

# Key Buyers CONNECT

# PCBC 2025

Pacific Coast Builders Conference Presented by the California Building Industry Association in partnership with the Leading Builders of America



## ANAHEIM CONVENTION CENTER WEDNESDAY-THURSDAY, JUNE 11-12

**KEY BUYERS CONNECT SPONSORSHIP – \$18,000** (if exhibiting at PCBC 2025, non-exhibitor \$35,000)

Now in its twelfth year, 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
- First right of refusal for PCBC 2026

### Exhibit at PCBC 2025

We are charting a new course for PCBC 2025! Exhibit with us as we transition to a focused, high-value event format. The new direction continues PCBC's legacy of innovation while bringing the building industry together with intention for purposeful connections and real business. In the new layout, exhibits will go beyond traditional booths to focus on interacting. Exhibits, keynotes, social activations, and new functions will all take place on the second level of Anaheim Convention Center North. The new format will keep everyone together to maximize opportunities and inclusiveness. When you exhibit at PCBC 2025, you will break away from the predictable to surprise and delight attendees.