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**Contact:**

Julie Fornaro  
NewGround PR & Marketing  
562.587.3957  
[jfornaro@newgroundco.com](mailto:jfornaro@newgroundco.com)

**PCBC 2016 Announces Keynote Speaker, Exhibit Hall Features and Conference Highlights for Event to Be Held in San Francisco's Moscone Center June 21-23**

*Joshua Cooper Ramo to Keynote Annual Conference and Expo*

**SAN FRANCISCO (March 06, 2016)** – PCBC, the largest annual homebuilding trade show in the Western United States, today announced the major highlights of the June 21 - 23 event that returns this year to San Francisco. This year's event features a keynote address from Joshua Cooper Ramo, vice chairman and Co-CEO of Kissinger Associates and author of *Age of the Unthinkable: Why the New World Disorder Constantly Surprises Us and What We Can Do About It* and *The Seventh Sense: Power, Fortune and Survival in the Age of Networks*. PCBC 2016 will feature a three-day agenda that includes an extensive exhibition hall, two full days of comprehensive educational sessions, a one-day Multifamily Trends conference track and VIP Buyers Club. The event, will be held in San Francisco's Moscone Center and is sponsored by the [California Building Industry Association \(CBIA\)](#) and endorsed by the [Leading Builders of America \(LBA\)](#).

"We're excited to be back in San Francisco at the Moscone Center and expect upwards of 10,000 attendees active in the residential building industry," said Linda Baysari, senior vice president of PCBC. "Attendees of PCBC will learn about building new kinds of communities, neighborhoods and homes and discover the new technologies and product innovations currently driving the future of homebuilding. The industry is ever changing and PCBC will help attendees navigate today's opportunities and challenges."

PCBC 2016 features a multitude of exhibits, educational sessions and unique business and networking opportunities. The three-day event will feature General Session keynote speaker Joshua Cooper Ramo, who will examine the historic forces now shaking our world and will explain how leaders, businesses, and each of us can master them by leveraging the power of networks.

The PCBC Main Conference on June 22 - 23 includes 45 educational sessions spanning a multitude of topics centered around the opportunities and challenges within the residential building marketplace. Educational tracks include Disruptive Marketing, Divergent Design, Land/Capital, Business Imperatives and Multifamily Trends.

The one-day Multifamily Trends conference track will occur on June 23 and will provide unmatched analysis and forecasting of the forces shaping for-rent and for-sale multifamily housing including the economy, demographics, design trends, operational costs and more, led by foremost leaders in the industry.

PCBC's 75,000 square-foot exhibit hall will play host to more than 300 of the nation's top building product manufacturers and suppliers, all displaying the newest, most innovative products, services, and technologies available in housing today. The exhibition hall also features the VIP Key Buyers Club, a VIP program for purchasing teams from high-volume builders, facilitating private, pre-scheduled meetings between builders and manufacturers.

Attendees of PCBC 2016 will include home builders, developers, architects, investors, capital providers, general contractors, trade contractors, interior designers, remodelers, real estate brokers, consultants, product manufacturers, dealers, distributors and other industry advisors and stakeholders. Attendees represent the Western United States, Canada, Mexico and approximately 25 additional countries.

For additional information and to register for the event visit <http://www.pcbc.com/>.

### **About PCBC**

PCBC is the largest homebuilding trade show in the Western United States and is dedicated to advancing the art, science and business of housing. Sponsored by the California Building Industry Association (CBIA) and endorsed by the Leading Builders of America (LBA), whose membership includes 20 of the largest public and private homebuilders in the country, PCBC offers two days of exhibits, education, special events, and networking. This year, the annual event returns to San Francisco, California. For more information, please visit [www.pcbc.com](http://www.pcbc.com).

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