



# 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



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## 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.



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## 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 received by FHBA/SEBC on or before March 30, 2021 will receive a 25% refund of all booth payments. Cancellations received by FHBA/SEBC after March 30, 2021 are not eligible for a refund. Given the uncertainty of the ongoing COVID-19 situation, we are offering a full refund of all expo booth, BEX, sponsorship and registration fees paid, if the City of Orlando, the State of Florida or national protocols limit an exhibitor's ability to travel to or congregate at SEBC are still in place 30 days prior to the start of SEBC.**