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## **Southeast Building Conference Partners with Scranton Gillette Communications**

### **For Immediate Release:**

The Southeast Building Conference, (SEBC), the premier regional building industry trade show in the Southeast, is proud to announce a strategic partnership with Scranton Gillette Communications/SGC Horizon's Building Group as SEBC's Exclusive Media Sponsor.

SEBC provides the latest in residential and commercial construction products and services, where thousands within the building industry are expected to attend July 27-28, 2017. Attendees take advantage of education from national research experts, connecting with hundreds of internationally recognized exhibitors, and networking with business partners and colleagues from the Southeast.

SGC is a business-to-business communications company, offering print, digital, event and Web products that serve as a communications link to multiple industries, including residential lighting and home decor, healthcare, infrastructure, construction equipment, water, wastewater and storm water, music, home improvement, and residential and commercial construction. The Building Group's publications that are partnering with SEBC — Professional Builder, Professional Remodeler, and Custom Builder — deliver industry news, in-depth articles, product updates, and the latest trends to residential and custom building professionals and home remodelers.

“This powerful partnership sets the bar high, as it brings together two leading groups that provide the building industry with premium business connections and communication products,” says Bill Smock, SEBC Committee Chairman and Owner of Gator Plumbing in Bradenton, Florida.

Together, SEBC and SGC Horizon anticipate engaging the residential and construction industry with regional and international distributors such as Monark, Almo, Bosch, PGT, Delta Faucet, Benjamin Moore, PPG Paints, and more.

“Partnering with SEBC delivers a new pathway for our audiences and marketing partners to interact with the quality attendees that SEBC attracts,” says SGC Horizon's Building Group Director-Principal Tony Mancini. “We look forward to offering multiple engagement opportunities, including education and networking platforms, through this exclusive media partnership.”

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### **About SEBC**

Established in 1977, the southeast Building Conference (SEBC) is the premier regional building industry trade show in the Southeast providing the latest in residential and commercial construction products and services. The Southeast region covers: Arkansas, Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North and South Carolina, Tennessee, Texas and Virginia. For more information on SEBC go to [www.sebcshow.com](http://www.sebcshow.com)

### **About SGC Horizon Building Group**

Scranton Gillette Communications is a fourth-generation family-owned business-to-business communications company, named by Folio magazine as one of the 40 fastest-growing companies — and an “All Star” in the magazine industry. SGC remains one of only a handful of family-owned middle-market communications companies within the borders of the United States and has continued to grow its product base by 75% with new launches in 2008 and multiple acquisitions in 2009 — including the SGC Horizon Division's publications dedicated to residential building and remodeling, commercial building and construction equipment. For more information on SGC, go to [www.scrantongillette.com](http://www.scrantongillette.com).



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