



JUNE 5-6, 2013

**SAN DIEGO CONVENTION CENTER
SAN DIEGO, CALIFORNIA**

REGISTER FOR YOUR VIP BUILDER PASS

The VIP Builder Pass is a new program available only through PCBC exhibitors. As a builder client who actively purchases and specifies products, you qualify to receive a complimentary registration to the exhibit floor.

TO REGISTER FOR YOUR VIP BUILDER PASS:

- Go to pcbc.com/go/builder and request access
- Once registration is approved, you will receive a confirmation email
- If you've received this but are not a builder, please register through regular channels at pcbc.com (all VIP Builder Pass credentials will be verified)

Register today—the VIP Builder Pass offer expires on Friday, May 24th.

HOUSING'S SHOWCASE OF INNOVATION COMES TO SAN DIEGO

For the first time in its 54-year history, PCBC is heading south! The exhibit floor is sold out, with over 250 leading manufacturers displaying the latest in building product innovations. You'll also see—and walk through—state-of-the-art show homes featuring new concepts in sustainable and affordable design, materials and development.

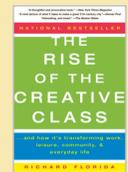
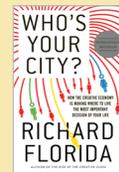
TWO DAYS ON THE EXHIBIT FLOOR

WEDNESDAY, JUNE 5 9:30AM – 5PM
THURSDAY, JUNE 6 9:30AM – 5PM

THREE GENERAL SESSION KEYNOTES

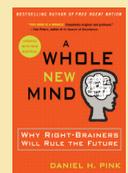
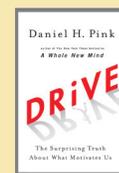
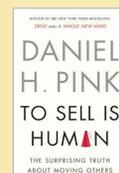
WEDNESDAY, JUNE 5, 8:30 – 9:30AM

Richard Florida, Maximizing ROI in Place



THURSDAY, JUNE 6, 8:30 – 9:30AM

Daniel Pink, To Sell is Human



THURSDAY, JUNE 6, 12:15 – 1:15PM

Second Annual "Houzz & Home" Study



Based on data from the second annual "Houzz & Home" study—the largest survey of residential construction and remodeling activity ever conducted—you'll gain valuable insights into consumer desires, priorities and behavior.

The PCBC exhibit floor is a business exchange, and our registration pricing and policies are designed to optimize the ratio of buyers to sellers. PCBC is not open to the public, and attendees may be required to verify their credentials at any time during the registration process.