

Key Buyers CONNECT

PCBC 2026

PCBC presented by California Building Industry Association in partnership
with the Leading Builders of America



GAYLORD PACIFIC RESORT - SAN DIEGO TUESDAY & WEDNESDAY, JULY 28-29

KEY BUYERS CONNECT – Key Buyers Connect is back—and better than ever. Now in its thirteenth year, this powerhouse PCBC program connects top-tier private meetings, VIP perks, and high-impact networking.

What & Where Is KBC?

KBC will be held July 28-29 at the Gaylord Pacific Resort & Convention Center in California Ballrooms 5-8, offering private meeting rooms just steps from PCBC's education sessions, exhibits, and sponsor activations.



Gain exclusive access to a private meeting room, providing a quiet, professional space for focused discussions, confidential negotiations, or a retreat between sessions.



Network with leading suppliers and industry peers at our exclusive KBC lunch and happy hour—curated events designed to foster meaningful connections and collaborative opportunities in a relaxed, high-value setting.



Access timely market intelligence to understand evolving trends, anticipate consumer shifts, and benchmark competitors—fueling informed strategies and business growth.



Navigate a concentrated ecosystem of innovation, where discovering cutting-edge solutions and connecting with the right partners happens efficiently and with purpose.

visit pcbc.com to learn more

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KEY BUYERS CONNECT SPONSORSHIP

The Key Buyers Connect (KBC), formerly known as Key Buyers Club, has become one of the most highly regarded business exchanges in the industry. The Key Buyers Connect is where sponsors and exhibitors can have private meetings with homebuilders' purchasing and sustainability teams. When you sponsor KBC, you get your brand in front of high-volume builders (such as Lennar, Pulte, Beazer), enjoy VIP access and more.

Key Buyers Connect Sponsorship Benefits:

- Access to a meeting room reserved just for sponsors.
- Logo recognition on targeted Key Buyers Connect emails to all prospective & pre-registered buyers
- Recognition within CBIA member newsletter
- Logo recognition on interior and exterior Key Buyers Connect signage
- Logo recognition on the PCBC webpage relative to the Key Buyers Connect
- Logo recognition in the PCBC show app
- Two (2) PCBC all-inclusive registrations including access to Key Buyers Connect, Key Buyers Connect lunch and Key Buyers Connect Happy Hour

Key Buyers Connect Sponsorship Investment - \$18,000 (if exhibiting at PCBC 2026, non exhibitors \$35,000)

Exhibit at PCBC 2026

Get ready for PCBC 2026! We're building on our high-value, focused event format—now proven to spark stronger connections and real business. This year, we're bringing the entire experience to the Gaylord Pacific Resort & Convention Center in Chula Vista, San Diego, where everything is designed to keep exhibitors and attendees engaged and interacting.

With exhibits, keynotes, activations, and networking all woven together, the environment is built for meaningful conversations and measurable results.

Exhibit at PCBC 2026 and be part of an immersive, industry-driven experience that moves business forward.

