

# Free PARTNER







PCBC® 2009 June 17-19

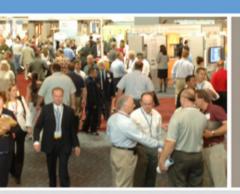


Exhibit Hall Hours







# Come to PCBC® 2009

Each year at PCBC, hundreds of exhibitors market their innovative products to the nation's top builders products designed to help improve the homebuilding process, increase energy efficiency, enhance home and community design, or solve a specific construction challenge.

At PCBC, you can shop the latest building technologies side-by-side, get hands-on with the products and talk with the experts involved with their development. Technical developers, engineers and researchers as well as key sales contacts are always on hand to meet with you at PCBC.

In today's challenging environment, it pays to be product smart.

# Keynote Speakers (included)

ADAM WERBACH June 17 / 4:00pm - 5:00pm Founder and CEO, Act Now

The youngest-ever president of the Sierra Club at 23 and founder of Saatchi & Saatchi S, Adam Werbach was more recently vilified for working with Wal-Mart to help lead their efforts in sustainability. Hear his unique perspective on a sustainable business vision.

KEVIN CARROLL June 18 / 4:00pm - 5:00pm

Author & Founder of "Katalyst"

Storyteller and "katalyst" Kevin Carroll motivates companies like Nike, Starbucks, ESPN, Mattel, Capital One and the National Hockey League to improve team dynamics and communication to achieve their bottomline goals.

SETH GODIN June 19 / 10:00am - 11:00am

Bestselling Author & Marketing Guru

According to marketing guru Seth Godin, brand management is so 1999! It's top down, internally focused, political and money based. Tribe management is a whole different way of looking at the world. Learn how permission marketing is used to build a tribe that connects people to each other and to your organization.

### Register for your FREE Partner Pass online at www.pcbc.com/go/freepass

This pass includes admission to all PCBC Exhibits, and the three Keynote Speakers listed here. Other events can be added to your registration at regular cost.

Pass is valid for all three days of PCBC, June 17, 18, and 19, 2009.

Register online at www.pcbc.com/go/freepass using your ACCESS CODE printed above.

## YOUR ACCESS CODE: FP7375E

Register by May 20th to receive your badge in the mail. After May 20th, you may still register online and pick up your badge onsite.

You may also bring this pass with you, and register onsite at PCBC® 2009.

This FREE Partner Pass is valued at \$50.