

SAVE THE DATE!

APRIL 30, 2026
IRVINE, CA



CALIFORNIA MASONRY SUMMIT & EXPO 2026

#masonry matters



Presents the 2ND edition of the California Masonry Summit
& Expo, uniting our trade with the AEC Community!

Architecture &
Design

Sustainability
& Energy Efficiency

Building Materials
& Code

Technology
& Innovation

Produced by California Masonry Council, a division of MIA
Contact: info@CaliforniaMasonryCouncil.org

WHAT TO EXPECT IN 2026

CALIFORNIA
MASONRY
SUMMIT
& EXPO
2026

The California Masonry Summit & Expo convenes AEC leaders to collaborate, network, learn, and bridge information gaps about masonry.

A full-day conference and expo taking place in Irvine, CA at the AV Irvine Center.

An opportunity for NorCal / SoCal AEC professionals to network and connect with producers, contractors, and masonry experts, and to learn about sustainability, decarbonization, energy efficiency, innovation, and technology in the masonry industry.

Architecture +
Design Trends

Building +
Energy Code

Resiliency +
Fire Resistance

Technology + Robotics

LCAs + EPDs

Building Materials +
Products

Sustainability +
Green Building

Low Embodied Carbon

Net Zero +
Energy Efficiency

AEC Software +
BIM + VDC



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OUR VENUE

**CALIFORNIA
MASONRY**
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2026

AV IRVINE EVENT CENTER

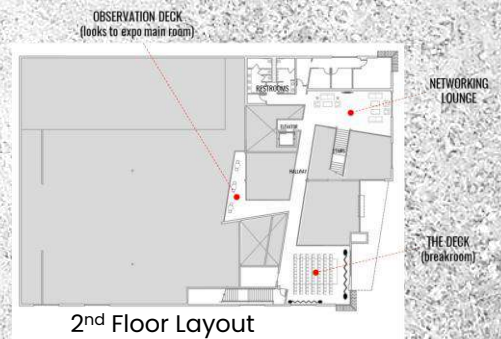
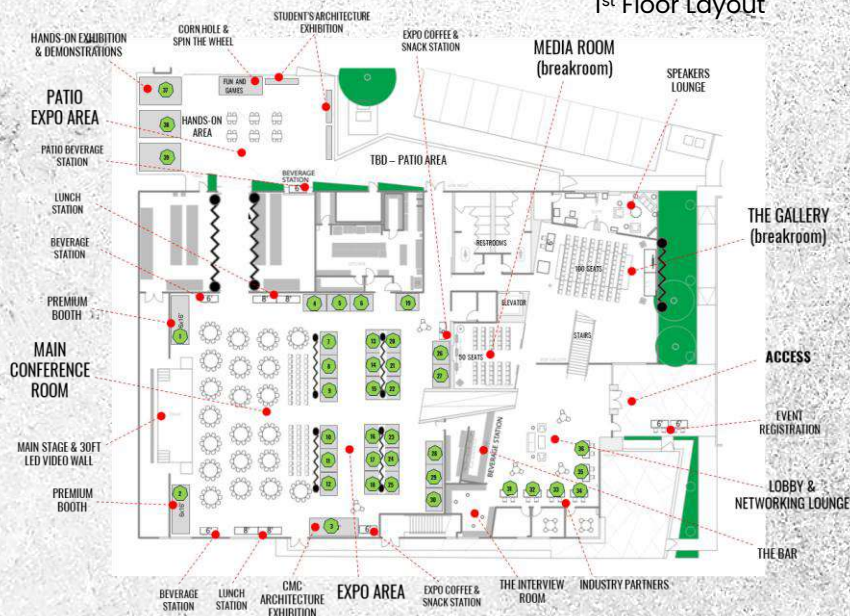
(2.5 Miles from Irvine Spectrum Center)
16500 SCIENTIFIC WAY, IRVINE, CA 92618

- ✓ 25,000 square feet
- ✓ Main Conference Room & Expo
- ✓ 3 Breakout Rooms
- ✓ Outdoor Expo & Games Area
- ✓ Networking Lounge

**Inquire about customizable
branded vinyl wraps!**



1st Floor Layout



***Event Layouts might
be subject to changes.

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EVENT PROGRAM & CONTENT

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Featured content for this event includes, but is not limited to the following:



2 Architecture Panels featuring Award-Winning Architects (Concrete Block / Brick)



6 Learning Sessions with World-Class AEC Speakers, Design-Build & Masonry Experts



Architecture Exhibition from CMC Masonry Architecture Design Competition 2025



Expo with 40 Exhibitors, Networking Events, and Amazing Spin-the-Wheel Prizes



2 Keynote Sessions with World-Class AEC Speakers



Masonry Architecture Design Competition for Students (\$12,000 in Prizes), Student Architecture Exhibition



2 Sessions of Hands-On Experiences and Games at the Outdoor Expo

Eligible sessions will be subject to CE Credits.

WHO SHOULD ATTEND?

Professionals in the AEC community working with CMU block, brick, or stone. Architects, Engineers, Construction Managers, Facility Planners, and anyone who wants to stay informed about new trends, products, building materials, sustainability, energy efficiency, software, innovation and technology.

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OUR NUMBERS FROM CMSE-2025

The first edition of the California Masonry Summit & Expo in May 2025 at UCLA's Luskin Conference Center was a big success!

Click to See Design Awards:



Click to Watch Event Video and Event Report:



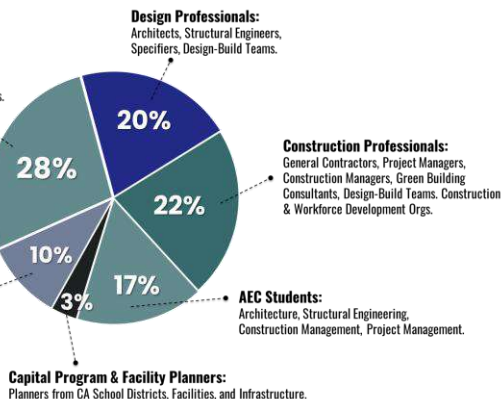
High level of participation in our first year!

- 11 Event Sponsors
- 28 Exhibitors
- 15 Industry & Marketing Partners



Building Material & Equipment:
Producers, Distributors, Vendors.

Masonry Contractors & Organizations:
Owners, Project Managers, Estimators, Masonry Orgs.



Actual Audience Mix

CMSE 2025 had nearly 250 registrants with an impressive 85% show rate.

92% Approval Rate

SCHEDULE (Speakers will be confirmed soon)

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2026

APRIL 30TH

Start	End	Activity	Session Title	Speaker	Expo Status	Where	
7:00 AM	8:00 AM	Setup / Load In	Restricted to "quick-setup" exhibitors only.			Expo Closed	
7:30 AM	9:00 AM	Registration Opens 7:30 / Networking Breakfast Snacks at Expo 8:00 to 9:00 / Architecture Exhibition at Patio Area Opens 8:00 AM				Expo & Patio Open 8:00 AM	Main Stage + Expo
9:00 AM	9:25 AM	9:00 - 9:05 AM	Host and MC - Welcome and Opening Remarks	CMC + MC	Expo Open	Main Stage	
		9:05 - 9:25 AM	Keynote Opening Session (20 min)	(Keynote TBD)			
9:25	9:30 AM	Transition - Same Room (5 min)					
9:30 AM	10:40 AM	Brick - Architecture Panel - Award Winning Architects			Expo Closed	Main Stage	
		9:30 - 9:35 AM	Session Sponsor Intro (5 min)	Sponsor TBD			
		9:35 - 10:40 AM (65 min)	Moderator	TBD			
			ZGF Architects - Cal Poly SATRC Complex	ZGF Architects (TBD)			
			CO Architects - UCR School of Medicine Educational Building II	CO Architects (TBD)			
			ZGF Architects - Aggie Square	ZGF Architects (TBD)			
			WRNS Studio - Brickline Flats	WRNS Studio (TBD)			
10:40 AM	10:50 AM	Transition to Breakrooms (10 min)				Expo Closed	
		Session A-1 (50 min)	Design-Build Panel - UC Riverside School of Business, Award of Distinction at the DBIA-WPR 2025	(TBD - Architect-Engineer-Owner- GC)	Expo Closed / Patio Open	Breakroom (The Gallery 100px)	
		Session B-1 (50 min)	Beyond Thermal Mass, Concrete Block as a Building Material	Bob Habian AIA, Masonry Expert - CONFIRMED		Breakroom (The Deck 2nd Floor - 100px)	
		Session C-1 (50 min)	Presenting Design Collective from Beauty of Block "Debunking Concrete Masonry Myths"	Irene Li, Technical Director @ Design Collective from Beauty of Block - CONFIRMED		Breakroom (Media Room 50px)	
		Session D-1 - Hands-On Experience (55 min)	IMI - Augmented Reality - Bricklaying (TBD)	Bricklaying (TBD)		Patio	
Transition to Expo & Lunch							
11:45 AM	1:40 PM	11:45 AM - 12:30 PM	Expo Only Time			Expo & Patio Open	Main Stage + Expo
		12:00 PM - 12:15 PM	Student Session - Student Access Sponsor (only students)	TBD - Student Sponsor	Breakroom (The Gallery 100px)		
		12:30 - 1:15 PM	Lunch Served at Expo 12:30 to 13:30 / Expo & Networking	TBD - Sponsored Speaker during Lunch (5min)	Main Stage + Expo		
			Keynote Speaker during Lunch (20 min)	Ben Stapleton, Executive Director @ USGBC California - CONFIRMED			
		1:15 - 1:25 PM	Student Awards Sponsors & Jury Intro (2 sponsors - 10 min)	Competition Sponsors - TBD			
		1:25 - 1:40 PM	Student's Design Awards (15 min)	Competition Judges Presenting Awards: Toni Lewis, Jessica Orlando, Anthony Damon, Suyama Bodhinayake, Ismar Enriquez, Bob			
1:40 PM	1:50 PM	Transition to Breakrooms (10 min)				Expo Closed	

Schedule might be subject to changes.

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SCHEDULE (Speakers will be confirmed soon)

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APRIL 30TH

Start	End	Activity	Session Title	Speaker	Expo Status	Where
1:40 PM	1:50 PM	Transition to Breakrooms (10 min)			Expo Closed	
		Session A-2 (50 min)	Education Facilities Panel - School Districts	TBD- School Districts (LAUSD - Fresno USD - Other)	Expo Closed / Patio Open	Breakroom (The Gallery 100px)
		Session B-2 (50 min)	LEED v5 - A Whole New Approach: Maximizing LEED Points with Masonry	Christine (Tina) A. Subasic, PE, LEED AP, FTMS - CONFIRMED		Breakroom (The Deck 2nd Floor - 100px)
		Session C-2 (50 min)	Carbon Sequestration and LCAs	(TBD) Carbon Sequestration and LCAs		Breakroom (Media Room 50px)
		Session D-2 - Hands-On Experience (55 min)	Custom Brick & Block (Other - TBD)	Custom Brick & Block (Other - TBD)		Patio
2:45 PM	2:55 PM	Transition to Main Room (10 min)			Expo Closed	
2:55 PM	4:15 PM	Concrete Block - Architecture Panel - Award Winning Architects			Expo Closed	Main Stage
		2:55 - 3:00 PM	Session Sponsor Intro (5 min)	Sponsor TBD		
		3:00 - 4:15 PM (65 min)	Moderator	Moderator TBD		
			A4E - Rubidoux High School Concert Hall	Architecture 4 Education (A4E) - TBD		
			o2 Architecture - Sunnylands Administration & Operations Campus and Engineered Wetlands	Lance O'Donnell, Principal @ o2 Architecture - CONFIRMED		
			SVA Architects - Woodbridge High School Performing Arts Center	SVA Architects - (Panelist TBD) - CONFIRMED		
			oo-d-a studio - LeParc Multi-family Building, North Park, San Diego	Dominique Houriet, President @ oo-d-a studio , Architect / Developer / General Contractor - CONFIRMED		
			Woods + Danganan - Desert Palisades	Woods + Danganan - TBD		
4:15 PM	5:00 PM	Expo Happy Hour & Closing (45 min)			Expo Open	Main Stage + Patio + Expo
4:45 PM	5:30 PM	Dismantling / Load Out			Expo Open	

Schedule might be subject to changes.

AEC STUDENT PASS

100 Free Access &
Transportation Buses

FREE

Conference, Expo, Lunch, non-
alcohol Happy Hour, Spin-the-Wheel

EVENT PASSES

Individual Full-Access
Passes

\$180

All-Inclusive: Conference, Expo,
Lunch, Happy Hour, Spin-the-Wheel

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STUDENT DESIGN COMPETITION

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We are honored to present the Jury for our 1st Architecture Competition for Students in California. With two categories: “Brick” and “Concrete Block”, we will award a total of \$12,000 in Scholarships.



Toni Lewis, AIA, LEED AP, CASp

Founding Principal, Lewis Schoeplein Architects
Vice President, AIA Los Angeles
2026 President-elect, AIA Los Angeles



Suyama Bodhinayake

Senior Associate, MG2 Design
Director of Advocacy and Sustainability, AIA
Orange County



Anthony Damon, AIA, DBIA, LEED Green Associate

Core Market Leader, DPR Construction
AIA San Diego and California Board of Directors
ACE Mentor San Diego Board of Directors



Jessica Orlando, AIA, DBIA, WELL AP

Higher Education Practice Leader, Perkins&Will
Vice President/President-Elect, AIA Pasadena
& Foothill



Ismar Enriquez, AIA, LFA, LEED AP

Design Lead and Project Manager, Practice
AIA Los Angeles Board of Directors
AIA California Board of Directors



Bob Habian

Founder and CEO, Tect App
AIA, Masonry Expert

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DEMOGRAPHICS

ATTENDANT MIX (350 to 450 Attendees)

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Building Material & Equipment:
Producers, Distributors, Vendors.

Design Professionals:
Architects, Structural Engineers,
Specifiers, Design-Build Teams.

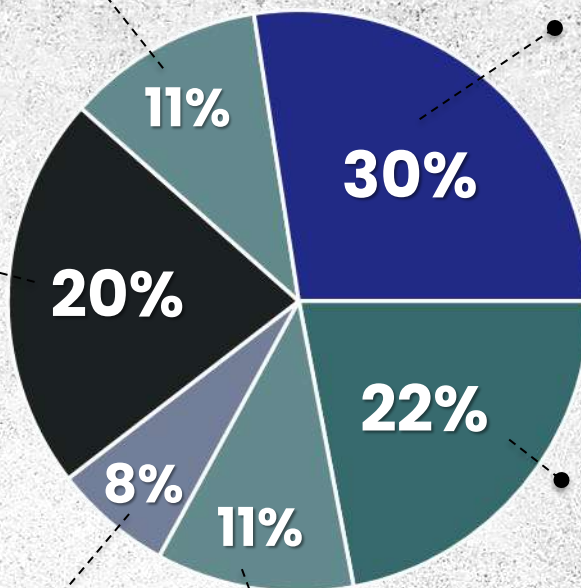
AEC Students:
Architecture, Structural
Engineering, Construction
Management, Project
Management.

**FREE ACCESS &
TRANSPORTATION FOR
100 STUDENTS FROM
PARTICIPATING CAMPUSES**

**Capital Program & Facility
Planners:**
Planners from CA School Districts,
Facilities, and Infrastructure.

**Masonry Contractors &
Organizations:**
Owners, Project Managers,
Estimators, Masonry Orgs.

Construction Professionals:
General Contractors, Project
Managers, Construction Managers,
Green Building Consultants, Design-
Build Teams, Construction &
Workforce Development Orgs.

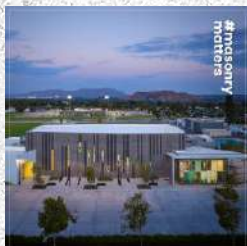
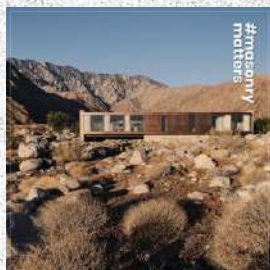


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EXHIBITION AND ARCHITECTURE PANELS



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OFFERINGS

SPONSORSHIPS, BOOTHS, AND MORE!

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CMSE-26 brings together exciting keynotes, engaging panels and breakouts, and fun networking opportunities. CMSE-26 provides sponsors multiple opportunities to engage with attendees, targeting their specific audience or increasing brand awareness, while supporting the Masonry trade.

EVENT SPONSOR

Presenting
Architecture Panel (2)

\$10,000

Premium Booth + 5 Min Intro at Main Stage + 3 Passes + Large Logo

STUDENT'S SPONSOR

100 AEC Students Free Access
& Transportation Buses (1)

\$10,000

Speaking to Students at Special Session 15 Min + 2 Passes + Badges

DESIGN AWARDS

Presenting Student's Architecture Awards (\$12,000 in Checks) (2)

\$7,500

5 Min Intro at Main Stage Presenting Awards + 2 Passes + More

PLATINUM SPONSOR

Presenting Breakout Sessions (4)

\$6,000

Booth + 5 Min Intro at Breakroom Session + 2 Passes + Large Logo

GOLD SPONSOR

Event Sponsorship (5)

\$3,000

Prominent Logo + 2 Passes + Banner on CMC Newsletter

HAPPY HOUR

Presenting Happy Hour Kick-Off (1)

\$7,500

Presenting + 5 Min Video at Main Stage + 2 Passes + prominent Logo

LUNCH

Presenting Lunch with Video (2)

\$4,000

5 Min Video at 30' Video Wall at Lunch + 2 Passes + Prominent Logo

COFFEE

Branded Coffee, Tea, & Water Stations (1)

\$3,500

Branded Stations + Prominent Logo + 2 Passes

SPIN THE WHEEL

Branded Spin – the – Wheel & Prizes (1)

\$3,500

Branded Spin-the-Wheel + Prominent Logo + 2 Passes

Branded Vinyl Stickers at the event venue are available as "add-ons" for all sponsorships.

3' x 3' VINYL LOGO: \$350

EXHIBITOR BOOTHS

Interior 8x6' **\$1,850**

Hands-on Outdoor **\$2,500**

Logo on Event Material + 2 Passes

Offerings are subject to availability.

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MARKETING & MEDIA

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Direct Marketing on CMC's
Social Media Platforms
from **CMSE 2025**



CaliforniaMasonryCouncil.org



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202,600
Impressions

935
AEC Interactions
(Reactions & Comments)



207,080
Views

7,912
AEC
Engagements



mailchimp

Mailing Subscribers, AEC Distribution List:

39,198
Subscribers

33%
Average Open
Rate

8.6%
Average Click
Rate

MARKETING & INDUSTRY PARTNERS



CMC is grateful to our Sponsors, Speakers, Exhibitors, and Industry Partners for supporting, promoting, and making this next event possible.

The 2nd Masonry Summit & Expo in California, uniting our trade with the AEC Community is brought to you by:



CaliforniaMasonryCouncil.org



California-Masonry-Council



CaliforniaMasonryCouncil

Event production by:



Verdical Group

California Masonry Council (CMC)'s mission is to be a catalyst, advocate, and the best masonry resource in California.

Our organization promotes masonry as an essential design and building material while uniting our trade with the AEC community (architecture, engineering, and construction).

CMC is a non-profit organization.

info@CaliforniaMasonryCouncil.org



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