PCBC 2026 MEDIA KIT

PCBC

CBIA
CALIFORNIA BUILDING INDUSTRY ASSOCIATION

LEADING BUILDERS of AMERICA

"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 66 years in 2025 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 2026
July 28-29: Conference, Displays & Social Events
July 29-20: Invitational Events
Gaylord Pacific Resort & Convention Center

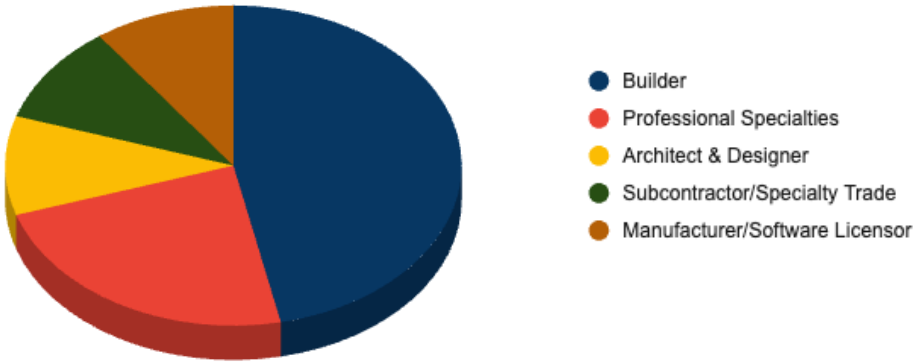
PCBC SCHEDULE

LET'S BE SOCIAL!

Don't forget to use the official show hashtag: #PCBC2026

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.



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. America's largest homebuilders and a select league of leading manufacturers elevate their conference experience with this day-and-a-half invitation only program that orchestrates private meetings and curated events.

Key Buyers Connect

Homebuilder purchasing and sustainability professionals 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 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.

FEATURES

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. Finalists will present live at PCBC, with two 'best of' winners chosen for cash prizes.

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

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.

California Homebuilding Foundation Hall of Fame

The Hall of Fame honors pioneers and visionaries in homebuilding who embody California's spirit of innovation, recognizing individuals whose contributions have profoundly shaped the state's landscape.

Since its inception in 1985, the selection of Hall of Fame inductees has been a topic of thoughtful discussion. Yet, one truth remains indisputable: induction into the Hall of Fame represents the highest distinction within the homebuilding industry.

Mix It Up at PCBC 2026, presented by BIA San Diego

As the day's programming winds down, the atmosphere shifts and the community comes together in a more relaxed setting. The Mix Up is PCBC's signature after-hours gathering—designed to foster connection, conversation, and a different side of the event experience.

Guests can enjoy an evening of music, networking, and a lively, welcoming environment. Whether continuing conversations from earlier in the day or making new connections, The Mix Up offers a natural, easy way to engage with peers beyond the conference setting.

BIA San Diego yIGEN Panel at PCBC 2026

This session highlights the major projects shaping San Diego's South Bay, with insights from the developers behind the Gaylord Pacific Resort & Convention Center and leading builders active in Otay Ranch. With much of the region's remaining developable land concentrated in Chula Vista, the area is poised for significant growth. The conversation will explore the future of housing, development opportunities, and the evolving needs of the next generation of homebuyers. Speakers include Mayor John McCann (City of Chula Vista), representatives from the San Diego Port Authority and Gaylord Pacific Resort & Convention Center, Chris Foulger (HomeFed Corporation), Alex Baracchini (Ryan Companies), and more.

Professional Women in Building Bruncheon

This inspiring brunch celebrates the women driving innovation and leadership across California's building industry. Featuring a dynamic panel of industry trailblazers—including Emily Boyd, Director of Business Strategies at Brookfield Residential California—the conversation will explore leadership, collaboration, and the future of homebuilding.

KEYNOTE

GREG LINDSAY

Greg is a globally recognized futurist exploring how AI, augmented reality, and emerging tech reshape cities, work, and mobility. A senior fellow at MIT and advisor to top firms and governments, Greg delivers visionary insights with real-world impact—ideal for audiences seeking what's next in urban innovation and strategy.

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

EXHIBITORS & SPONSORS

Exhibitors and sponsors elevate their brands and connect with builders, developers, architects, designers plus purchasing teams and disciplines that get business done. At PCBC 2026, 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 22 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.

www.PCBC.com