



PCBC Media Kit



**"PCBC is an investment in you and your business, where you'll find inspiration, knowledge,
and the connections that fuel success."** - CEO National Homebuilder Survey Response

ABOUT PCBC

Dedicated to advancing the art, science and business of housing, the annual Pacific Coast Builders Conference (PCBC) draws representatives of major homebuilders and community developers, leading manufacturers, and creative consultants in architecture, planning, design, marketing and other services to the west coast region.

PCBC celebrated 65 years in 2024 and continues its evolution from a small educational conference at San Francisco's Sheraton Palace Hotel in 1959. Today, PCBC is a powerful business exchange of building industry professionals with industry-leading education, innovation, and networking.

PCBC DATES

PCBC 2025

June 9-10: Invitational Events

June 11-12: Conference, Displays & Social Events

Anaheim Convention Center, California

PCBC SCHEDULE



LET'S BE SOCIAL!

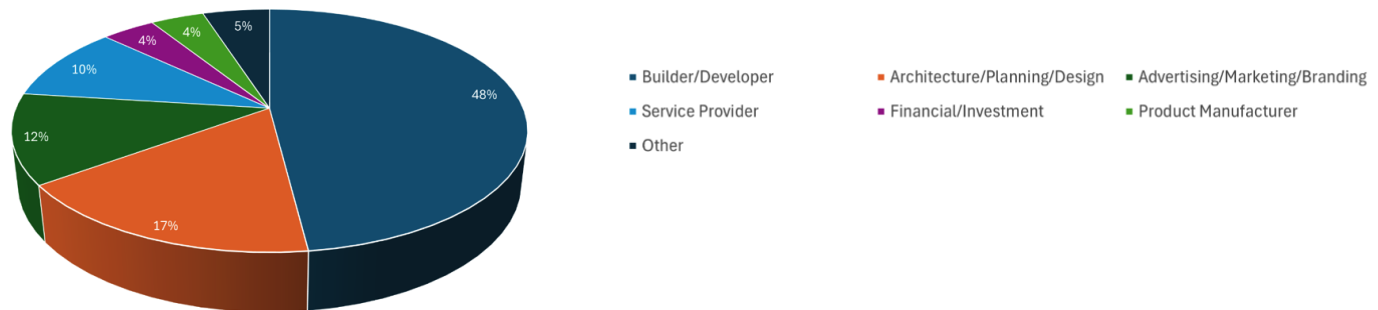
Don't forget to use the official show hashtag: #PCBC2025



ATTENDEE PROFILE

PCBC is open to anyone professionally involved in the building industry. PCBC is not a public event. Verified registrants representing the Western United States, Canada, and Mexico and more than 25 other countries include homebuilders, developers, architects, investors, general contractors, trade contractors, interior designers, real estate brokers, consultants, product manufacturers, capital providers, and other industry advisors and stakeholders.

PCBC 2025 TARGETED PAID REGISTRATIONS
Based on PCBC 2024



INVITATIONAL EVENTS

National Buyers Circle

Imagine connecting with the most influential minds in the industry, where the top buying teams unite in a dynamic setting like no other. Elevate your conference experience with this day-and-a-half invitation only program that orchestrates private meetings and curated events between America's largest homebuilders and a select league of leading manufacturers.

Key Buyers Connect

If you're a homebuilder purchasing or sustainability professional, you know the value of meeting with the right people, in the right setting, in a format that maximizes everyone's time and productivity. That's why PCBC hosts the annual Key Buyers Connect (KBC), formerly known as Key Buyers Club, a VIP program for homebuilders' purchasing and sustainability teams from high volume homebuilders that facilitates private meetings with our exhibitors throughout the show.

Leader-to-Leader

Presented by the California Building Industry Association and endorsed by Leading Builders of America, Leader-to-Leader is an exchange of ideas and perspectives at the highest levels of homebuilding. It's a rare opportunity to interact with—and learn from—fellow leaders who are navigating the often-volatile waters of housing.

Participation is by invitation only, and seats are limited to preserve a small, interactive environment. Each year, invitations are sent to CEOs, presidents, division presidents, and C-suite executives from the 200 largest homebuilders and community developers in the U.S.

OPEN TO ALL

Pitchfest

Presented in partnership with the Housing Innovation Alliance, Pitchfest is a nationwide competition for new-to-market materials, technologies and systems that help builders deliver higher-performing, more attainable housing. Ten finalists will present live at PCBC, with two 'best of' winners chosen for cash prizes.

Wildfire Prepared Demo and Wildfire Resiliency Education and Solutions

Researchers from the Insurance Institute for Business & Home Safety (IBHS), in collaboration with the California Building Industry Association (CBIA) and Anaheim Fire & Rescue, will conduct a live wildfire demonstration on Tuesday, June 10 to kick off CBIA's annual Pacific Coast Builders Conference (PCBC 2025).

"PCBC is more than just an event. It's the catalyst for growth, innovation and the exchange of ideas that drive industries forward." - Housing Executive Survey Response

Attendees will see in real time how a system of science-based mitigations, including using noncombustible building materials and maintaining a noncombustible five-foot buffer around a home, also known as Zone 0, can help reduce risk of ignition at the parcel level, a key component to community-level resilience and preventing urban conflagration events like those recently experienced in Los Angeles County.

PCBC 2025 will also feature a Wildfire Resilience education breakout session, exhibit displays of wildfire resiliency solutions and landscape design displays and discussions focusing on Zone 0 requirements for wildfire mitigation.

Live Wildfire Demonstration Details:

Date: Tuesday, June 10, 2025

Location: North Net Training Center, Anaheim, California 2400 E. Orangewood Ave., Anaheim, CA 92806

Time: 11:00am -12:30pm

Decarbonizing Housing Education

As climate, energy and decarbonization goals accelerate, the design and construction of homes and communities will require new levels of innovation and problem-solving. This dedicated breakout will explore the latest advances in high-performing, healthy, resilient, decarbonized housing.

Braindate Lounge

NEW to PCBC—but well established at TED, Dreamforce, and other major events—Braindate is a collaborative learning experience around topics of shared interest. Held in interactive discussion format, Braindate helps you tap the wisdom of your peers on the issues, challenges and objectives you most want to solve.

Gold Nugget Awards

Presented by CBIA and PCBC, the Gold Nugget Awards is the oldest and most prestigious residential design awards in the nation, recognizing those who improve our communities through exceptional concepts in design, planning and development.

Land & Capital Conference

Held at the Westin Anaheim Resort for a focused, immersive experience, Land & Capital Conference brings together the top lenders, equity partners, brokers, builders, developers and dealmakers for a full day of rich learning and dialogue. Topics include economic forecasting, housing market analysis, debt and equity markets, land strategies, and more. Reach the most influential dealmakers in the industry at this one-day education and networking event. PCBC brings together the top lenders, equity providers, brokers, builders and developers for rich learning and dialogue.



KEYNOTES

MIKE CESSARIO

Entertain or Die: Day Trading Attention for the 21st Century **Wednesday, June 11**

Advertising is easy. Entertaining is hard. Mike Cessario is the founder and CEO of **Liquid Death**, a canned water company with a punk rock aura and the tagline “murder your thirst.” Passionate about health, fitness and sustainability, Cessario created Liquid Death with a vision of taking the healthiest thing you can drink, packaging it in infinitely recyclable tallboy cans, and competing with the fun marketing of unhealthy brands across energy drinks, beer, and junk food. At PCBC, he'll share how Liquid Death achieves outsized returns with an entertainment-first mindset.

SAHAR YOUSEF, PhD

Tuning the Brain for Creativity and Innovation **Thursday, June 12**

At last year's PCBC, cognitive neuroscientist Sahar Yousef rocked our minds—and tamed our phones—with her keynote on the science of optimizing productivity and performance. This year, back by popular demand, she'll share all new research findings on creativity and innovation—and how to unlock them in yourself and your company. In addition to teaching MBA courses at UC Berkeley's Haas School of Business, Dr. Yousef runs the **Becoming Superhuman Lab**, where she helps executive teams get their most important work done, in less time, with less stress.



EXHIBITORS & SPONSORS

Elevate your brand and connect with builders, developers, architects, designers plus purchasing teams and disciplines that get business done. At PCBC 2025, we blend exhibits, sponsorships, education, and networking with social activations to foster meaningful and intentional connections.

ABOUT CBIA

The California Building Industry Association (CBIA) is a statewide trade association representing thousands of member companies in homebuilding, multi-family, and mixed-use development. CBIA members are responsible for nearly 90% of new housing units built annually in California, spanning charity homes, affordable housing, middle-class market-rate housing, and luxury homes. As the leading advocate for California's homebuilding industry, CBIA focuses on promoting industry interests in the State Capitol, the Governor's Office, and various regulatory agencies. Our mission is to advance and protect the homebuilding industry's goals and initiatives throughout the state.

ABOUT LBA

Made up of 20 of the largest publicly and privately held homebuilders in North America, the purpose of Leading Builders of America (LBA) is to preserve home affordability for American families. LBA's member companies send teams of national and regional buyers to meet with PCBC exhibitors and actively participate in exclusive buyer programs such as the Key Buyers Connect and National Buyers Circle.

MEDIA INTEREST

For media inquiries, contact Penny Cunha, CAE at pcunha@cbia.org. To request media access, please visit our [media page](#).