, located at 2 Castle Hill Ave., Bronx. Dr. Elias Karmon, affectionately known as "Mr. Bronx," was a 40 year member of BM-NAR. Dr. Karmon was a dear friend and a mentor. I was with him when he passed away on October 21st, 2008 at the young age of 97. I miss my friend.

In preparing for this year's trade show, I have conducted my own informal survey. So, look for many changes and many surprises. We will be spending a lot of time and resources to generate traffic. In that regard, we are already ahead of the game. The Bronx YMCA, a well respected institution that has been in existence for 167 years, is going to help us promote the show by inviting their members. Moreover, the Bronx Y is also going to invite the executive directors and facility managers of 23 YMCA branches throughout the Greater New York area. As you may know, these branches have the same needs as any multi-dwelling elevator buildings. We will also be using various engagement tools to further motivate our guests and potential customers to visit with the exhibitors.

So far, our exhibitors include attorneys, title insurance companies, the real estate industry, commercial and residential real estate brokers, construction companies, social media experts, developers, mortgage companies, marketing firms, bankers, accountants, and I will be reaching out to other sources to invite new exhibitors.

As you debate whether to exhibit at BM-MAR's 12th Annual Trade Show, here is some data from the Center for Exhibition Industry Research to keep in mind: of the attendees, 72 % say the show itself influences their buying decisions; 87% will pass along some of the information they obtained at the

show; and 64% will tell at least six other people about it.

I encourage you to consider exhibiting your product with us this year. We have exhibitors that participate year after year because they got a major lead from our show that turned into a business relationship that continues to blossom. Don't let your absence give your competition the advantage! Think about whom you might see at the show and what you may want to say or ask of your customer. To ensure that you have a successful trade show, do follow-up on your leads. Our trade show is your trade show, so act accordingly. Invite your friends, schedule appointments with potential customers during the show and invite your media contacts. Work with us to do everything possible to make the show a success for you!

The 12th Annual Trade Show will run from 3 - 7 pm and it will include a cocktail reception. Our show is guaranteed to open doors for future communications. As a community activist, I am extremely pleased, as are our Bronx elected officials, with our choice of venue and how that choice will benefit the Bronx community. The fee the Y will receive for the use of their space will go a long way to assist families send their kids to an after school program, summer camp or even help subsidize a Y membership. What a wonderful way to recycle our money!

For more information on BM-NAR's 12th Annual Trade Show, please contact Eliezer Rodriguez, Esq., at E.RODRIGUEZ@BMAR.ORG, Janine Schall at J.SCHALL@BMAR.ORG, or call our office at (718) 892-3000. We look forward to working with you.

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