

PCBC

The Art, Science + Business of Housing

San Diego Convention Center

June 28 & 29, 2017

2017 MEDIA KIT

About PCBC

2017 Show Highlights

Attendee Profile

Exhibitor Profile

Partners & Sponsors

Keynote Speaker Bios

Images & Graphics

Contact



THE AGE *of*
EXCEPTIONAL

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.

PRESS RELEASE ARCHIVE

Archived PCBC Press Releases can be found here: <http://bit.ly/2spnVzA>

SHOW DATES

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

PCBC 2018 San Francisco

June 18-19: Exhibits and Conferences

Moscone Center
747 Howard Street
San Francisco, CA 94103

www.moscone.com

PCBC 2019 San Francisco

May 29-30: Exhibits and Conference

Moscone Center
747 Howard Street
San Francisco, CA 94103

www.moscone.com

2017 SHOW HIGHLIGHTS

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 2017.
- The 2017 show floor size includes 350 Exhibitors

Show Schedule: <http://bit.ly/1Xdu9eZ>

Pre Conference Learning

Held in a smaller, interactive setting, Tuesday's roundtables and workshops provide deep, hands-on learning- a more focused experience before the crowds arrive and the show kicks off on Wednesday.

More information at: <http://bit.ly/2rXCskG>

Housing Tours

PCBC is pleased to present two first class Housing Tours for PCBC 2017. Not only will you be walking the hottest new products in San Diego, but hearing from the community teams from each. Attendees will get

to explore housing products in South and North County from attainable products to fantastic new single-family living.

More information at: <http://bit.ly/2syckhs>

The Re-Think Conference

PCBC's main conference is now Re-Think—two days of inspiring ideas and provocative perspectives on residential design, marketing and organizational leadership. Re-Think looks outside the four walls of homebuilding to draw insights from a wide variety of sources. We then apply those insights to the specific challenges of creating better, more livable, more desirable homes and communities.

More information at: <http://bit.ly/2spmLUA>

Multifamily Trends Forum

This year's fourteenth Annual Multifamily Trends Forum, a content-rich, full-day program focused exclusively on high-level design and development trends. This year's program will help you stay ahead of the curve, with expert perspectives on the economy and real estate markets, shifting development patterns, debt and equity sources, and new ways to think about floor plans, parking and amenities.

Held in conjunction with housing's premier tradeshow, PCBC 2017, the Multifamily Trends Forum provides unmatched analysis and forecasting of the forces shaping for-rent and for-sale multifamily housing development.

More information at: <http://bit.ly/2sYUZLE>

Land & Capital Forum

Gain expert perspectives on land acquisition, development, research, investment, and entitlement at this highly targeted forum, where builders, developers and capital sources share their expertise on getting deals done.

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.

On Wednesday, June 28, connect with this audience of the industry's leading providers of capital in a day filled with:

- dynamic education and panel discussions
- a thought-provoking Featured Speaker Lunch
- an end-of-day networking reception with top lenders and equity sources

More information at: <http://bit.ly/2tiMniv>

Gold Nugget Awards

The Gold Nugget Awards are the oldest and most prestigious awards in the nation recognizing those who improve our communities through exceptional concepts in design, planning and development.

More information at: <http://bit.ly/2gi4Fhi>

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.

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:

- Aging in Place
- Appliances
- Building Materials/Structural Products & Systems
- Business Services
- Cabinets
- Computer Software
- Countertop Materials
- Decking, Site & Landscaping
- Doors
- Electrical & Lighting
- Elevators & Lifts
- Energy/Environmental
- Faucets
- Fireplaces
- Flooring
- Hardware
- Home Technology
- HVAC
- Insulation, Moisture, Air & Pest Barriers
- Molding & Millwork
- Outdoor Living
- Pest Control
- Plumbing
- Roofing
- Siding, Veneers & Exterior Wall Trim & Finishes
- Specialty
- Stairs
- Structural Products
- Tools & Equipment
- Walls, Ceilings & Finishes
- Water Systems
- Window Coverings
- Windows & Skylights

EXHIBITOR LISTING

View the full list of exhibitors here: <http://bit.ly/2eP78il>

The PCBC logo consists of the letters "PCBC" in a white, bold, sans-serif font, centered within a solid red square.

The Art, Science + Business of Housing

San Diego Convention Center

June 28 & 29, 2017

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.

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 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.

THE AGE *of*
EXCEPTIONAL

KEYNOTE SPEAKER BIOS**GENERAL SESSION KEYNOTE SPEAKERS****Adam Steltzner**

Team Leader & Chief Engineer EDL, NASA Mars Rover Curiosity & Author

The Right Kind of Crazy

Wednesday, June 28

8:30am-9:15am

Upper Level, Room 20C

Open to all Registered Attendees & Exhibitors

When NASA needed to land Curiosity—a 2,000-pound, \$2.5 billion rover—on the surface of Mars, they turned to the Jet Propulsion Lab for a breakthrough, never-been-tried-before solution. At the helm of this effort was an unlikely rocket scientist and accidental leader, Adam Steltzner. Adam's team couldn't test their kooky invention, the Sky Crane. They were on an unmissable deadline. And the world would be watching when they succeeded—or failed.

From aspiring rock star going nowhere fast to history-making rocket scientist, Adam Steltzner is recognized as one of NASA's leading—and most unique—innovators. After barely graduating from high school, he followed his curiosity to a local community college to find out why the stars moved, where he discovered an astonishing gift for math and physics. Upon getting his Ph.D., he ensconced himself within JPL, NASA's decidedly unbureaucratic cousin, where success in a mission is the only metric that matters.

Described as “Einstein brilliance meets Johnny Cash cool,” Adam will share a profound perspective on innovation for anyone who wants to channel their craziness into creativity, balance discord and harmony, and find a signal in a flood of noise. Buckle up and get ready to learn:

- How his team learned to switch from fear-based to curiosity-based decision making
- How to escape “The Dark Room”—the creative block caused by fear, uncertainty, and the lack of a clear path forward
- How to tell when we're too in love with our own ideas to be objective about them—and, conversely, when to fight for them
- How to foster mutual respect within teams while still bashing bad ideas

Steven Kotler

Steven Kotler is a New York Times bestselling author, an award-winning journalist and the Co-founder & Director of Research for the Flow Genome Project.

Stealing Fire

Thursday, June 29

8:30am-9:30am

Upper Level, Room 20C

Open to all Registered Attendees & Exhibitors

It's the biggest revolution you've never heard of, and it's hiding in plain sight. Over the past decade, groups ranging from Silicon Valley executives, elite military special operators, and maverick scientists have turned everything we thought we knew about high performance upside down. Instead of grit, better habits, or 10,000 hours, these trailblazers have found a surprising shortcut—harnessing rare and controversial states of consciousness to solve critical challenges and outperform the competition.

New York Times bestselling author Steven Kotler spent four years investigating the leading edges of this revolution—from the home of SEAL Team Six to the Googleplex, the Burning Man festival, Richard Branson's Necker Island, Red Bull's training center, Nike's innovation team, and the United Nations' Headquarters. And what he learned was stunning. In their own ways, with differing languages, techniques, and applications, every one of these groups has been quietly seeking the same thing: the boost in information and inspiration that altered states provide.

Today, this revolution is spreading to the mainstream, fueling a trillion dollar underground economy and forcing us to rethink how we can all lead richer, more productive, more satisfying lives. Driven by four accelerating forces—psychology, neurobiology, technology and pharmacology—we are gaining access to, and insights about, some of the most contested and misunderstood terrain in history. *Stealing Fire* is a provocative examination of what's actually possible; a guidebook for anyone who wants to radically upgrade their life.

Matthew Luhn

One of the original story creators at Pixar

The Best Story Wins!

Thursday, June 29

3:30pm-4:15pm

Upper Level, Room 33

Open to all Registered Attendees & Exhibitors

The most powerful tool in business is a great story. Stories compel us to engage in experiences, learn lessons, and define our values and ourselves within our organization. They bridge the gap between the mind and the heart. As one of the original story creators at Pixar Animation Studios, Matthew Luhn spent over two decades inside the most successful filmmaking group in the history of Hollywood. His story

credits include Up, Finding Nemo, Monsters Inc., Monsters University, Cars, Ratatouille, and all three of the Toy Story films. Prior to joining Pixar, he was, at 19 years old, the youngest animator to work on The Simpsons TV series.

In this (naturally) story-driven presentation, Matthew will demystify the storytelling process, providing practical strategies to connect more effectively and persuasively with audiences—and helping you drive your story toward one unforgettable selling point. Attach emotion to logic and anything is possible. That's the power of story.

IMAGES AND GRAPHICS

High resolution images of the assets listed below are available for download at: <http://bit.ly/2rSDX57>

- PCBC Logo
- Keynote Speaker Headshot for Adam Steltzner
- Keynote Speaker Headshot for Steven Kotler
- Keynote Speaker Headshot for Matthew Luhn

CONTACT

PCBC

1215 K Street, Suite 1200
Sacramento, California 95814
Phone: (916) 325-9300 | (844) 671-7259
Fax: (916) 325-9399

Linda Baysari

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

Sara Turner

PCBC
Exhibitor Services Specialist
(916) 325-9300 x 349
sara@pcbc.com

Senika Johnson

Attendee Acquisition & Marketing Specialist
(916) 325-9300 x 356
senika@pcbc.com

Lisa Parrish

Gold Nugget Awards Administrator
(903) 773-2991
lisa@pcbc.com

Media Inquiries

Shantelle Johnson
Account Director
(619) 298-1445 x 102
shantelle@marketingdesigngroup.com



PCBC

The Art, Science + Business of Housing

San Diego Convention Center

June 28 & 29, 2017

CONNECT WITH US



https://twitter.com/PCBC_TheShow



<https://www.facebook.com/PCBCtheshow>



<https://instagram.com/PCBCtheshow/>

THE AGE *of*
EXCEPTIONAL