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PCBC Teams with Builder Innovator Media on Content and Promotion

Trendsetting event and media organizations will collaborate to expand industry insights and drive growth in 2026

PCBC announced today a strategic partnership with Builder Innovator (BI) Media to expand industry content, increase digital engagement and showcase innovation at [PCBC 2026](#). The collaboration will introduce new educational programming, multimedia coverage and targeted promotional content designed to enhance the experience for attendees and exhibitors alike.

Through the partnership, Builder Innovator Media will work with PCBC to produce and promote content before, during and after the event, highlighting emerging trends, new products and the people shaping the future of homebuilding.

Key elements of the collaboration will include:

- On-the-show floor educational sessions addressing major industry themes including home technology, digital marketing, personalization, advanced materials and major systems.
- A preview and recap newsletter series distributed to the combined PCBC & Builder Innovator audiences. The series will feature interviews with presenters and attendees on key industry trends as well as exhibitor highlights covering new products, programs and process supports.
- On-site video coverage of exhibitor products and innovations, captured and promoted through special edition newsletters, and through BI's website, LinkedIn showcase page and YouTube channel.

“As PCBC enters an exciting new chapter in 2026, we’re focused on expanding how the industry engages with the ideas, innovations and leaders that define this event,” said Shantelle Johnson, California Building Industry Association’s Vice President of Events. “Builder Innovator brings a

strong multimedia platform that will help us extend those conversations before, during and after the event.”

“PCBC is one of the country’s premier homebuilding events, showcasing design, construction and business innovations that influence the industry nationwide,” said John Galante, President of AE Ventures, the company that produces BI Media. “We’re excited to become part of the PCBC program to increase engagement and help bring more storytelling, video coverage and industry insight to the PCBC community.”

For more information on exhibiting or attending PCBC, contact showinfo@pcbc.com.

For more information on content and advertising/sponsorship opportunities around the PCBC Sponsorship/BI Media, contact AE Ventures Director of Business Development, Colin Cocaine at colin@ae-ventures.com.

About PCBC

About [Pacific Coast Builders Conference: PCBC](#) is the annual conference and trade show for the [California Building Industry Association \(CBIA\)](#) and the [Leading Builders of America \(LBA\)](#). For 67 years, PCBC has featured exhibits, high-level conferences, prestigious awards, and innovative product launches. This powerhouse event fosters meaningful connections among major homebuilders, community developers, leading manufacturers, suppliers, and creative consultants in architecture, planning, design, marketing, construction, technology, and more. Additionally, the industry’s top financial and analytical firms participate, making PCBC the premier gathering for influential leaders in residential development.

About Builder Innovator

As builders and multifamily companies lean forward into tech, digital transformation and innovation more broadly, BuilderInnovator.com steps up as the #1 builder resource in these areas, helping all kinds of builders and multifamily property operators get a handle on the fast-moving challenges and opportunities in space and quickly take action to realize strategic advantages. Visitors to the site benefit from free expert advice, insights, and vendor connections, the stuff that helps them get innovation done right! The content of this site includes tons of editorial pieces from industry experts and our Builder Innovator Summit, (formerly the TecHome Builder and Housing Transformation Summit) as well as ongoing research, reporting and conceptualizing by event and media producer AE Ventures.