



**FOR IMMEDIATE RELEASE**

April 23, 2015

**MEDIA ALERT**

**PCBC Returns to San Diego Convention Center June 24 & 25, 2016**

*Building Industry Conference and Expo Event Expected to Draw More Than 10,000 Attendees*

**What** [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 and endorsed by the [Leading Builders of America \(LBA\)](#), whose membership includes 21 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 Diego and will feature keynotes from author, educator and CEO of Good Think, Inc. [Shawn Achor](#) and author, ethnographer and leadership expert [Simon Sinek](#).

**Dates** June 24 & 25, 2015

**Where** San Diego Convention Center  
111 West Harbor Drive  
San Diego, CA 92101

**Why** Learn about the latest opportunities, trends and innovations currently influencing the home building industry. Whether looking for game-changing product solutions, exceptional educational sessions, live networking opportunities, profitable business meetings or a dynamic exchange of ideas, PCBC is the event for you.

**Who** PCBC is expected to draw over 10,000 of the “who’s who” in the residential building industry. Attendees 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. Attendees represent the Western United States, Canada, Mexico and approximately 25 additional countries.

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