

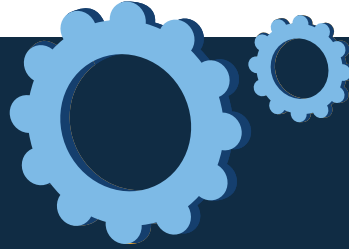


The Art, Science +
Business of Housing

PCBC 2022

JUNE 22 & 23

MOSCONE CENTER, SAN FRANCISCO



THE FUTURE OF HOME

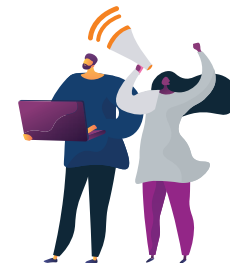
THE FUTURE OF HOME

Situated at the epicenter of technology, disruption and innovation, PCBC is the West Coast's largest event for the homebuilding industry. Our loyal community of builders, developers, architects, and designers create neighborhoods and communities in some of the most challenging environments in the country—and they're looking for your next-generation solutions to help them meet those demands.

Don't miss out on this exclusive and powerful marketplace.



LEADING BUILDERS OF AMERICA ENDORSES PCBC



No other housing event has the endorsement of Leading Builders of America (LBA). Because of our powerful partnership, LBA buyers and senior-level executives actively participate in key PCBC exhibit floor initiatives, creating more significant business connections for our exhibitors.

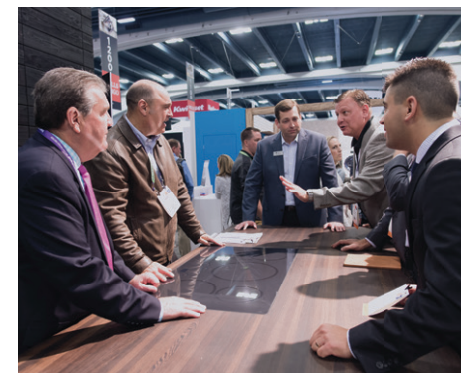
40%

LBA builder members account for nearly 40% of building product purchases in America

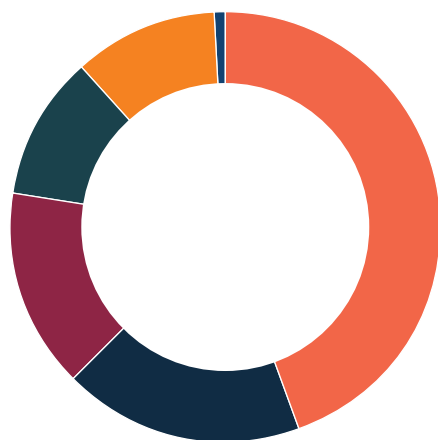


REACH DECISION-MAKERS WITH REAL BUYING POWER

Being an official exhibitor not only positions your brand as a leader in homebuilding, it also gives you access to the most influential and powerful buyers in the industry.

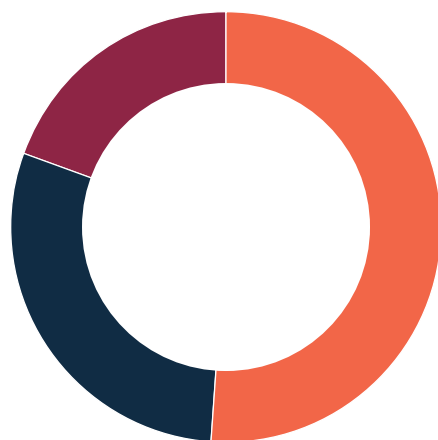


ATTENDANCE BY
BUSINESS CLASSIFICATION



Builders/Developers	44.6%
Professional Specialties	18.1%
Dealers/Distributors	14.8%
Architects	10.9%
Subcontractors/Specialty Trade	10.8%
Other	0.8%

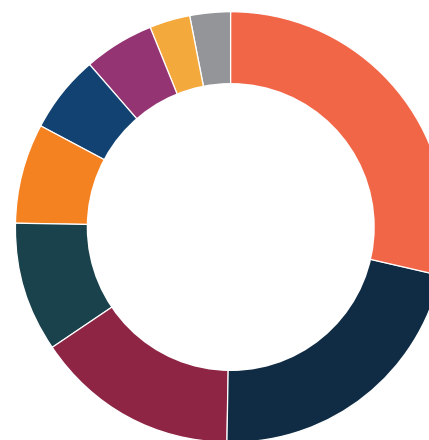
ATTENDANCE BY
PROFESSIONAL CLASSIFICATION



Owner/President/C-Level/Executive	51.7%
Director/Manager/Supervisor	29.8%
Other	19.5%



ATTENDANCE BY
COMPANY RESPONSIBILITY



Executive Management	28.8%
Sales & Marketing	21.6%
Other	15.2%
Construction	9.9%
Operations	7.3%
Product Design	5.9%
Purchasing	5.2%
Finance	3.3%
Land Acquisition	2.8%

93%

PURCHASE INTENT
PCBC attendees either recommends (51%) or has final say (42%) on purchasing decisions (or both) on building products or services for their company.

77%

BUYING POWER
PCBC attendees saw products and services they planned to purchase within the next 6 months.

85%

AMERICA'S TOP BUILDERS
17 of the top 20 (85%) Builder
100 companies attend PCBC

All statistics come from attendee surveys and post-show reporting and are an aggregate of three years.

MEET KEY DECISION MAKERS AND DRIVE SALES

At PCBC, you'll meet face-to-face with decision-makers who are authorized and eager to buy —making this a powerful product launch and sales opportunity.



93%

of attendees influence their company's buying decisions—and 42% have the final say



**CONNECT WITH A
LOYAL COMMUNITY
OF AMERICA'S TOP
HOMEBUILDERS**

50%

of our audience attends every year or most years

77%

of attendees plan to purchase new products they saw at the show

OVER 50%

of attendees have only attended PCBC, no other events in recent years



77%

of our audience has attended PCBC before

All statistics come from attendee surveys and post-show reporting and are an aggregate of three years.



SHOW FEATURE

PCBC's Key Buyers Club is a VIP program for purchasing teams from high-volume homebuilders, facilitating private meetings with select manufacturers throughout the show. Held in conjunction with our Summer Showcase and located on the exhibit floor, this has quickly become one of the most prestigious business exchanges in the industry. It's free. It's easy. It's effective.



KEY BUYERS CLUB



150 BUYERS

participate in the Key
Buyers Club every year

As a PCBC exhibitor, you can
request 1:1, private meetings
with national and regional
buyers using our special
scheduling software.

List of [KBC Builders](#) in 2019

SHOW FEATURE

Healthy home trends were already on the rise prior to the pandemic, and after two years of relying on our homes for every aspect of daily life, those trends are now fully mainstream. PCBC's Healthy Home District — an exciting new pavilion on the exhibit floor — will showcase products that improve the health, wellness, performance, efficiency, responsiveness and quality of our built environments.



If you have a product or solution that qualifies for the Healthy Home District, contact Ann Bivens at ann@pcbc.com for more information.

HEALTHY HOME DISTRICT



The Wellness Real Estate Industry is projected to reach

197 BILLION U.S. DOLLARS

by 2022.

-Global Wellness Institute



SHOW FEATURE

As a main exhibit floor destination, the Innovation & Solutions Stage is a great place to learn. Dive into an immersive 3D home experience, discover new-to-market product innovations at the Start-Up Zone, and join housing's top experts at the Learning Theater for educational sessions throughout the show.



If you are interested in being a session sponsor, contact Greg Fuson at greg@pcbc.com for more information.

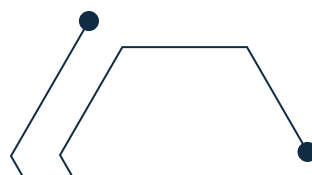
INNOVATION & SOLUTIONS STAGE



The global Smart Home
Market is forecast to grow to

**53.45 BILLION
U.S. DOLLARS**

by 2022.
-Statista.com



TAKE THE NEXT STEP. 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**

EXHIBITING INFORMATION

Floor Plan:

See available and reserved space on the exhibit floor and who is exhibiting already in 2022.

Rules & Regulations:

By becoming a PCBC Exhibitor, you commit to upholding our Rules & Regulations

Payment/Cancellation Policy:

Review our payment policy

2022 EXHIBIT FLOOR HOURS

Wednesday, June 22:
9:30 AM - 5:00 PM

Thursday, June 23:
9:30 AM - 4:00 PM



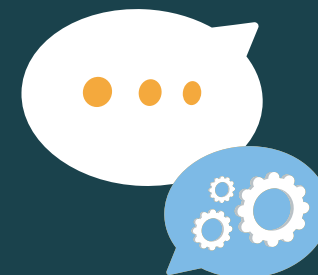
**OUR TEAM IS HERE TO SUPPORT YOU
EVERY STEP OF THE WAY.**



ANN BIVENS
Exhibits Director
ann@pcbc.com



SARAH SHERWOOD
Exhibit Sales and Services Specialist
sarah@pcbc.com



WE CAN'T WAIT TO SEE YOU THERE.