

2020 BUYERS PROGRAM OVERVIEW

PCBC offers two separate buyer events: The **National Buyers Circle (NBC)** and the **Key Buyers Club (KBC)**. Both programs reflect PCBC’s commitment to connect buyers with key manufacturers—these events are about doing business, but in a way that feels efficient, comfortable, and authentic.

At both events, we’ve structured the program to maximize your experience and make your involvement worthwhile. There are differences in each program though, and below is a quick comparison:

	NATIONAL BUYERS CIRCLE	KEY BUYERS CLUB
Date/Location	Tuesday, June 9, 2020 <i>(Held one day before Exhibit Hall opens)</i> San Francisco Moscone Center	Wednesday, June 10 – Thursday, June 11, 2020 <i>(Open during PCBC’s Exhibit Hall hours)</i> San Francisco Moscone Center Exhibit Hall
Overview	Brings together national buying teams from Leading Builders of America (LBA) members and key national manufacturers	Brings together buying teams and PCBC exhibitors
Invitation Type	Invitation only for buyers and manufacturers (2020 exhibiting companies only). Companies that have participated for 3 consecutive years will be asked to “sit out” a year to allow other interested companies an opportunity.	All PCBC exhibitors can request meetings with buyers using PCBC scheduling software. Identified buyers are given complimentary passes to participate.
Who Attends	21 select exhibitor teams and 16-17 national buying teams from Leading Builders of America companies	Invited purchasing executives and PCBC exhibitors who have a scheduled meeting
Cost	National buyers are complimentary \$8,000 for exhibitors	Benefit of being a 2020 exhibitor
Meeting Space	At NBC, we create a relaxed environment with comfortable meeting areas and great seating for a productive and enjoyable day	The KBC—with its private meeting rooms—is built right on the show floor, maximizing your time and keeping you centrally located
Scheduling	PCBC sets up all 15-minute meetings for the participants. All exhibitors are guaranteed a meeting with each of the 16-17 buying teams	All participants register in the KBC scheduling software, then buyers and exhibitors request meetings with each other which are scheduled as 20-minute appointments
Meals	At the National Buyers Circle, all meals are provided throughout the day, including an end-of-day reception	The Key Buyers Club features a comfortable lounge, where we serve food and refreshments, for the purchasing teams and sponsors

Please contact Ann Bivens, ann@pcbc.com, if you are interested in hearing more about our buyer programs.