

ADVERTISE YOUR COMPANY WITH



SEBC

SOUTHEAST BUILDING CONFERENCE



20 22



THE SHOW

THE SOUTHEAST BUILDING CONFERENCE

The region's largest gathering of influential buyers in the building industry, featuring live product demonstrations, distinguished speakers, exceptional education programming, and the best party of the summer- our SEBC Bash! This dynamic event has been thoughtfully designed to encourage engagement and deliver the highest possible ROI for our exhibitors and advertisers.

As an essential part of our event programming, advertisers are provided with one-of-a-kind opportunities to gain brand exposure, expand your reach to influential players in the building industry and impress new clients.

SEBC is the largest industry trade show in the Southeast attracting nearly 5,000 attendees each year. By participating in this prominent event you will connect with new customers who are experienced professionals and leaders in the building industry.

Make plans now to join us for the 44th Annual SEBC, August 3-4, 2022 at the beautiful Gaylord Palms Resort and Convention Center in Kissimmee, Florida! Expand your presence with the advertising options as listed here, or build your own package to guarantee a variety of benefits for your investment!

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's 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



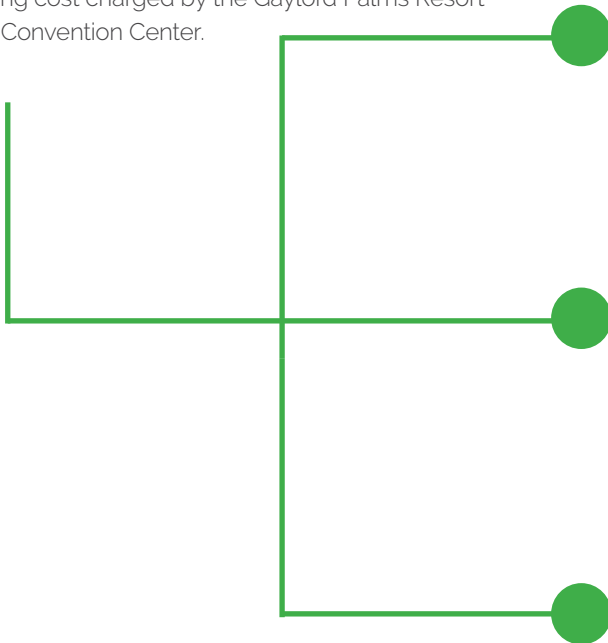
ON-SITE ADVERTISING

ENHANCED ON-SITE OFFICIAL PROGRAM LISTING: \$175

All exhibitors receive one complimentary listing in our on-site SEBC Official Program. Your listing includes your company and booth number. Want to maximize your listing? Consider upgrading with your logo or QR code. Include your company's logo (black and white) - \$100. Add a QR Code to your listing that can be hyperlinked to a website of your choice - \$100. Choose BOTH upgrades and save! Add the Logo AND the QR Code - \$175

BANNERS: \$2,000 - \$5,000 (Price varies depending on location)

Your company logo, message or advertisement can be displayed throughout SEBC's Expo and meeting space. SEBC will produce the banner from artwork provided by you. You will be responsible for rigging cost charged by the Gaylord Palms Resort and Convention Center.



ON-SITE ADVERTISING

OFFICIAL PROGRAM ADS

| AD SIZE | PRICING |
|--------------------|---------|
| Full Page | |
| Black & White | \$625 |
| Color | \$750 |
| Two-Thirds Page | |
| Black & White | \$400 |
| Color | \$500 |
| One Half Page | |
| Black & White | \$350 |
| Color | \$400 |
| One-Third Page | |
| Black & White | \$250 |
| Color | \$300 |
| Inside Front Cover | |
| Color | \$1,050 |
| Inside Back Cover | |
| Color | \$850 |
| Outside Back Cover | |
| Color | \$1,250 |

The SEBC Official Program will be distributed to all attendees. The program includes complete details of the convention, Expo Hall and other event activities – extending brand awareness and enhancing the effectiveness of your program listing. What's more, it is kept and referred to throughout the year by attendees and shared with their colleagues.

AD DIMENSIONS

Full Page

5.5w x 8.5 h

One Half Page

h: 5.5w x 4.25 h

v: 2.25w x 8.5 h

One Quarter Page

h: 2.125w x 1.375 h

v: 1.815w x 2.125h

One Third Page

1.815w x 8.5h

Advertising in the program is a great way to stand out and drive buyers to your booth. Deadline: June 1, 2022.

For questions regarding advertising, contact Candace Yeager at 850.402.1874 or email cyeager@sebcshow.com



DIGITAL ADVERTISING

SEBC WEBSITE

Enhance your brand visibility by harnessing the power of digital advertising on www.SEBCshow.com.

Primary Readership: 12-State regional builders, trade partners, and exhibitors.

Frequency: Advertisements run on 30- day cycles.

PRICING

| AD OPTIONS | SIZES | COST |
|---------------------|--------------|--|
| Premium Leaderboard | 1345w x 300h | \$1,250/30-day \$2,125/60-day \$2,625/90-day |
| Leaderboard | 1345w x 200h | \$1,050/30-day \$1,470/60-day \$2,205/90-day |
| Footer | 1345w x 130h | \$850/30-day \$1,180/60-day \$1,785/90-day |

Format:

- File Types Accepted: GIF, JPEG, or PNG
- Color: All artwork must be RGB
- Resolution: 72 dpi
- Maximum File Size: 64k

Deadline:

One week lead time

General:

Rates are subject to change without notice. All advertisements are subject to approval by TTSEBC.



2022 ADVERTISING CONTRACT

ALL ADVERTISEMENTS ARE SUBJECT TO APPROVAL BY SEBC

ADVERTISER INFORMATION

Company Name: _____ Contact: _____
Address: _____ City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____
Email: _____ Website: _____
Authorized Signature: _____ Date: _____
Art Delivered Via: Dropbox Email Art Contact: _____

AD INSERTION DESIGNATION

ENHANCED ON-SITE OFFICIAL PROGRAM LISTING: \$175

Logo: \$100 QR Code: \$100 Combo: \$175

BANNERS: \$2,000 - \$5,000 (Price varies depending on location)

SEBC OFFICIAL PROGRAM

Full Page: Black & White \$625 Color \$750
 Two-Thirds Page: Black & White \$400 Color \$500
 One Half Page: Black & White \$350 Color \$400
 One-Third Page: Black & White \$250 Color \$300
 Inside Front Cover: Color \$1050
 Inside Back Cover: Color \$850
 Outside Back Cover: Color \$1,250

SEBC WEBSITE

Premium: \$1,250/30-day \$2,125/60-day \$2,625/90-day
 Leaderboard: \$1,050/30-day \$1,470/60-day \$2,205/90-day
 Footer: \$850/30-day \$1,180/60-day \$1,785/90-day

PAYMENT INFORMATION

TOTAL DUE: \$ _____

Check MC VISA AMEX Discover Invoice Me

Card#: _____

Expires: _____ Security Code: _____

Name on Card: _____

Signature: _____

INSERTION DATES

SPECIAL INSTRUCTIONS

Make check payable to FHBA and mail with form to
2600 Centennial Place, Ste. 101, Tallahassee, Florida 32308

2022 ADVERTISING TERMS & CONDITIONS

FLORIDA HOME BUILDERS ASSOCIATION

Advertising Terms and Conditions

CONTRACT

THE ADVERTISER OR ITS REPRESENTATIVE AGENCY (HEREINAFTER CALLED THE "ADVERTISER") HEREBY PLACES A REQUEST FOR ADVERTISING IN ANY FLORIDA HOME BUILDERS ASSOCIATION PUBLICATION SUCH AS THE SEBC SHOW PROGRAM, E-NEWS LETTER OR ON THE SEBC WEBSITE (HEREINAFTER CALLED THE "PUBLICATION") PURSUANT TO THIS CONTRACT, AND IF THE PUBLISHER (HEREINAFTER CALLED THE "FHBA") ACCEPTS THIS OFFER, THE ADVERTISER AND THE FHBA HEREBY AGREE THAT THIS CONTRACT SHALL BE GOVERNED BY THE FOLLOWING CONDITIONS:

ADVERTISING PAYMENT POLICY

(a) To establish credit with the Florida Home Builders Association, the Advertiser is required to make payment in advance for two consecutive advertisements in the Publication prior to being placed on an invoice system. Payment may be made in a lump sum or payment may be made prior to each ad running. For the first two issues of the Publication, payment must be received either with the ad order or with the ad itself or it will not be published. If the advertiser contracts for an ad to run in two consecutive publications and allows time to elapse before running more ads, the FHBA has the option to require the two-time publication/payment requirement to go into effect again. The FHBA reserves the right to not extend credit or cancel the extension of credit. Advertiser agrees to pay for all advertising published by the FHBA in accordance with this contract. Once credit is established, the FHBA will typically bill the Advertiser within 30 days of each published advertisement covered under this contract. Advertiser shall make payment to the FHBA within 20 days of receipt of billing. Unless otherwise stipulated in writing, ad rates, discounts and charges for other services necessary for the publishing of the advertisement under this contract will be listed on the FHBA's official rate card specifically incorporated herein. The FHBA will hold the Advertiser liable for all payments related to advertising under this contract. All court costs, collection fees and reasonable attorney's fees incurred by the FHBA in enforcing payment under the terms of this contract and corresponding rate card referred to in Section 2 herein shall also be borne by the Advertiser.

(b) The FHBA reserves the right to cancel this contract at any time upon default or anticipatory default by the Advertiser in the payment of accounts stated or in the event of any other substantial breach or anticipatory breach of this contract by the Advertiser. Upon such cancellation, charges for all advertising published and all other charges payable under this contract shall become immediately due and payable by the Advertiser upon rendition of bills therefore. Advertiser shall make payment to the FHBA within 20 days of receipt of billing.

(c) The postmark date on the envelope properly addressed to the FHBA shall be considered the date when payment is made.

(d) 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.

RATES

(a) The FHBA represents that all its rates are published on an official rate card which is periodically updated by the FHBA and given a new effective date.

(b) The FHBA's official rate card with rates in effect at the time a requested advertisement is published by the FHBA shall be understood to mean the schedule of advertising rates of the FHBA upon which this contract is based. The Advertiser hereby acknowledges that it is aware of the official rates in effect at the time the Advertising Insertion Order/Contract is executed and understands that it may request an updated rate card in

writing from the FHBA at any time.

(c) Any and all negotiated advertiser discounts will be communicated in writing by the FHBA to the Advertiser.

PROOF OF INSERTION

A sample page containing a published version of the advertising or, at the request of the Advertiser, a copy of each issue in which the advertising appears, shall be mailed or otherwise supplied to the Advertiser, which shall be deemed to have received such a copy or page unless the FHBA is notified in writing of the non-receipt thereof within 30 days after the date of the publication. Failure to forward or furnish such copy, page or affidavit shall not constitute a breach of the contract. However, the FHBA shall exercise reasonable diligence in attempting to meet all such requests.

OMISSION OF ADVERTISING

Failure by the FHBA to insert in any particular issue or issues the advertising under this contract invalidates the order for insertion in the missed publication but shall not constitute a breach of contract. The FHBA shall have the right to omit any advertisement when the space allotted to advertising in the issue for which such advertisement is ordered has all been taken, or where there is a substantial change in the product or subject of the advertisement which may conflict with the FHBA's general policy on advertising. The FHBA may also limit the size and or position of an advertisement in any issue.

GENERAL

(a) Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the particular Publication.

(b) The FHBA is not responsible for errors or omissions in any advertising materials provided by the Advertiser (including errors in key numbers) or for changes made after closing dates.

(c) The FHBA may reject or cancel any advertising for any reason at any time. Advertisements simulating the Publication's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable. If an Advertising Insertion Order/Contract which has been previously accepted by the FHBA is canceled by the FHBA, the FHBA's sole responsibility shall be to promptly refund all monies previously paid to the FHBA less any charges for advertisements already inserted pursuant to the FHBA's original Advertising Insertion Order/Contract.

(d) No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary, or add to these Terms and Conditions or the provisions of the Publication's official rate card will be binding on the FHBA and to the extent that the Terms and Conditions contained herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions.

(e) The FHBA has the right to insert the advertising anywhere in the SEBC Show program at its discretion unless the advertiser purchases a premium placement position or is otherwise stated in writing by the FHBA. For all other advertising, any condition on contracts, orders or copy instructions involving the placement of advertising within the SEBC Show program (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The FHBA's inability or failure to comply with any such condition shall not relieve the Advertiser of the obligation to pay for the advertising.

Effective 02/28/18



AUGUST 3 - 4
2022
KISSIMMEE, FL

2022 SEBC

SOUTHEAST BUILDING CONFERENCE

