



**THE REGION'S TOP RATED  
BUILDING INDUSTRY  
EXPO AND EDUCATION EVENT**

# 2021 SEBC

SOUTHEAST BUILDING CONFERENCE

**SOUTHEAST BUILDERS  
WILL BE WAITING  
FOR YOU IN KISSIMMEE!**

[www.SEBCShow.com](http://www.SEBCShow.com)

**JULY 15 - 16, 2021**

• • • • •

**GAYLORD PALMS  
RESORT &  
CONVENTION  
CENTER**



# THE SHOW

Experience the region's largest gathering of influential buyers in the building industry in an environment conducive to building relationships and generating sales when you attend the 2021 Southeast Building Conference (SEBC). **This dynamic event has encouraged builder engagement, and delivered the highest possible return on investment for our exhibitors for more than 42 years!**

Our exhibitors are exclusively invited to participate in the Builder and Exhibitor Exchange (BEX). This event is your opportunity to meet privately with purchasing decision makers from companies that build 100+ homes per year, and have a combined purchasing power of more than \$5+ billion annually. BEX has been deemed one of the most effective business development opportunities in the nation by both exhibitor and builder attendees.

Not only does SEBC combine networking opportunities for you to interact with attendees in a fun, casual environment, we also provide exceptionally high-caliber education programs, featuring renowned speakers on latest trends in building science and design.

SEBC 2021 promises to be the best one yet, with limitless opportunities for business development with eager buyers searching for your products and services.

# THE PLACE

## TOP PRIORITY PRODUCTS

REQUESTED BY BUILDER & SUB-CONTRACTOR ATTENDEES

- Indoor & Outdoor Kitchens
- Bath Fixtures & Finishes
- Building Materials & Systems
- Cabinets & Hardware
- Doors & Windows
- Green Products
- Countertops
- Flooring

Where the decision makers are

Company Owner | CEO/President | VP/Project Manager

### Who Attends SEBC?

**90%** of attendees are purchasing decision makers

**80%** will purchase products or services exhibited within the next six months

**95%** of the nation and region's largest builder companies attend SEBC

### Exhibitors are happy to say

**96%** of their opportunities to network and generate leads were great

**99%** had their expectations met for the amount of sales and quality of leads generated

**94%** of attendees met or exceeded their expectations



# 2021 EXPO HALL

## BOOTH PACKAGES

### All Exhibitor Booth Packages Include:

- Complimentary Expo Hall passes for client distribution
- Pre/post SEBC show registered attendee list for marketing purposes
- Expo & Education Passes with access to all educational seminars for booth staff
- Company listing on the SEBC website and in the SEBC Official Program
- 8' back drop, 3' side rails, pipe & drape, and signage (*Please Note: Pipe & drape is not included for island booths*)

### Standard Booth Pricing:

\$1,250 per 10'x10' Booth Space *before* April 30, 2021

\$1,550 per 10'x10' Booth Space *after* April 30, 2021

All booths are sold in increments of 10'x10'. The price of each 10'x10' booth, with the Early Bird Discount applied, is \$1,250 when paid in full by April 30, 2021. After April 30, 2021, the price for a Standard 10'x10' booth is \$1,550.

### Standard Booth Package Includes:

- All of the items listed under "All Exhibitor Booth Packages"

### Premium Booth Prices:

\$1,600 per 10'x10' Booth Space *before* April 30, 2021

\$1,900 per 10'x10' Booth Space *after* April 30, 2021

All booths are sold in increments of 10'x10'. The price of each 10'x10' booth, with the Early Bird Discount applied, is \$1,600 when paid in full by April 30, 2021. After April 30, 2021, the price for a Premium 10'x10' booth is \$1,900.

### Premium Booth Package Includes:

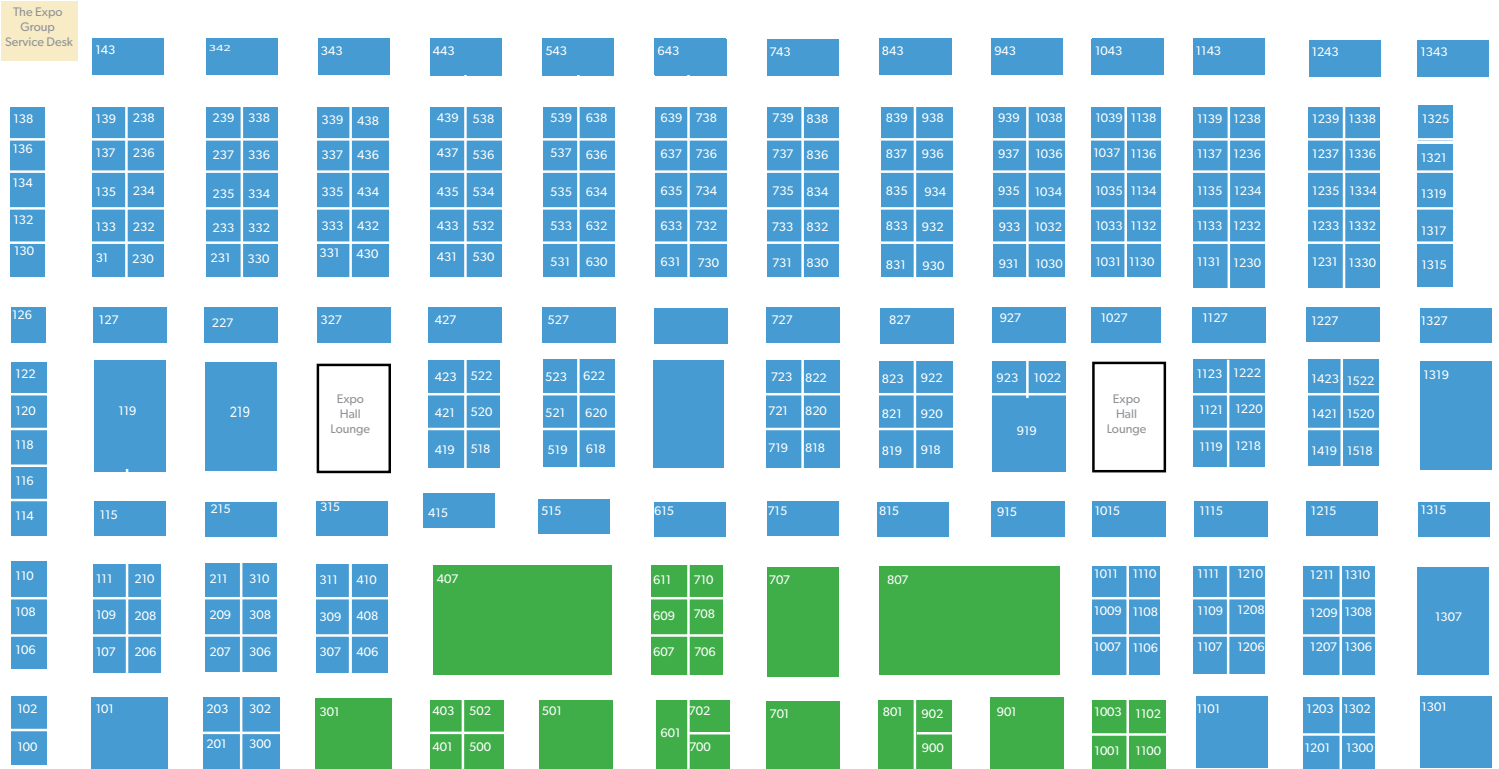
- All of the items listed under "All Exhibitor Booth Packages"
- Premium exposure on the Show Floor along the Main Entrance
- Company highlight in official SEBC marketing materials prior to the show
- Half-page ad in the official SEBC Program

*The following items are not included with booth packages: Tickets for Special Events (Parties, Awards, Etc.), Carpet/Floor Coverings, Electric, WiFi, Lead Retrieval, Rigging, or Furniture. These items can be purchased through SEBC's Preferred Vendors: Compusystems, The Expo Group, PSAV Presentation Services, and Gaylord Palms Resort & Convention Center.*

***"Following the recession, our company has exhibited in many shows all over the country and SEBC is by far the best show. The layout and flow of traffic was superb as was the quality of booth visitors. Excited to see what next year brings!"***

**- Wes Robbins, Quick Tie Products**

# FLOOR PLAN



ENTRANCE



## RESERVE YOUR SPACE TODAY!

Join us July 15-16, 2021 in Kissimmee, FL

Here are six easy ways to reserve your booth space today:

- Contact Kailin Koch, Expo Hall Director, at 850-402-1849,
- Email Kailin at [kkoch@sebcshow.com](mailto:kkoch@sebcshow.com),
- Register online at [www.sebcshow.com](http://www.sebcshow.com),
- Return the contract by email to Kailin at [kkoch@sebcshow.com](mailto:kkoch@sebcshow.com),
- Return the contract by fax to Kailin at 850-216-0858, or
- Return the contract by using "old faithful" snail mail to SEBC, 2600 Centennial Place, Suite 101, Tallahassee, FL 32308

**GAYLORD PALMS  
RESORT &  
CONVENTION CENTER**  
KISSIMMEE, FLORIDA

 Premium Booths  
 Standard Booths

**VIEW OUR INTERACTIVE  
FLOOR PLAN ONLINE!**





# 2021 EXHIBITORS

## FREQUENTLY ASKED QUESTIONS

Whether you are a long-standing exhibitor or you are considering exhibiting at the SEBC for the first time, you may have questions. For your convenience, we have answered our most commonly asked questions below. If you have additional questions, please feel free to contact us. We are here to help make SEBC your number one choice in trade show exhibition.

### **Who to expect at SEBC?**

Decision Makers! Attendees are a Company Owner, President, CEO, Vice President, CFO, COO, or Purchasing Agent. Your Competition!

### **What are the top requested products by attendees?**

Countertops, building materials, cabinets, hardware, doors, windows, kitchen and bath fixtures, flooring and green building products.

### **Where will SEBC be held?**

The 2021 SEBC will be held at the Gaylord Palms Resort & Convention Center (Exhibit Hall A-D) located at 6000 West Osceola Parkway | Kissimmee, FL 34746.

### **What are SEBC show dates and times?**

SEBC is a two (2) day expo show, which begins on Thursday, July 15 and ends on Friday, July 16. Hall hours include Thursday, July 15 10:00 a.m. to 5:00 p.m. and Friday, July 16, 9:00 a.m. to 4:00 p.m.

### **When can I set up my booth?**

Exhibitors with booth space 10 x 20 or larger and Builder and Exhibitor Exchange (BEX) participants may begin to set up Tuesday, July 13, from 8:00 a.m. to 4:30 p.m. All other exhibitors may begin set up on Wednesday, July 14, at 8:00 a.m. until 8:00 p.m. Exhibitor breakdown will begin on Friday, July 16, at 4:00 p.m. once the show has concluded.

### **What other types of programs are offered during the course of the trade show?**

Various educational and professional courses are offered at SEBC. Presented by a virtual Who's Who of the nation's home building industry, the line-up covers all the important topics – quality construction practices, remodeling, design, sales and marketing, customer service and business management, just to name a few. Classes are divided into intensive, day-long courses and specialized seminars on the industry's most timely topics.

### **What is included in the cost of my booth package?**

The cost of your booth package includes the following- Expo & Education Passes, Company Listing in the SEBC website and SEBC Official Program, 8' back drop and 3' side rails, pipe & drape and booth identification signage, complimentary Expo Hall Only passes to distribute to customers, and pre/post SEBC show registered attendee list for marketing purposes. *(Please Note: Pipe & drape is not included for island booths)*

### **What is not included in the cost of my booth package?**

Exhibitors will be responsible for the cost of their hotel stay, parking, special event tickets, additional booth staff badges and any booth furnishings or services needed such as carpet, tables, chairs, electric, rigging, Wi-Fi, lead retrieval etc. Please note: Floor covering of some kind is required.

### **How many booth staff badges are included in my booth package?**

Exhibitors who reserve a 10'x10' booth space will receive four (4) Expo & Education Passes for their booth staff. Booths larger than a 10'x10' will receive eight (8) Expo & Education Passes for their booth staff. The Expo & Education Pass includes unlimited access to the Expo Hall and all educational seminars. Additional Expo & Education Passes or Expo Hall Only Passes are available for your staff at an additional cost of \$25.

### **Who are SEBC preferred Vendors?**

The Expo Group is the official expo service contractor for SEBC and is responsible for labor services, materials, furnishings, material handling and decorations. The Gaylord Convention Center will be responsible for electrical, Wi-Fi, Food & Beverage. PSAV, Presentation Services will be responsible for Audio/Visual equipment and Rigging.

### **Can I set up my own booth?**

Yes, as long as you use full time company employees. If you use a service contractor other than The Expo Group, you must fill out the Exhibitor Appointed Contractor form (EAC) and provide a certificate of insurance naming Brede, the SEBC and the Gaylord Palms Kissimmee as additional insurers.



# SCHEDULE

## TUESDAY, JULY 13

8:00 am - 4:30 pm	Advance Move In for 10' x 20' Booths or Larger, and Builder and Exhibitor Exchange (BEX) Participants
2:00 pm - 5:00 pm	BEX Registration
6:00 pm - 9:00 pm	BEX Networking Event

## WEDNESDAY, JULY 14

8:00 am - 8:00 pm	Exhibitors Move In
8:00 am - 5:00 pm	BEX Meetings (15-minute pre-scheduled appointments with purchasing decision makers)
6:00 pm - 9:00 pm	BEX Networking Event

## THURSDAY, JULY 15

8:00 am - 9:45 am	BEX Meetings (15-minute pre-scheduled appointments with purchasing decision makers)
8:00 am - 12:00 pm	Continuing Education, Sales & Marketing, Business Management, and Building & Design Courses
10:00 am - 5:00 pm	Expo Hall Open
1:30 pm - 4:00 pm	Continuing Education, Sales & Marketing, Business Management, and Building & Design Courses
7:00 pm - 9:30 pm	SEBC "Back Together Again" Bash

## FRIDAY, JULY 16

8:00 am - 12:00 pm	Continuing Education, Sales & Marketing, Business Management, and Building & Design Courses
9:00 am - 4:00 pm	Expo Hall Open
2:00 pm - 4:00 pm	Continuing Education, Sales & Marketing, Business Management, and Building & Design Courses
4:00 pm - 10:00 pm	Exhibitors Move Out



# 2021 EXHIBITORS

## MAKE THE MOST OF IT

Do more than just exhibit at SEBC - stay ahead of your competitors by engaging with attendees during these additional SEBC opportunities!



Want access to billions of dollars in purchasing power while exhibiting at SEBC? Take advantage of our Builder & Exhibitor Exchange (BEX), where you can showcase your latest products and services one-on-one with a mix of purchasing decision makers who either build 100+ homes or 25+ high-end custom homes per year. Limited slots available.

For more information, contact Kimberly Scott at [kscott@SEBCshow.com](mailto:kscott@SEBCshow.com).

## BECOME AN SEBC SPONSOR

As an essential part of our event programming, exhibitors and sponsors are provided with one-of-a-kind opportunities to gain brand exposure, reach influential players in the building industry and impress new clients. Put your company and your products in front of everyone who attends, and lead them straight to your booth to close the deal. Learn more about the exclusive opportunities available to build your presence at this year's SEBC.

For more information, contact Candace Yeager at [cyeager@SEBCShow.com](mailto:cyeager@SEBCShow.com).

***"The 2019 BEX event was very productive for Installed Building Products (IBP). We were able to meet face to face with key decision makers we've been pursuing and engaged with builders we've never met before. As a result, IBP contracted with no less than three new large builders. We will be back!"***

**- Louis Sylvia, Installed Building Products**





# 2021 SEBC CONTRACT

## RETURN YOUR COMPLETED CONTRACT TO:

Kailin Koch, Expo Hall Director & Exposition Sales, 2600 Centennial Place, Suite 101, Tallahassee, FL 32308  
FAX: 850-216-0858 | EMAIL: [kkoch@sebcshow.com](mailto:kkoch@sebcshow.com) | PHONE: 850-402-1849

## COMPANY INFORMATION

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

FACEBOOK: \_\_\_\_\_ TWITTER: \_\_\_\_\_

## EXHIBIT CONTACT

Person to whom all correspondence will be sent

CONTACT NAME: \_\_\_\_\_

POSITION: \_\_\_\_\_

PHONE: \_\_\_\_\_ CELL: \_\_\_\_\_

EMAIL: \_\_\_\_\_

## CONTACT INFO TO BE PUBLISHED ON THE SEBC MOBILE APP

CONTACT NAME: \_\_\_\_\_

POSITION: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

## COMPANY INFORMATION

Please provide a description of your company. This information may be posted, unedited, on the SEBC website.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## HURRICANE MITIGATION

Are your company's products or services related to Hurricane Mitigation? If your services and products are related to Hurricane Mitigation, your company will receive special recognition in the official SEBC pocket program guide.

Yes \_\_\_\_\_ No \_\_\_\_\_

**Questions?** Contact Kailin Koch, Expo Hall Director & Exposition Sales  
EMAIL: [kkoch@sebcshow.com](mailto:kkoch@sebcshow.com) | PHONE: 850-402-1849



# 2021 SEBC CONTRACT

## PRODUCT CATEGORY

Select up to THREE (3) product categories. Your selection(s) will be listed, unedited, in the official SEBC Pocket Program.

- Advertising / Marketing / Sales
- Appliances
- Architecture / Design
- Commercial Vehicles
- Banking / Financial / Mortgage Services
- Building Materials
- Building Systems
- Business Management
- Cabinet & Cabinet Hardware
- Code Compliance / Education / Licensing
- Doors / Windows
- Electrical Products / Services
- Exterior Finishes
- Flooring/ Floor Materials
- Foundations
- Green Building Products
- Home Security / Automation
- Hurricane Products / Services
- HVAC/Air Conditioning
- Insulation / Insulating Materials
- Insurance / Warranty
- Interior Finishes
- Landscaping Products / Services
- Masonry
- Outdoor Living
- Pest Control
- Plumbing Equipment / Materials
- Restoration / Mitigation Services
- Roofing Materials / Services
- Swimming Pools & Equipment
- Tools
- Trade Organizations
- Water Heating

## SEBC IMPACT QUESTIONS

**Would you like to receive information on SEBC's sponsorship opportunities?** Yes \_\_\_\_\_ No \_\_\_\_\_

**Are you interested in SEBC's Builder and Exhibitor Exchange (BEX) event?** Yes \_\_\_\_\_ No \_\_\_\_\_

**How did you hear about SEBC?**

Email \_\_\_\_\_ Past Exhibitor \_\_\_\_\_ Website \_\_\_\_\_ Direct Mail \_\_\_\_\_

Other/Explain \_\_\_\_\_

**Do you plan to serve Food and Beverage at your booth?** Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, please note, per our contract agreement and for liability concerns, the Gaylord Palms Resort and Convention Center is the exclusive provider for all food and beverage. Absolutely NO outside food and/or beverage maybe served from your booth during SEBC. This includes, but is not limited to: logo bottled water or any type of pre-packaged food. If you wish to serve these items, you must request permission via e-mail in advance. A corkage fee will apply if you are granted permission to distribute food or beverage not purchased from the Gaylord Palms Resort. These requests can be sent to: gpexhibits@gaylordhotels.com.

**Do you plan to display a vehicle or trailer at your booth?** Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, your company will be required to complete and submit the Vehicle Spotting Form to The Expo Group.



# 2021 SEBC CONTRACT

## BOOTH RENTAL FEE & SELECTION

Minimum Booth Size: 10'x10' = 100 sf

\_\_\_ Standard = \$12.50 per sf (Before April 30, 2021) / \$15.50 per sf (After April 30, 2021)

\_\_\_ Premium = \$16.00 per sf (Before April 30, 2021) / \$19.00 per sf (After April 30, 2021)

BOOTH SIZE: \_\_\_\_\_

TOP THREE PREFERRED BOOTH LOCATIONS:

1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_

**Exhibitors will be responsible for the cost of their hotel stay, special event tickets, parking, additional booth staff badges and any booth furnishings needed such as carpet, tables, chairs, electric, rigging, Wi-Fi, lead retrieval etc. Please note: Floor covering of some kind is required.**

SEBC management reserves the right to change the floor plan without notice, to provide for a successful trade expo. If none of the above choices are available, SEBC will contact the Exhibit Contact listed on this contract.

## BOOTH FURNISHING PACKAGES

Show Management will NOT accept booth package orders after June 1, 2021.

Please select if you would like to place your booth furnishings order through SEBC Show Management. SEBC Show Management will only accept orders for the packages listed below. If you need additional furnishings or services, please order directly through our preferred vendors.

**\*Floor covering is required in the Expo Hall.**

### \_\_\_ NO BOOTH PACKAGE

Exhibitor will be responsible for placing their order directly through The Expo Group or provide their own booth furnishings and floor covering.

### \_\_\_ PACKAGE A \$319.01

One (1) 6' white draped table, two (2) side chairs and wastebasket.  
*\*Carpet is NOT included in this package.*

### \_\_\_ PACKAGE B \$497.73

One (1) 6' white draped table, two (2) side chairs, \*gray carpet (10'x10') and wastebasket.

### \_\_\_ PACKAGE C \$675.37

One (1) 6' white draped table, two (2) side chairs, \*gray carpet (10'x20') and wastebasket.

## DEPOSIT REQUIREMENTS AND PAYMENT SCHEDULE

AMOUNT: \$ \_\_\_\_\_ 50% of total amount required for deposit.

\_\_\_ CHECK: Make checks payable to: Florida Home Builders Association, 2600 Centennial Place, Suite 101, Tallahassee, FL 32308

\_\_\_ CREDIT CARD: \_\_\_ AMEX \_\_\_ Discover \_\_\_ MasterCard \_\_\_ VISA

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

FHBA's Federal ID number for your records: FED I.D. # 59 - 0708647 Contact Kailin Koch at [kkoch@sebcshow.com](mailto:kkoch@sebcshow.com) in order to request a W-9 form.

An Executed Contract will hold your space for a maximum of 14 days from the date of the signed contract.

Payment Schedules is as Follows:

Booths Reserved from August 1, 2020—April 30, 2021	Deposits Due: within 14 days of Signed Contract Balance Due: April 30, 2021
Booths Reserved from May 1, 2021—July 15, 2021	Payment in Full Required at Time of Contract Execution

## CONTRACT AGREEMENT

If the fee, including any deposit or periodic payment under a mutually agreed upon payment plan, is not received by FHBA when due, FHBA reserves the right not to supply, or cease to supply, any or all of the benefits and/or rights, including but not limited to, you not being permitted entry into SEBC unless full payment has been received by FHBA prior to June 15, 2021.

I HAVE READ AND AGREE TO ABIDE BY THE 2021 SEBC Contract Terms and Show Rules and Regulations all of which can be viewed at [www.SEBCshow.com](http://www.SEBCshow.com). This becomes a binding contract when you agree to the terms of service by signing and dating this document. Any arbitration or litigation arising from this agreement shall be brought in Leon County, Florida.

Authorized By: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

Signature (required): \_\_\_\_\_

Accepted By SEBC: Kailin Koch Title: Expo Hall Director & Exposition Sales

**CANCELLATION POLICY: All cancellation notices must be made in writing and sent to the FHBA/SEBC office at 2600 Centennial Place, Suite 101, Tallahassee, FL 32308. Cancellations made prior to March 30, 2021 will receive a 25% refund of the required booth deposit. Cancellations made after March 30, 2021 are not eligible for a refund.**



JULY 15-16  
KISSIMMEE, FL

**2021** We Can't Wait To See You

