



August 26, 2010

Contact:

Jill Cagle
Director of Public Affairs
(949)553-9500 x 120

**BIA/Southern California and BIA/San Diego Collaboration brings
Size, Strength and Exciting New Changes to the
Building Industry Fall Trade Show**

Irvine, CA., - Despite the tough economic climate, this year's Building Industry Show "BIS" aims to get the housing industry bouncing back by totally reinventing the BIS Show experience. The two largest homebuilding associations in CA, BIA Southern California and BIA San Diego have joined forces to collaborate on BIS, making it the largest regional tradeshow of its kind.

This year a redesigned exhibit floor plan will be offering attendees and exhibitors a new and exciting tradeshow experience with several new activity hubs throughout the show floor. One of the new hubs will be the Green Pavilion, which will feature an architecturally designed theater dedicated to informative seminars on new green codes, innovative green building solutions and products. With a second hub added as a Design Pavilion offering attendees new insight from leading Architects, Interior Designers and Landscape Architects. For all those needing their daily caffeine fix, Starbucks is now going to be available on the showroom floor providing yet another opportunity to connect with attendees and exhibitors all on the show floor.

BIASC Chief Executive Officer, Richard Lambros comments, "I am excited about all the new changes we have made this year at BIS. We really did our homework on what our exhibitors and attendees are looking for in a tradeshow and I promise this year's show will be a totally new and a different experience than previous years. I encourage anyone involved with the building industry to attend."

The 2010 BIS Tradeshow will be held at the Long Beach Convention Center on November 18 & 19. Special hotel rates are available at the Long Beach Hyatt Regency. For the latest updates, exhibitor information and online registration please visit www.bisbounce.com.

###

The Building Industry Association of Southern California (BIASC) is a nonprofit trade association representing more than 1,600 member companies with 100,000 employees.

**Building
Industry
Association
of Southern
California**

17744 Sky Park Circle, Suite 170
Irvine, California 92614
949.553.9500
fax: 909.396.1571/Exec. Office
fax: 909.396.9846/BIS/Mbrship.
<http://www.biasc.org>

Our mission is to promote and protect the industry to ensure our members' success in providing homes for all Southern Californians.