



EXHIBITOR PROSPECTUS



Building Industry Association of Southern California, Inc.

BUILDING INDUSTRY SHOW 2022

ANAHEIM CONVENTION CENTER • SEPTEMBER 14-15, 2022

llundrigan@biasc.org
(949) 777-3854
www.buildingindustryshow.com

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ABOUT BIS

*SoCal's most exciting annual
Building Industry expo & conference*

For over 98 years, Building Industry Association of Southern California has been the leading advocate for thousands of building industry leaders.

For decades, the Building Industry Show, known as BIS, has created a destination for the home building industry to participate in networking opportunities, see innovative projects on the exhibit floor, listen to world-class keynote speakers, catch up with colleagues and make new connections. Every year, BIS offers new insights on the current landscape and the future of the industry.

BIS draws attendance throughout our four chapters in Orange County, Riverside County, Baldy View, Los Angeles/Ventura, and throughout Southern California.

MEET OVER 1500 INDUSTRY PROFESSIONALS

*Featuring Business Leaders & Innovators
from the Building Industry's Top Companies*

- Home Builders
- Commercial Builders
- Developers
- General Contractors
- Interior Designers
- Architects
- Engineers
- Property Managers
- Building Owners
- Remodelers
- Facility Managers
- City & State Municipalities

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BY THE NUMBERS

- 8 out of 10 attendees rated BIS as excellent to good
- 92% of attendees are likely to attend BIS 2022
- 968 total number of registrations in 2021
- 88% of attendees are key decision makers in the Homebuilding Industry (C Level & Senior Executives)
- 375-425 number of home builder attendees each year
- 78% of attendees indicated they intend to purchase products and/or services from exhibitors at the show



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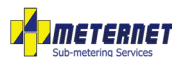
WHO SPONSORS BIS

We are thrilled with the overwhelming support from our members, attendees, and exhibitors. See below for some of our previous show sponsors. Learn more about available sponsorship opportunities for our most important live annual event by contacting llundrigran@biasc.org.



WHO EXHIBITS AT BIS

Our exhibitors are Industry Trade Professionals, and consist of manufactures and service providers of appliances, fixtures, plumbing products, HVAC, windows, outdoor playground equipment, construction services, building materials, cabinetry, flooring, kitchen & bath, home décor, pest control, tech solutions, remodeling, financial and real estate services, to name a few!



BENEFITS OF EXHIBITING

- Ratio of buyers per booth is 5:1
- 77% of our Exhibitors indicated they generated more leads than expected in 2021
- On average, our exhibitors meet over 20 new prospects per show! That's in ONE day.
- Gain exposure and brand recognition
- Generate highly qualified leads from the key decision makers in the industry.
- Stay face-to-face with your buyers
- Launch new products and/or services



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BUILDERS WHO ATTEND BIS



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TESTIMONIALS

“ *It feels fantastic to be back. Everyone wanted to get out of the cave after 18 months, so they're all in good spirits and everyone seems to be enjoying the show. Quite a few builders have come by, so it's been good for us.*

Chris Francis

DIRECTOR OF SALES, BRINKS LOCKS

“ *It's so good to see everyone in person – I've missed everyone. It's crazy how we went from event fatigue to just craving for events and wanting to be back out there in person again!*

Cassandra Toutman

MARKETING MANAGER, BOUDREAU PIPELINE

“ *It feels good to be back, for sure. It's great – there are lots of people that we are excited to see after a year off, both our existing customers and some who hopefully will become new ones.*

Courtney Gress

VICE PRESIDENT, PLUMBING CONCEPTS, INC.

“ *A lot of the events they did before the show, with the golf outing and the winery tours, helped to break the ice so we could actually start having those conversations before the builders started walking the floor and seeing the products. Then, when they got here to the booth, we could really show off the things that we came here to show off.*

Mitchell Whittington

REGIONAL TECHNICAL SUPPORT, ELKAY MANUFACTURING

“ *The BIS Show provided us great windows to have some key conversations. Good times were had by our team as the positivity was clearly felt through each interaction. The combination of the people, venue, events, good food, and open bar is definitely something we look forward to at the next show*

The Team from PDPlay

“ *The kick-off party was a blast last night and the Meet the Builder event was amazing – so much insight, so many great connections were made there! And now we've just come back from the Magic Johnson speech and we're all pumped up and ready to make a difference in this world! It was so exciting! Oh my gosh, it was so fun! The place is abuzz about it.*

Lori Worthington

TRUWOOD SIDING AND TRIM

MARKETING OPPORTUNITIES

Exhibitors and sponsors have the opportunity to gain exposure and increase brand recognition through multiple BIS efforts and advertising platforms.



Press Coverage

Get featured in
Southern California Builder Magazine



Show Program

Get featured in the BIS Show Program
that is given to all attendees



Show Floor & Event Brand Visibility

Get your company's logo printed on
banners that are placed in high foot
traffic areas throughout the event



E-mail Marketing

Get featured in BIASC's weekly e-blast
that includes 9999 subscribers



Website & Social Media

Get promoted on BIASC and BIS'
website as well as all social media
platforms

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FOR MORE INFORMATION CONTACT:

Lisa Lundrigan - llundrigan@biasc.org - (949) 777-3854

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