



PCBC 2024

Anaheim, California
June 19 & 20

Exhibitor Prospectus



The Art, Science + Business of Housing.



Experience quality connections at PCBC, the official show for California's building industry. Engage with influential individuals and drive your business to new heights. Join the movement, shape the future of homebuilding, and contribute to building a brighter future for housing in our state. Connect, lead, and create impact at PCBC—the ultimate destination for meaningful interactions and innovation.





The Leading Voice for Housing In California

For over 60 years, CBIA has presented PCBC to unite the homebuilding Industry.

CBIA is the building industry's statewide trade association based in Sacramento, representing thousands of member companies. The CBIA Board of Directors is comprised of leading homebuilders and developers throughout the state which build nearly 9 out of 10 new housing units built and sold annually in California.

We look forward to your participation and continued support of the industry we all serve.



Advocating to End
The Housing Crisis



Protecting Jobs
in the industry



Investing in
Local Communities

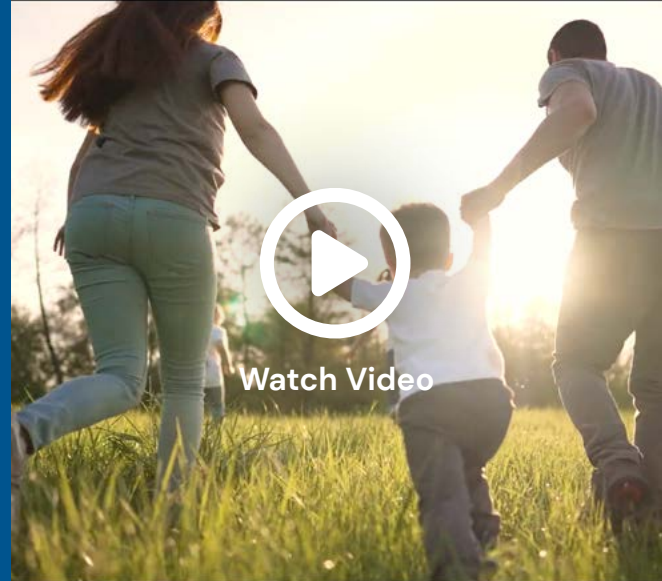


Empowering Professional
Women in Building



Inspiring the
Next Generation

Homebuilders • Land Developers • Trade Contractors • Architects
Engineers • Designers • Suppliers • Manufacturers



Watch Video

CBIA Partner Membership + PCBC Exhibitor Bundle

We are excited to introduce a first-of-its-kind bundle package for exhibiting at PCBC 2024 combining year-round membership with the California Building Industry Association Partner Program.

This is an exclusive opportunity to enhance your PCBC experience and expand your presence with the leading builders and developers in California at a special rate!

As a CBIA Partner Program Member, you will receive PCBC 2024 priority exhibit booth selection, discounted exhibit booth pricing, and additional benefits at PCBC.

[Learn More](#)



Leading Builders of America Endorses PCBC

No other housing event has the endorsement of Leading Builders of America (LBA). Through this formidable partnership, we attract top builders and their key decision-makers. LBA buyers and senior-level executives actively engage in vital PCBC exhibit floor initiatives, fostering substantial business connections for our exhibitors. Join us and seize the opportunity to connect with the industry's finest and elevate your business to new heights.



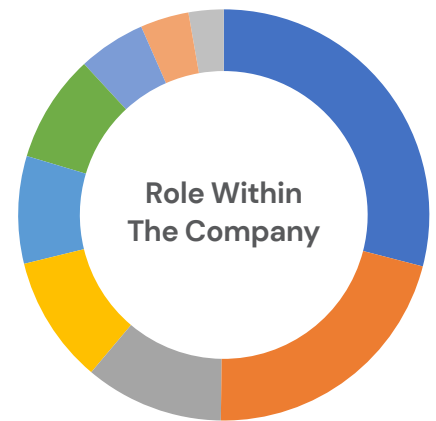
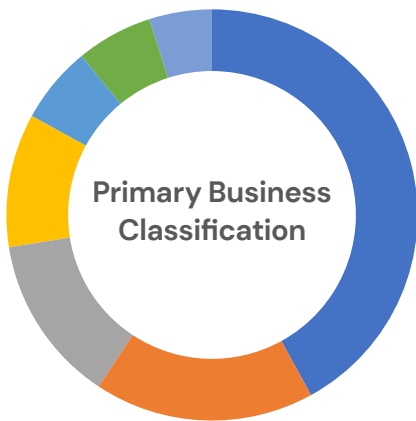
40%

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

Reach Decision-Makers with Real Buying Power

Being an official exhibitor positions your brand as a leader in homebuilding and gives you exclusive access to influential buyers and industry powerhouses. Connect with high-quality attendees you've been longing to meet and propel your business to new heights.

2023 Overall Attendee Demographics



- Builder 42%
- Professional Specialties 17%
- Architect & Designer 13%
- Subcontractor/Specialty Trade Contractor 10%
- Manufacturer/Software Licensor 6%
- Dealer/Distributor 6%
- Financial Services 5%

- Manager 20%
- Owner/Principal/Partner 19%
- CEO/President 16%
- Vice President 12%
- Director 11%
- Other 8%
- Coordinator 4%
- Division President/General Manager 3%
- CFO, CTO, COO, CMO 2%
- Supervisor 2%

- Executive Management 28%
- Sales & Marketing 20%
- Operations 10%
- Construction 10%
- Purchasing 8%
- Other 6%
- Product Design 5%
- Land Acquisition/Planning 4%
- Finance 3%

Homebuilders Attend PCBC

Who are the builders?

30%

Executive Management

17%

Purchasing Professionals

17%

Construction

8%

Sales & Marketing

12%

Operations

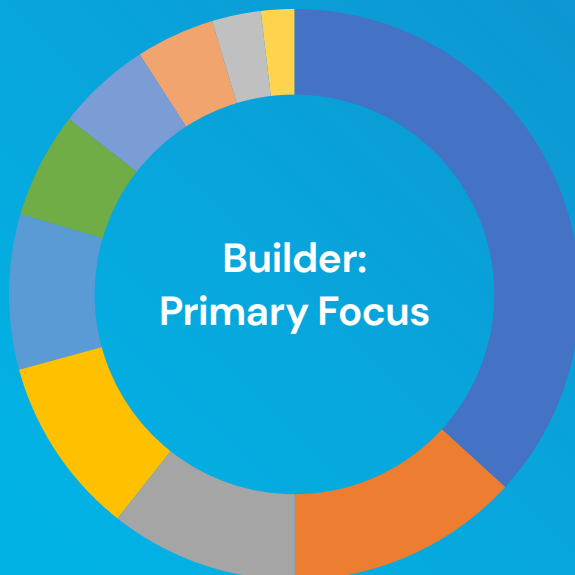
7%

Land Acquisition/Planning



We had some great progress with builders on closing deals and making an impact on their decision-making process.

- Exhibitor Survey 2023



● Single Family Spec/Tract	35%
● Single Family Custom	13%
● Multifamily Development - For Rent	10%
● Single Family General Contracting	10%
● Remodeling - Residential	8%
● Land Development	6%
● Multifamily Development - For Sale	5%
● Multifamily General Contracting	4%
● Commercial Building	3%
● Affordable Housing	2%

Testimonials

PCBC '23: The exhibit floor was smaller than usual but active, and the Key Buyers Club was exceptional, with an optional patio to meet suppliers. The location was also good; clean and crime free. Also, the happy hour event was fun, and the band was good.

PCBC '24: I will definitely attend next year.

– Director National Procurement

PCBC '23: It was well attended, and I enjoyed catching up with many in the industry. Compared to IBS, the smaller format enabled meaningful meetings with manufacturers. I have signed two national agreements as a result of this year's show. To me, PCBC is the best trade show in our industry.

PCBC '24: Yes, I will definitely attend.

– VP National Purchasing

PCBC '23: I was pleasantly surprised. We had a high number of vendor “speed-dating” meetings. Although the floor exhibitors were limited in number, the contacts we made or re-acquainted with were very worthwhile; there was time and space to talk about real events and initiatives with the right representation for the West Coast. It reinforced what PCBC always was before the pandemic, just on a smaller scale.

– Area President



Top 3 Reasons for Exhibiting According to our 2023 survey:

#1

Meeting new customers

#2

Building relationships with current customers

#3

Maintaining a competitive and visible position in the marketplace

SHOW FEATURE

Key Buyers Club

The Key Buyers Club is an exclusive area for the purchasing teams of the homebuilders. As a PCBC exhibitor, unlock a powerful opportunity to request one-on-one private meetings with national and regional buyers in the prestigious Key Buyers Club—an unparalleled business exchange that yields remarkable results in the industry. It's free. It's easy. It's effective.



221 Buyers
participated in 2023

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 2023 >](#)



New Location + New Sponsorship Opportunities

Don't miss your chance to be part of PCBC 2024 in Anaheim, CA, at the prestigious Anaheim Convention Center. As a sponsor, you'll have an unparalleled opportunity to elevate your brand's visibility and gain valuable exposure within the building industry. And increase your brand's visibility through PCBC's targeted marketing campaigns, on-site signage, and digital platforms, ensuring your message reaches a highly engaged audience.

PCBC offers numerous networking events, including receptions, and exclusive sponsor lounges, providing the perfect environment for fostering new relationships and expanding your professional network.

Contact us today to discuss sponsorship options and secure your spot at PCBC 2024. Together, let's build success in Anaheim! Join the party.



Attendee Perks Pass Program

Bring the team/bring the family – who says you can't mix business and pleasure in beautiful SoCal? We say, yes... and! As a PCBC 2024 exhibitor, you will get exclusive access to Anaheim's Attendee Pass Perks Program.

Exhibit at PCBC 2024

1. View the floor plan to see available space.
2. Review our policies: Rules & regulations & payment terms
3. Submit your online booth contract

2024 EXHIBIT FLOOR HOURS

Wednesday, June 19:
9:30 AM – 5:00 PM

Thursday, June 20:
9:30 AM – 4:00 PM



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



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cbia.org



pcbc.com

WE CAN'T WAIT TO SEE YOU THERE.