Exhibitor Prospectus
For over 60 years, PCBC has been a powerful gathering of buyers of residential building products in the country. By joining us on the Exhibit Floor, you’ll promote your brand and gain access to leading builders, developers, contractors, architects, capital sources and key industry players.

Attendees of PCBC are decision makers, buyers and influential personnel from companies looking to explore the nation’s newest and most innovative products and technologies available in housing. And what they see at PCBC will heavily influence purchasing decisions for the following year.

Join us at PCBC 2020 for two valuable days where buyers come to discover the latest industry trends and insights and see the innovations transforming housing today.

PCBC is endorsed by The Leading Builders of America

The Leading Builders of America, representing 21 of the largest homebuilders in America, endorses PCBC as their official event. No other housing event has the endorsement of LBA. Because of our powerful partnership, LBA buyers and senior level executives actively participate in key PCBC exhibit floor initiatives, creating greater business connections for our exhibitors.

Ashton Woods
Beazer Homes
Brookfield Residential
David Weekley Homes
Drees Homes
D.R. Horton
KB Home
K. Hovnanian Homes
Lennar
LGI Homes
MDC
Meritage Homes
M/I Homes
Perry Homes
Pulte Homes
Shea Homes
Taylor Morrison
Toll Brothers
TRI Pointe Homes
William Lyon Homes
Woodside Homes
PCBC is proud to feature a wide array of the
Product Categories the Builders want to see!

- Appliances
- Building Materials
- Business Services
- Cabinets
- Computer Software
- Countertops
- Decking & Landscaping
- Doors
- Electrical & Lighting
- Elevators, Lifts & Stairs
- Energy/Environmental
- Faucets
- Fireplaces
- Flooring
- Hardware
- Home Technology
- Insulation & Barriers
- Molding & Millwork
- HVAC
- Outdoor Living
- Plumbing & Bath
- Roofing
- Siding, Veneers,
- Trim & Finishes
- Structural Products
- Tools & Equipment
- Walls, Ceilings & Finishes
- Water Systems
- Windows & Skylights

“PCBC was a huge success for us. We managed to get a space on the show floor last minute, with an overwhelmingly positive response to the product we got great business connections and contracts out of the event.”

Sean Og Laoire, Experiential Marketing, Noon Home

“PCBC is my favorite show. There are always high quality, senior level contacts from the major manufacturers in attendance. The Key Buyer’s Club enabled me to meet with them one-on-one in a private setting. The most productive manufacturer meetings that I have had all year.”

Tony Callahan, VP National Purchasing, Shea Homes
Why Exhibit

National Buyers Circle

Held one day before the PCBC floor opens, the National Buyers Circle is a day-long business-to-business event, connecting buying teams from LBA companies with invited manufacturers. Teams rotate in 15-minute meetings and get additional networking opportunities throughout the day. Although this sought-after invitation-only event is open to exhibiting companies only—the buyers are given full access to PCBC’s show floor and remain active there for both days. For more information on the selection criteria for participants, contact Ann Bivens, ann@pcbc.com.

“We got a chance to meet with 12 new builders in one day that would have taken a half year of travel to get around to see at their headquarters.”

Jeff Cook, National Account Manager, Sub-Zero Group, Inc.

“It’s focused time to dedicate on high level strategy with building partners.”

Austin Eaves, Sr. VP of Purchasing & Estimating, Perry Homes

Key Buyers Club

The Key Buyers Club, our on-site meeting space on the Exhibit Floor, makes it easy for you as an exhibitor to request 20-minute appointments using our online meeting planner and do business on-site with qualified buyers. The Key Buyers Club is a great opportunity to get in front of builders in a focused exchange and connect face-to-face with the largest builders in the country. It’s free, easy, convenient, effective, and optimizes your show schedule.

“The Key Buyers Club enables my company to connect with dozens of companies all in a couple of days. We fully maximize our time at PCBC by utilizing the meeting rooms and open spaces for back-to-back meetings. These meetings allow us to update the supply chain on our business, future growth plans and creative product development. In our opinion, the Key Buyers Club is a place where we get to “sell” our business to the suppliers.”

Mike Mancini, PE, President, SoDella Construction, Inc.

“Exhibiting at PCBC and being a part of the Key Buyers Club was quite a surprise. It’s a great way to showcase our company’s offerings and engage with key buyers. The meetings have resulted in expanded business opportunities.”

Royal Erickson, VP National Sourcing & Design Studio, Meritage Homes

“The cadence and meeting format was great. I cannot think of a better way to meet the quantity of suppliers that we did in that amount of time. The meetings have resulted in expanded business opportunities.”

Neil Baxter, Vice President of Purchasing (Western Regions), Toll Brothers

“I prefer seeing manufacturers not typical to our current supply chain. This format provides an opportunity to be introduced with products that we normally wouldn’t be going out of our way to find.”

Royal Erickson, VP National Sourcing & Design Studio, Meritage Homes
Registered Key Buyers* our Exhibitors want to meet!

Invitations to register as a Buyer and participate in the Key Buyers Club are extended each year to purchasing teams with major builders throughout the country. Take a peek at who these registered Key Buyers* are:

Who They Are

- Architectural Project Manager
- Area Purchasing Manager
- Business Optimization Manager
- CEO
- Construction Manager
- Corporate Director of Operations & Supply Chain
- Corporate Vice President of Operations
- Corporate Operations Process Manager
- Design Center Manager
- Design Consultant
- Design Gallery Manager
- Designer
- Director of Construction
- Director of Construction Services
- Director of Field Operations
- Director of National Procurement
- Director of National Purchasing
- Director of Procurement
- Director of Procurement Strategic Implementation
- Director of Purchasing
- Director of Purchasing Systems & Standardization
- Director of Purchasing/Design Ctr.
- Director of Supply Chain Services
- Division President, Inland Empire
- Division Vice President
- Estimator/Cost Analyst
- JV Vice President of Operations
- Lead Estimator
- National Account Manager
- National Asst. Purchasing Specialist, NoCal
- National Director of Procurement
- National Director of Purchasing
- National Director of Strategic Sourcing
- National Land Dev. Operations Manager
- National Purchasing Analyst
- National Purchasing Director
- National Purchasing Manager
- National Purchasing Specialist, NoCal
- National Sr. Purchasing Specialist
- National Strategic Sourcing & Home Gallery
- National Strategic Sourcing Manager
- Operations Director
- Options Coordinator
- Owner
- Principal
- Procurement Agent
- Project Administrator
- Project Manager
- Purchasing
- Purchasing & Estimating Manager
- Purchasing Agent
- Purchasing Assistant
- Purchasing Coordinator
- Purchasing Director
- Purchasing Manager
- Purchasing Options Manager
- Purchasing Specialist
- Regional Construction Manager
- Sales and Marketing Manager
- Senior Director of Purchasing
- Senior Procurement Agent
- Senior Purchasing Manager
- Senior Sourcing Procurement Agent
- Senior Vice President
- Senior VP of Operations
- Senior VP of Purchasing & Estimating
- Senior VP of Supply Chain
- Senior VP of Sust., Tech. & Strat. Srgng.
- Senior Director of National Accounts & Innovation
- Training and Operations Manager
- VP of Construction
- VP of Contract Management & Centralized Purchasing
- VP of Corporate Studio
- VP of National Accounts
- VP of National Operations
- VP of National Purchasing
- VP of National Sourcing & Design Studio
- VP of Operations
- VP of Procurement
- VP of Project Management
- VP of Purchasing
- VP of Purchasing and Construction
- VP of Purchasing/Product Standards
- VP of Purchasing & Natl. Accounts
- VP of Quality & Home Production Processes
- VP of Research & Development
- VP of Sustainability
- Zone Dir, Strategic Sourcing - West

Who They Represent

- 1972
- Anthem United Homes, Inc.
- Architerra Homes
- Beazer Homes
- Blue Mountain Communities
- Brookfield Residential
- Century Communities
- Christopher Homes
- City Ventures
- Classic Homes
- ColRich
- Comstock Homes
- Consolidated Contractors Inc.
- D.R. Horton
- David Weekley Homes
- DeNova Homes
- Diversified Pacific
- Elliott Homes
- Fulton Homes
- Green Brick Partners
- Hallmark Communities
- Hayden Homes
- Homes by Towne / Zilber LTD
- JMC Homes
- KB Home
- KS Consulting
- Lafferty Communities
- Landsea Holdings Corp.
- Landsea Homes
- Legacy Homes
- Legend GC, Inc.
- Lennar
- Lewis Management Corp
- Lyon Homes
- M/I Homes Inc.
- MDC Holdings, Inc.
- Meritage Homes
- MHP Builders
- Mill Creek Residential Trust LLC
- Nicholson Companies
- Nuvera Homes
- P. Joseph Homes
- Pacific Crest Builders Inc.
- Pardee Homes
- Perry Homes
- Philip Neumann Energy Design
- Planet Home Living
- Ponderosa Homes
- PulteGroup
- Reynolds Construction Company
- Richmond American Homes
- Ryder Homes
- Shea Homes
- Signature Homes, Inc.
- Silicon Sage Builders
- Stonebrook Development
- Summerhill Homes
- Taylor Morrison
- The New Home Company
- Toll Brothers
- TRI Pointe Group
- Trumark Homes
- Van Daele Homes
- Wathen Castanos Homes
- Watt Communities
- West Pointe Homes
- William Lyon Homes
- Woodside Homes

Where They’re From

- Arizona
- California
- Colorado
- Florida
- Georgia
- Hawaii
- Idaho
- North Carolina
- New Jersey
- Nevada
- Oregon
- Pennsylvania
- Texas
- Utah
- Washington

*PCBC 2019 registered Key Buyers
Buying Power
A combined 93% of PCBC 2019 attendees either recommends (51%) or has final say (42%) on purchasing decisions (or both) on building products or services for their company.

93%

Purchase Intent
77% of PCBC 2019 attendees saw products and services that they planned to purchase within the next 6 months.

77%

Powerful Buyers
100% of the top 15 Builder 100 companies (West) attended PCBC 2019

19 of the top 20 (95%) Builder 100 companies come to PCBC

Learn more about our attendees by viewing our 2017-2019 Attendee Demographics
Three simple steps to become an Exhibitor...

1. **VIEW** the Floor Plan to see available space
2. **REVIEW** our Policies: Rules & Regulations, Payment Terms
3. **SUBMIT** your Online Booth Contract

### 2020 Exhibit Floor Hours
- Wednesday, June 10: 9:30 AM - 5:00 PM
- Thursday, June 11: 9:30 AM - 4:00 PM

### Exhibit Space Pricing
Booth space is $42.00 per square foot

### Exhibit Space Includes
- Colored 8’ high draped back wall and 3’ high draped side rails & 7” x 44” booth identification sign (for in-line & perimeter booths)
- Opportunity to request appointments with buyers prior to the show through our Key Buyers Club program
- Company and product listing on PCBC.com and in the 2020 Show App & Show Guide and Exhibitor Directory (if applicable)
- Complimentary Exhibits Pass for your builder clients
- Exhibitor Online Service Kit
- Complimentary badges for booth personnel (quantity based on booth size)

For more information, contact:
Ann Bivens, Director of Exhibits
916-340-3326, ann@pcbc.com

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Exhibit Information

- **Floor Plan**: See available and reserved space on the exhibit floor and who is exhibiting already in 2020.
- **Payment/Cancellation Policy**: Review our payment policy
- **Rules & Regulations**: By becoming a PCBC Exhibitor, you commit to upholding our Rules & Regulations
- **Exhibitor Essentials**: Everything you need to know about exhibiting at PCBC, including Union Labor, Move-in/out, Booth Guidelines and more, is here at your fingertips.

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For more information, contact:
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916-340-3326, ann@pcbc.com