



EXHIBITOR PROSPECTUS



BUILDING INDUSTRY SHOW

Marriott Marquis, San Diego

October 25-26

lbarber@biasc.org
(949) 777-3861

www.buildingindustryshow.com



ABOUT BIS

SoCal's most exciting annual Building Industry expo & conference

For years, Building Industry Association of Southern California (BIASC) has been a leading advocate for thousands of building industry leaders.

This year, BIASC is teaming up with BIA of San Diego (BIASD), the building industry's driving force in the San Diego region, to give the Building Industry Show (BIS) attendees a one-of-a-kind experience.

For decades, 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 will draw attendance from San Diego, Orange County, Riverside County, Los Angeles/Ventura, San Bernardino and throughout all of Southern California.



ATTENDANCE BREAKDOWN

Each show draws between 1500-2000 attendees, 35% are from the top Southern California Homebuilders and Development Firms throughout Southern California.

50% of our attendees are top decision makers who make buying decisions, such as Purchasing Agents, Project Managers of Land Development and Directors of Development and Construction.

- Homebuilders
- Developers
- General Contractors
- Subcontractors
- Architects
- Purchasing Agents
- City and Government Officials
- Real Estate Professionals
- Building Managers
- Government Agencies
- Municipalities
- Facility Managers
- Interior Designers
- Property Management Firms





BY THE NUMBERS

- 8 out of 10 attendees rated BIS as good to excellent
- 92% of past attendees are likely to attend BIS 2023
- 1400 total number of registrations in 2022
- 85% of attendees are key decision makers in the Homebuilding Industry
- 75% of attendees indicated they intend to purchase products and/or services from exhibitors at the show





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 lbarber@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 10:1.
- 77% of our Exhibitors indicated they generated more leads than expected.
- 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.



BUILDERS WHO ATTEND BIS



SH Residential



TESTIMONIALS

“ *The builders are really excited about our Energy Efficiency New Home Program that supports builders with rebate on high-efficiency gas equipment – about 40% of the new homes built in Southern California are participating, getting between \$800 and \$1,200 per unit that they can put back to the bottom line.*

Mark Drake
SOCAL GAS

“ *We are based here in Southern California, selling high-end LED mirrors, both in-stock and customized to a builder's specific needs. New homes are a great market for us, and a lot of contractors and builders have stopped by. We've been coming to BIS since 2018 because it's working for us.*

Marshall Chi
INNOBATH

“ *We come to BIS every year. The builders are so busy now, we hear, 'I just don't have time to have lunch,' but most of them won't miss BIS, so even if you just bump into them on the way, there's nothing like meeting in person. Also, we're able to network with all the other vendors and subs and get information on all the who you want to meet and what's coming up.*

Lettie Buckman
TRILOGY PLUMBING INC.

“ *If you can bathe in it, we build it. BIS has worked with us – you just have to go because it's an opportunity to see people and build relationships. Plus, last night was probably the best show I can remember ever at BIA.*

Mike Pugh
AMERICAN BATH GROUP

“ *We've been coming to BIS for maybe 15 years, at least 10, because it's been good for us. Our systems are serviced from the outside, and we had never heard of the word contact-less until COVID came along. Now people want pest control done, but they don't want anyone coming in the house, which we can do – that's something we're sharing here with our builder partners, and it's very, very good attendance.*

Deborah Silver
HOME TEAM PEST DEFENSE

“ *This is our first BIS booth, even though we've been an active member of the BIA since 1959. It's been very busy with a ton of influx of folks since they opened the doors, giving us the opportunity to show our new Rise and Noir lines.*

Christina Moore
WHIRLPOOL

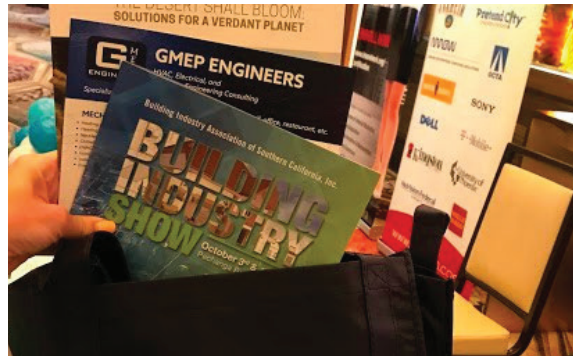
MARKETING OPPORTUNITIES

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 & BIASD's
e-blast that includes 7500 subscribers



Website & Social Media

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





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FOR MORE INFORMATION CONTACT:

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