

AI INNOVATION PAVILION at PCBC

Exhibiting in the AI Innovation Pavilion at PCBC puts you at the intersection of the world's oldest industry—shelter—and its newest engine—Artificial Intelligence.

HIGH-DENSITY TARGET AUDIENCE

PCBC brings together the leadership of the homebuilding industry, including key stakeholders from the California Building Industry Association (CBIA) and Leading Builders of America (LBA).

This is not a broad, tech-first audience—it's a concentrated group of CEOs, operations leaders, and purchasing decision-makers from the nation's largest builders. These are the individuals actively seeking solutions to improve efficiency, reduce costs, integrate AI into their developments and business operations, and ultimately drive innovation across their organizations.



BUILT-IN CREDIBILITY

Placement within the AI Innovation Pavilion signals immediate relevance and authority. It positions your company not as a general technology provider, but as a focused innovator addressing the specific needs of the building industry. That distinction helps establish trust quickly and lowers the natural skepticism that often accompanies new technologies in this space.

ENGAGE AN AUDIENCE IN PROBLEM-SOLVING MODE

Attendees come to the Pavilion with clear priorities—addressing labor challenges, navigating supply chain uncertainty, and meeting evolving energy and regulatory demands. This creates a powerful environment for meaningful conversations. You're not introducing abstract capabilities—you're demonstrating practical applications of AI in real-world scenarios, from predictive analytics to design optimization and customer engagement.

AMPLIFIED VISIBILITY THROUGH TARGETED MARKETING

The AI Innovation Pavilion will be featured as a key highlight of PCBC 2026, supported by a dedicated, multi-channel marketing campaign. This includes targeted email outreach, social media promotion, and prominent placement across the event website, mobile app, and exhibitor listings.

Cost to Exhibit in Pavilion:

\$55/NSF Non-Member

\$53/NSF CBIA Partner Member

**All Pavilion Applicants must be approved prior to placement.

Product/Service must be utilizing AI Technology for consideration**

To Apply: Contact Landon Shores - PCBC

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