



The Art, Science + Business of Housing

2016 MEDIA KIT

ABOUT PCBC

PCBC is the largest homebuilding tradeshow representing the western United States and is dedicated to advancing the art, science and business of housing. Launched in 1959, PCBC is now an annual three-day conference, exhibition and business exchange bringing together the housing industry's leading builders, developers, architects, interior designers, investors, capital providers, product manufacturers, advisers and thought-leaders. PCBC has been known by different names in the past, including the *Pacific Coast Builders Conference* and the *Western Building Show*. Today, it's simply called PCBC.

SHOW DATES

PCBC 2016 San Francisco

June 22-23: Exhibits and Conferences

Moscone Center

747 Howard Street

San Francisco, CA 94103

www.moscone.com

PCBC 2018 San Francisco

June 18-19: Exhibits and Conferences

Moscone Center

747 Howard Street

San Francisco, CA 94103

www.moscone.com

PCBC 2017 San Diego

June 28-29: Exhibits and Conferences

San Diego Convention Center

111 West Harbor Drive

San Diego, CA 92101

www.sdccc.org

PROFESSIONAL BUILDING INDUSTRY EVENT

PCBC is open to anyone professionally involved in the building industry. **PCBC is not a public event.**

PARTNER



Made up of 20 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 Club and National Buyers Circle.

SPONSOR



PCBC is sponsored by the California Building Industry Association (CBIA). A statewide trade association based in Sacramento, CBIA represents thousands of companies, including homebuilders, trade contractors, architects, engineers, designers, suppliers and other industry professionals. As the organization's learning laboratory, PCBC encourages new and informed perspective, an open minded attitude and unwavering curiosity amongst the people creating better communities.

ATTENDEE PROFILE

Verified registrants representing the Western United States, Canada, 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 advisers and stakeholders.



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EXHIBITOR PROFILE

The PCBC 2016 exhibit floor features 350 exhibitors and thousands of the most innovative product solutions available in housing. Product categories cover an extensive range of residential building materials from new home technologies to sustainable products. PCBC notes the health of major manufacturers in 2016, as many key brands increase their space to claim a larger footprint on the tradeshow floor.

Product categories include:

- Appliances
- Building Materials
- Business Services
- Cabinets
- Countertop Materials
- Computer Software
- Decking, Fencing & Landscaping
- Doors
- Electrical & Lighting
- Elevators
- Energy/Environmental
- Exterior Wall Finish
- Faucets
- Fireplaces
- Flooring
- Hardware
- Home Automation and Technology
- HVAC
- Insulation & Infiltration Barriers
- Manufactured Housing
- Molding & Millwork
- Outdoor Living
- Pest Control
- Plumbing
- Roofing
- Siding
- Stairs
- Structural Products
- Tools & Equipment
- Walls, Ceilings & Finishes
- Water Systems
- Windows & Skylights

EXHIBITOR LISTING

[View the full list of exhibitors](#)

CONTACT US

PCBC
1215 K Street, Suite 1200
Sacramento, California 95814
(800) 956-7469 | (916) 325-9300

Julie Fornaro
NewGround PR & Marketing
jfornaro@newgroundco.com
562.587.3957

Linda Baysari
PCBC
Senior Vice President, Meetings and Conventions
(916) 325-9300 x 308
linda@pcbc.com

Christine Rombouts
NewGround PR & Marketing
crombouts@newgroundco.com
949.631.1557

SHOW FACTS

- In the past, PCBC was an acronym for “Pacific Coast Builders Conference”. Today, the show is referred to simply as PCBC.
- A total audience of 10,000 attendees is expected at PCBC 2016.
- The 2016 show floor size includes 350 exhibitors.

IMAGES AND GRAPHICS

- [Download the PCBC logo](#)
- [Download Keynote Speaker Photo for Joshua Cooper Ramo](#)
- [Download Keynote Speaker Photo for Chip Conley](#)



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2016 SHOW HIGHLIGHTS

Show Schedule

View the [full show schedule here](#).

Pre-Conference Workshops

Tuesday pre-conference workshops offer robust content in a streamlined package. Offered in classroom settings designed to maximize interaction and peer-to-peer learning, pre-conference workshops are the perfect way to get focused before the main conference and tradeshow begin. View a [full list and descriptions for all pre-conference workshops here](#).

Housing Tours

From mixed-use to urban infill, to master-planned communities, the San Francisco Bay area provides vibrant examples of diverse housing product. PCBC's docent-led housing tours offer attendees an ideal way to explore the area's housing. View [PCBC Housing Tours offered here](#).

Parade of Products (POP @ PCBC Awards)

Representing the best in innovation and new product solutions, seventeen POP @ PCBC award winners will be selected by a panel of industry judges, rated according to solution base, innovation, practical application and design. Entries for this year's POP @ PCBC Awards consist of creations boasting originality and ingenuity, with a continued celebration of the return to post-recession research and development within the industry.

Parade of Products winners receive recognition through the convention center's POP @ PCBC kiosk, and signage in the Key Buyers Club.

High Performance Home Showcase & Theater

PCBC's High Performance Home Showcase & Theater is a destination area within the Exhibit Hall, exploring the ways innovation and technology are shaping the way we live. More than 30 companies will be exhibiting in this area and feature products and solutions that create a smarter, more connected home, from technology to water conservation, entertainment to energy efficiency.

The Theater is a vibrant educational event offering a series of 20-minute presentations each day from leaders in technology and science. The Theater includes a special focus on the thermal performance of walls and attics in California homes. Education will speak to improving the efficiency of homes through aggressive yet flexible Title 24 Standards for High Performance Walls (HPWs) and High Performance Attics (HPAs).

INDUSTRY THOUGHT-LEADERS & PRODUCT EXPERTS AVAILABLE

A list of thought-leaders and product experts will be available at PCBC in the Media Office or may be provided to media prior to the event. These are individuals available before, during and after PCBC to answer questions, supply information, or offer content. Subject matter expertise includes Builder Industry Trends, Opportunities & Challenges; Architecture and Design Trends; Business Imperatives, Operations, Leadership and Strategy; Capital Markets Trends and Forecast; Disruptive Marketing; Multifamily Development/Investment Outlook; Zero Net Energy Building and High Performance Walls and Attics; New Product Launches and Innovations; and much more.



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PRESS RELEASE ARCHIVE

March 6, 2016

[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](#)

View a [full PCBC Press Release Archive here](#).

KEYNOTE SPEAKER BIOS

GENERAL SESSION KEYNOTE SPEAKERS

Wednesday, June 22 | 8:30am-9:30am

Joshua Cooper Ramo

Kissinger Associates, Vice Chairman and Co-CEO

The Seventh Sense: Power, Fortune, and Survival in the Age of Networks

Joshua Cooper Ramo is Vice Chairman and Co-CEO of Kissinger Associates and a member of the board of directors of Starbucks and FedEx. His clients include some of the largest companies and investors in the world. Author of *The Age of the Unthinkable*, he puts forth a radical model for thriving in a world of uncertainty. A Mandarin speaker who divides his time between Beijing and New York, Ramo has spent over a decade witnessing firsthand the remarkable rise of a superpower. With a wealth of historical and cultural knowledge, he understands China in all of its dynamism and complexity. The World Economic Forum called him "one of China's leading foreign-born scholars."

Ramo was the youngest Foreign Editor in TIME magazine's history, writing 15 cover stories, including the Man of the Year profile of Andy Grove, an award-winning profile of Kofi Annan, and reports on unemployment and China-US relations. In 2012, Fortune published "Globalism Goes Backward," Ramo's article on the need for companies and countries to adapt to the rise of the "inside economy."

Trained as an economist, Ramo holds degrees from the University of Chicago and NYU. He has been a Crown Fellow of the Aspen Institute, a term member of the Council on Foreign Relations, a member of the Asia21 Leaders Program, a member of the World Economic Forum's Global Leaders for Tomorrow, and a founder of the US-China Young Leaders Forum. His papers on China's development, including "The Beijing Consensus" and "Brand China," have been widely distributed in China and abroad.

His next book, *The Seventh Sense: Power, Fortune and Survival in the Age of Networks*, will be available in May 2016.

Thursday, June 23 | 8:30am-9:30am

Chip Conley

Airbnb, Head of Global Hospitality and Strategy

Wired to Share: The Sharing Economy and the Disruption of Everything

Hotel guru. Armchair psychologist. Traveling philosopher. Author. Speaker. Teacher. Student. Chip Conley has lived out more than one calling in his lifetime.



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No one has led the development, creation, and management of more boutique hotels than Chip Conley, founder and former CEO of Joie de Vivre (JDV). At age 26, Chip's mission was to "create joy" by building a company that USA Today called "the most delightfully schizophrenic collection of hotels in America." During his nearly 24 years as CEO, JDV grew to become the second largest boutique hotel company in the world.

Chip shares his unique prescription for success in *PEAK: How Great Companies Get Their Mojo from Maslow*, based on noted psychologist Abraham Maslow's iconic Hierarchy of Needs. In his *The New York Times* bestseller, *EMOTIONAL EQUATIONS: Simple Truths for Creating Happiness + Success*, Chip takes us from emotional intelligence to emotional fluency – placing meaning at the top of the balance sheet. His previous books include *The Rebel Rules: Daring to be Yourself in Business*, and *Marketing That Matters: 10 Practices to Profit Your Business and Change the World*. Chip presents his theories on transformation and meaning – in business and life – to audiences around the world and he's been a featured speaker at TED.

Honored with the 2012 Pioneer Award – hospitality's highest accolade – The San Francisco Business Times named Chip the Most Innovative CEO. He received his BA and MBA from Stanford University and holds an Honorary Doctorate in Psychology from Saybrook University. Chip served on the Glide Memorial Board for nearly a decade and received its Cecil Williams Legacy Award in 2015. He is now on the boards of the Burning Man Project, the Esalen Institute, and NeueHouse.

In 2013 Chip joined Airbnb as Head of Global Hospitality & Strategy, where he's sharing his proven methods with hosts in nearly 200 countries, and he founded Fest300 to share his passion for travel and the world's best festivals.

CONFERENCE KEYNOTE SPEAKERS

Wednesday, June 22 | 1:15-2:00

Jake Knapp

Designer and Author of *Sprint*

Sprint: How to Solve Big Problems and Test New Ideas in Just 5 days

Jake Knapp is best known as the creator of Google Ventures' sprint process. He has advised over 100 startups including Nest, Slack, 23andMe, and Flatiron Health, and has lectured about the sprint method at Stanford and Columbia University. Previously, Jake worked at Google (where he helped create Hangouts) and Microsoft (where he led design on Encarta). He is currently among the world's tallest designers.

Jake's writing on startups and productivity has appeared in *Fast Company*, *TechCrunch*, and *LifeHacker*. He is the author of the *New York Times* bestseller *Sprint: How to Solve Big Problems and Test New Ideas in Just 5 Days*.

Thursday, June 23 | 1:15-2:00

John Ellis

**Ellis and Associates, Founder and formerly the Global Technologist and Head of the Ford Developer Program
*Building in the Year 2025 and Beyond***

As Global Technologist and Head of the Ford Developer Program with Ford Motor Company, John is tasked with expanding Ford's "brought-in" strategy of integrating mobile technology into the vehicle. He oversees a team of developers and engineers responsible for creating the "connected car" and striking the right balance between embedded and off-board technology so that drivers can seamlessly extend their mobile lives into their vehicles.



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John's team has delivered a number of automotive industry firsts including SmartDeviceLink, the open source version of Ford's award-winning AppLink technology connecting brought-in devices to vehicles, and developer.ford.com, Ford's developer program with over 8,000 unique and global content providers all committed to developing for AppLink/SmartDeviceLink.

During most of his career, John worked for Motorola where he held key leadership positions in engineering; product management; software & services; marketing and strategy. While there, John participated in developing, marketing and selling Motorola's mobile software and services, their software developer ecosystem, and industry-leading Open Source Software program.

PCBC BIOS

2016 Conference Co-Chairs:

- Sheryl Palmer, President & CEO at Taylor Morrison
- Michael Gheilmetti, President, Signature Development Group

David Cogdill, President & CEO of California Building Industry Association (CBIA)

Former Senator David Cogdill joined the California Building Industry Association as President & CEO in October 2013.

Prior to joining CBIA, Cogdill served as Stanislaus County Assessor from 2011 to 2013. Since leaving the legislature Cogdill has also served as a Commissioner on the California Water Commission and as the Chairman of the Maddy Institute at Fresno State University.

Cogdill served as the California State Senate Republican Leader from 2008 - 2009. He was elected to represent the 14th District in 2006 and has served as vice chair of the Public Safety, Revenue and Taxation, and Joint Legislative Audit Committees. Previously, Cogdill represented the 25th District for six years in the California State Assembly, where he was vice chair of the Committee on Rules and minority floor leader. As the former chair of the California State Legislature Rural Caucus, Cogdill collaborated with local leaders on many issues concerning rural residents, such as access to health care and quality education. He received numerous awards for his public service; in 2007 he was named Senate Small Business Legislator of the Year by the California Small Business Association.

For his exemplary service to the community and state during the California budget crisis in 2009, Dave Cogdill was awarded the prestigious Profile in Courage Award from the John F. Kennedy Library Foundation in 2010.

Cogdill has built a real estate appraisal business in Modesto, where he once served two terms on the Modesto City Council.

ABOUT CBIA

The California Building Industry Association is a statewide trade association based in Sacramento representing thousands of member companies including homebuilders, trade contractors, architects, engineers, designers, suppliers and industry professionals in the homebuilding, multi-family and mixed-use development markets.

The building industry has historically played a significant role in California's economic strength, and its success is critical to the state's current recovery. With new housing construction contributing \$38.6 billion and



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supporting more than 209,000 jobs to California's economy in 2013, it is critical to continue the industry's increasing momentum and growth. That is why CBIA is focused on supporting intelligent, constructive policies that bolster the construction industry and will fight back against efforts that seek to stifle the economic benefits of the new construction and homebuilding sector.

In recent years, CBIA successes have included beating back efforts to impose costly, overly burdensome inclusionary housing mandates, lobbied the California Energy Commission to decrease new energy efficiency standards costs by 70 percent while maintaining a high standard for California housing, and launched a coordinated strategic effort to put a \$9 billion school construction bond on the 2016 ballot.

In the future, CBIA will continue to focus on aggressively advocating for logical, balanced CEQA reform and strategic regulatory relief that will continue to spur California's economic growth.

Each year, CBIA presents **PCBC**, the largest regional builders' show in the nation.

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