

Southeast Building Conference (SEBC) **INVITES YOU TO...**

BEX Builder & Exhibitor Exchange

WHAT IS BEX?

At the SEBC Builder & Exhibitor Exchange (**BEX**) event you will meet and network with a mix of 20 - 25 production or high-end custom home builders. Participating builder companies agree to send their purchasing decision maker for a fully hosted event, where you will experience private, result-focused face-to-face meetings .

BEX will start Monday, August 1, 2022, with a networking reception and will conclude on Wednesday, August 3, 2022 - just in time for attendees to follow you into the Expo Hall to check out your products.

Your **BEX** Appointment Schedule and information on participating exhibitors will be provided 30 days prior to the event.

SIGN UP TODAY!

Total cost includes the **BEX** event and one (1) standard 10 x 10 booth in the SEBC Expo Hall, in addition to tickets to all **BEX** social events for two (2) exhibitor company representatives.

PRICING: \$5,900 By May 30, 2022
\$7,000 After May 30, 2022

AUGUST 1-3, 2022

Gaylord Palms Resort & Convention Center
Kissimmee, FL • www.SEBCshow.com/BEX

➤ Questions? Contact Kimberly Scott
at kscott@sebcshow.com



All Inclusive **EVENT SCHEDULE**

“ Last year's 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

“ No doubt the highlight of all of the SEBC activities was BEX. What a great opportunity to meet face to face with top builder executives throughout the region. We came away from every meeting with action items that will ultimately lead to increased sales and revenue, as well as, build long term relationships with our builder partners. We will be back again.

-
Kelly Meyers,
Dal-Tile Corporation

MONDAY • AUGUST 1, 2022

ALL-DAY: Arrive/Check Into Hotel
2:00 PM - 4:00 PM: BEX Registration
5:00 PM - 6:00 PM: Welcome Reception
6:00 PM - 8:00 PM: Networking Dinner

TUESDAY • AUGUST 2, 2022

7:30 AM - 8:30 AM: Breakfast
8:30 AM - 10:15 AM: Builder/Exhibitor Meetings
10:15 AM - 10:30 AM: Break
10:30 AM - 11:30 AM: Builder/Exhibitor Meetings
11:30 AM - 12:30 PM: Luncheon
12:30 PM - 2:15 PM: Builder/Exhibitor Meetings
2:15 PM - 2:30 PM: Break
2:30 PM - 4:45 PM: Builder/Exhibitor Meetings
4:45 PM - 5:45 PM: Cocktail Hour
6:00 PM - 9:00 PM: Dinner & Entertainment

WEDNESDAY • AUGUST 3, 2022

7:30 AM - 8:30 AM: Breakfast
8:30 AM - 10:00 AM: Builder/Exhibitor Meetings
10:00 AM - 5:30 PM: Expo Hall Open

THURSDAY • AUGUST 4, 2022

9:00 AM - 4:00 PM: Expo Hall Open



BUILDER & EXHIBITOR EXCHANGE (BEX) CONTRACT

GAYLORD PALMS RESORT & CONVENTION CENTER • KISSIMMEE, FL
AUGUST 1-3, 2022

RETURN YOUR CONTRACT TO:

MAIL: Kailin Koch

Expo Hall Director
SEBC
Exposition Sales
2600 Centennial Place
Tallahassee, FL 32308

FAX: 850-216-0858

EMAIL: kkoch@sebcsow.com

PHONE: 850-402-1849

QUESTIONS?

Contact Kailin Koch, Expo
Hall Director, at

Direct Line:
850-402-1849

Email:
kkoch@sebcsow.com

**Your BEX
Appointment Schedule**
will be provided 30 days
prior to the 2022 BEX Event,

COMPANY INFORMATION

COMPANY NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

WEBSITE: _____

FACEBOOK: _____ TWITTER: _____

PRIMARY CONTACT

Person to whom all correspondence will be sent

CONTACT NAME: _____

POSITION: _____

CELL: _____ OFFICE: _____

EMAIL: _____

BEX ATTENDEE #1

ATTENDEE NAME: _____

POSITION: _____

CELL: _____ OFFICE: _____

EMAIL: _____

BEX ATTENDEE #2

ATTENDEE NAME: _____

POSITION: _____

CELL: _____ OFFICE: _____

EMAIL: _____

CONTINUED >>>

BUILDER & EXHIBITOR EXCHANGE (BEX) CONTRACT CONTINUED

GAYLORD PALMS RESORT & CONVENTION CENTER • KISSIMMEE, FL

AUGUST 1-3, 2021

BEX ATTENDEE #3

ATTENDEE NAME: _____

POSITION: _____

CELL: _____ OFFICE: _____

EMAIL: _____

BEX ATTENDEE #4

ATTENDEE NAME: _____

POSITION: _____

CELL: _____ OFFICE: _____

EMAIL: _____

PRODUCT CATEGORY

Please provide a product or service category that fits your company best:

Does your company distribute throughout the entire Southeast? Yes No

**TO VIEW THE BEX EVENT SCHEDULE AND FREQUENTLY ASKED QUESTIONS,
VISIT WWW.SEBCSHOW.COM/BEX**

BUILDER & EXHIBITOR EXCHANGE (BEX) CONTRACT CONTINUED

GAYLORD PALMS RESORT & CONVENTION CENTER • KISSIMMEE, FL
AUGUST 1-3, 2022

DEPOSIT REQUIREMENTS & PAYMENT SCHEDULE

Early-Bird Rate:

\$5,800 By May 30, 2022
50% of total amount required for deposit.
Remaining balance due by May 30, 2022.

Standard Rate:

\$7,000 After May 30, 2022. *Remaining
balance due by July 1, 2022.*

AMOUNT: \$ _____

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

CREDIT CARD: AMEX Discover MasterCard VISA

Credit Card #: _____ Exp. Date: _____

Name on Card: _____ Signature: _____

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

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

Payment Schedule: Payment of \$5,800 for Early-Bird Rate is required to be paid in full by May 30, 2022. If Early-Bird Rate is not paid in full by May 30, 2022 then the Rate automatically transfers to Standard Rate and will require a total payment of \$7,000. Payment of \$7,000 for Standard Rate must be paid in full by July 1, 2022.

CONTRACT AGREEMENT

AS A BEX ATTENDEE, the undersigned understands that this Builder & Exhibitor Exchange (BEX) Contract is a legally binding contract and that the payment terms expressed above constitute valuable consideration for this contract. Having read this contract, the undersigned hereby agrees to the terms and conditions of the contract and obligates him/her/itself to attend all BEX networking events and builder/exhibitor appointments that are scheduled. Registration in BEX by a contractor/exhibitor shall not be assignable to a third party. The undersigned authorizes FHBA/SEBC to use the undersigned's business name in any advertising, promotion or marketing associated with BEX, but FHBA/SEBC does not guarantee inclusion in such materials. FHBA/SEBC reserves the right to cancel BEX with no liability to the undersigned except for the return of any deposits or fees actually paid by the undersigned to FHBA/SEBC for his/her/its BEX registration. This contract shall be construed in accordance with and governed by Florida law and venue for any disputes shall be in Leon County, Florida. This contract embodies the entire agreement and understanding of the undersigned and FHBA/SEBC in respect to the subject matter contained herein.

Authorized By: _____ Title: _____ Date: _____

Signature (required): _____

Accepted By SEBC: _____ Title: _____ Date: _____

Signature (required): _____

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. All cancellations must be received on or before May 30, 2022 in order to receive a 100% refund. Cancellations made after May 30, 2022 are not eligible for a refund and the exhibitor/contractor shall be required to pay the full registration fee whether he/she/they attend BEX or not.

Your BEX Appointment Schedule will be provided
30 days prior to the 2022 BEX Event.

