



PCBC 2017 MEDIA PARTNERSHIP PROGRAM

Contact: Julianne Sturdivant at julianne@pcbc.com

BECOME A PCBC 2017 MEDIA PARTNER

Thank you for your interest in becoming a media partner with PCBC! PCBC draws nearly 10,000 participants, attracting industry influencers and key decision makers among residential builders, developers, architects, building scientists, lenders, investors, marketers and product manufacturers in the industry. Additionally, PCBC is the official annual event for the California Building Industry Association (CBIA) and the Leading Builders of America (LBA).

Our Media Partner Program promotes value, barter-only relationships with qualified print and digital media outlets who offer relevant news and editorial content targeting the residential housing market.

PROGRAM POLICIES

- All Media Partners will receive an Exhibits-only Pass code that enables them to invite subscribers and VIP guests to register for free admission to the PCBC Exhibits, a value of \$95.00.
- Acceptance to Media Partner Program requires a valid media kit.
- All elements must have a dollar value and be presented in media kit to be accepted in barter.
- PCBC does not engage in barter relationships for editorial coverage of the Show or any of its constituents.
- PCBC does not accept advertising from media partners that promotes your conference and exhibition events, whether you own or represent them.
- Media Partners can only barter for one (1) regular publication bin per publication title.
- PCBC reserves the right to review all Partner content submitted for exposure to Show audiences. Inappropriate content will not be accepted or used.

RECOMMENDED BARTER OFFERINGS

PCBC is interested in your publishing company offering:

- Event calendar listing of PCBC Show on your site with our logo and link
- Placement a full-page print ad for PCBC Show (*Note: Print ads must run prior to May 15th*)
- Placement of a PCBC Banner ad in your eNewsletter
- Placement of a PCBC Banner ad on your publication’s website
- Dedicated emails to your subscriber lists

WHEN TO RUN PCBC SHOW ADVERTISING

| | January | February | March | April | May | June |
|-------------------------------|---------|----------|-------|-------|-----|------|
| Event Calendar Listing | x | x | x | x | x | x |
| Print Ads | | | x | x | x | x |
| Digital Ads | x | x | x | x | x | x |
| eNewsletter Banner | | | | x | x | x |
| Web Banners | x | x | x | x | x | x |
| Dedicated Emails | | | | x | x | x |





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PCBC BARTER OPTIONS FOR YOUR COMPANY

Digital Newsstand

Value: \$2,500

This online page will feature a thumbnail image (up to 160 x 200) of your magazine cover, showing readers a virtual newsstand and easy way to click over to the issues and topics they want. Media Partners may display one cover issue; all you need to do is provide the image and the URL to your digital edition. The Online Newsstand will be promoted via social media to ensure maximum visibility. [Click here to view the Digital Newsstand.](#)

Online Media Partner Directory

Value: \$1,500

Featured Listings include a logo (up to 200 x 100), Web link, and 25-word description. Media Partners may elect to feature Media Brand(s) or their Publishing Company. [Click here to view the Online Media Partner Directory.](#)

Publication Bin

Value: \$2,500

Put your industry publication in the hands of PCBC attendees by securing one of our Publication Bins. These bins are where attendees look for show guides, exhibit floor maps and all industry related publications featuring the latest news and trends. You supply the publications, we'll stock your bin.



Logo recognition in the PCBC Show Guide & Exhibit Directory

Value: \$1,500

Your full-color logo will be included in the PCBC Show Guide & Exhibitor Directory, featured alongside other media partners and PCBC sponsors.

Official Show Guide Advertising: Full page, Full Color

Value: \$3,000

Everyone needs the *PCBC Show Guide & Exhibitor Directory* to plan their time and navigate exhibits, events and conference sessions. A full page, full color ad page is an affordable way to be noticed and give you brand recognition. This opportunity is limited to 5 media partners.



1-Day Conference Passport Registration

Value: \$595

Media Partners can barter for Passport Passes that can be used to invite VIP advertisers and subscribers to attend PCBC and receive free access to the Exhibits and most of the Sessions. *Note: Complimentary Passes are not to be used for publication staff and are limited to 3 per company. Members of Media Partner organizations wishing to register their editorial staff to attend PCBC must utilize appropriate (and free) Media registration options.*



FOR MORE INFORMATION

PCBC Media Partner Contact

Julianne Sturdivant, PCBC Marketing and Communications
Email: julianne@pcbc.com



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NEW MEDIA PARTNER APPLICATION

CONTACT INFORMATION

NAME OF PUBLISHING ORGANIZATION _____

CONTACT NAME _____ TITLE _____

PHONE _____ WEBSITE _____

EMAIL _____

INCLUDE IN BARTER

Company Requests that PCBC Provide:

- Digital Newsstand, Value: \$2,500
- Featured Listing in the Online Media Partner Directory, Value: \$1,500
- Publication Bin, Value: \$2,500
- Logo in the PCBC Show Guide, Value: \$1,500
- Official Show Guide Ad, Value: \$3,000
- 1-day Conference Passport Registration, Value: \$595 (\$595 value x _____ passes = \$_____ total value)

TOTAL VALUE OF REQUESTS: \$ _____

Company Will Offer to PCBC

- An event calendar listing of PCBC Show with logo and link (\$_____ value)
- Placement of a full-page print ad for PCBC Show in print edition (\$_____ value x _____ issues = \$_____ value)
- Placement of PCBC Banner ad in eNewsletter (\$_____ value)
- Placement of PCBC Banner ad on publication's website (\$_____ value)
- Dedicated emails to your subscriber lists (\$_____ value)

TOTAL VALUE OF OFFER: \$ _____

Upon signing this contract, Media Partner agrees to the Media Partner Agreement for PCBC 2016. To secure this package, this contract must be signed and returned to PCBC. PCBC will fulfill all elements outlined above once agreement has been signed and full payment has been received.

Authorized Media Partner Representative – print/sign/date

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Email completed PDF to Julianne Sturdivant at julianne@pcbc.com.