

SPONSORSHIP KIT

2022  
SEBC

SOUTHEAST BUILDING CONFERENCE



**AUGUST 3-4, 2022**

**KISSIMMEE, FL • [www.SEBCShow.com](http://www.SEBCShow.com)**



# THE SHOW

The Southeast Building Conference (SEBC) features the region's largest gathering of influential buyers in the building industry, along with 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 sponsors.

As an essential part of our event programming, sponsors are provided with one-of-a-kind opportunities to gain brand exposure, reach 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 sponsorship 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



# Exclusive SEBC

## AURORA AWARDS TITLE SPONSOR: \$10,000 | 1 AVAILABLE

- One VIP table (10 tickets) for Aurora Awards Ceremony
- Company Logo on prominent event signage • Company name / logo on all SEBC Sponsor signage
- 60 second commercial spot during awards program • Company representative to present award of choice
- Full page ad in 2022 Aurora Award Winners Book • Inclusion on at least three SEBC social media posts
- At least three exclusive posts on official SEBC Social Media accounts including Twitter, Instagram, Facebook and LinkedIn. (Content provided by sponsor.)
- Company listed on SEBC website and on Aurora Awards website as sponsor
- Company name / logo included in all Aurora Awards correspondence- emails, website, etc.

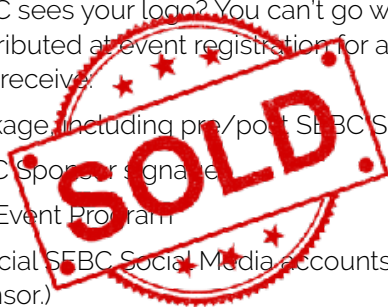
## SEBC BASH: \$6,000 | 1 AVAILABLE

- 1 10x10 standard SEBC Booth Package, including pre/post SEBC Show registered attendee list
- Company Logo on prominent event signage • Company name / logo on all SEBC Sponsor signage
- Full page ad in SEBC 2021 Official Event Program • Inclusion on at least three SEBC social media posts
- At least two exclusive posts on official SEBC Social Media accounts including Twitter, Instagram, Facebook and LinkedIn. (Content provided by sponsor.)
- Company listed on SEBC website as sponsor prior to and at least one month following event

## BADGE LANYARDS: \$6,000 | 1 AVAILABLE

Looking to ensure everyone at SEBC sees your logo? You can't go wrong when your company is featured alongside the SEBC logo on every 18" lanyard distributed at event registration for all attendees to wear throughout the conference. With your sponsorship you will also receive:

- 1 10x10 standard SEBC Booth Package, including pre/post SEBC Show registered attendee list
- Company name / logo on all SEBC Sponsor signage
- Full page ad in SEBC 2022 Official Event Program
- At least two exclusive posts on official SEBC Social Media accounts including Twitter, Instagram, Facebook and LinkedIn. (Content provided by sponsor.)
- Company listed on SEBC website as sponsor prior to and at least one month following event



# Sponsorship Opportunities

## EXCLUSIVE OPPORTUNITIES WITH \$5,000 INVESTMENT:

### ALL INVESTMENTS AT THE \$5,000 LEVEL INCLUDE:

- 1 10x10 standard SEBC Booth Package, including pre/post SEBC Show registered attendee list
- Company name / logo on all SEBC Sponsor signage
- Full-page ad in SEBC 2022 Official Event Program
- At least one exclusive post on official SEBC Social Media accounts including Twitter, Instagram, Facebook and LinkedIn. (Content provided by sponsor.)
- Company listed on SEBC website as sponsor prior to and at least one month following event

### ATTENDEE BADGE | 1 AVAILABLE

Attendees carry their badge with them everywhere they go. Make sure your company is front and center, when it's featured on all attendee badges!



### REGISTRATION DESK | 1 AVAILABLE

When your future clients arrive at SEBC, their first stop is the registration desk. Located in a convenient and easy to find location, the SEBC Registration Desk Sponsor will be in a prime location to be seen by all who enter or exit the Expo Hall.



### EXPO HALL AISLE SIGNS | 1 AVAILABLE

Have all eyes on you when you sponsor the Expo Hall Aisle Signs. This sponsorship will have attendees consistently reviewing your brand; giving your presence in the hall an added boost and driving traffic to your booth. Included in this sponsorship is logo placement on 10-15 expo hall aisle signs used by attendees to navigate the show..







# CONNECT WITH

## EXCLUSIVE OPPORTUNITIES WITH \$3,500 INVESTMENT:

### ALL INVESTMENTS AT THE \$3,500 LEVEL INCLUDE:

- Company name / logo on all SEBC Sponsor signage
- Half-page ad in SEBC 2022 Official Event Program
- Company listed on SEBC website as a sponsor prior to and at least one month following event

### FOOD COURT | 1 AVAILABLE

Everyone's gotta eat! Why not grab attendees attention while they eat in the SEBC Food Court? Branding opportunities include: 4' x 8' hanging sign, your logo printed on napkins and signage for the Food Court, plus the option to distribute promotional materials in a designated area.

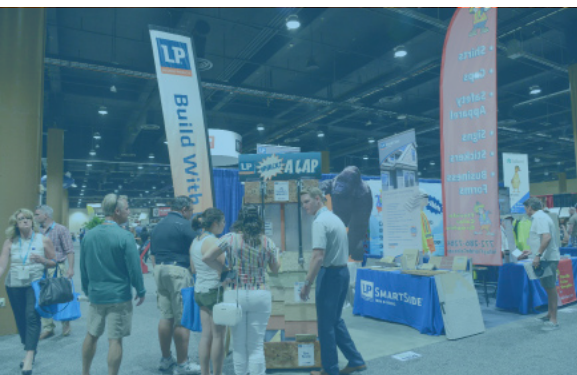
### INFORMATION DESK | 1 AVAILABLE

The SEBC Information Desk is the first place attendees go to learn how they can receive their education credits, where they can find their classes, and when to head to the Expo Hall. your logo will be front and center with your logo placed on the desk signage similar to the SEBC logo seen here.



### OFFICIAL PROGRAM | 1 AVAILABLE

Your company will benefit from extended exposure on the front cover footer, a full-page ad on the back cover, and logo featured in the center spread of the 2021 SEBC Official Event Program.



# YOUR AUDIENCE

## SUPPORT INDUSTRY LEADERS AT THE AURORA AWARDS

### PLATINUM PATRON | \$5,000

- One complimentary VIP Table (10 tickets) for 2022 Aurora Awards Gala
- Recognition on SEBC and Aurora Awards Website
- Mention in at least three social media posts
- Recognition on all SEBC Sponsor Signage
- Recognition in Aurora Awards Winners Book

### GOLD PATRON | \$2,500

- Two complimentary VIP tickets for 2022 Aurora Awards Gala
- Recognition on SEBC and Aurora Awards Website
- Mention in at least three social media posts
- Recognition on all SEBC Sponsor Signage
- Recognition in Aurora Awards Winners Book

### SILVER PATRON | \$500

- Complimentary VIP status with purchase of Gala tickets
- Recognition on SEBC and Aurora Awards Website
- Mention in at one social media post
- Recognition on all SEBC Sponsor Signage
- Recognition in Aurora Awards Winners Book





# MORE WAYS TO

## RECURRING EVENTS, INDIVIDUAL OPPORTUNITIES:

### COFFEE BREAK: \$4,000 | 2 AVAILABLE

Everyone needs a jump start in the morning. Capture your audience, in the Education Hall, as one of two exclusive Coffee Break Sponsors. Your company's logo will be placed in a prime position among SEBC's branding and seen by the masses when they sip on a hot cup of "Joe". Logo recognition on signage, in the official event program and on the SEBC website is included in this sponsorship.

### EXPO HALL LOUNGES: \$2,500 | 2 AVAILABLE

The SEBC Expo Hall Lounges are where everyone goes to hangout, get off their feet, and chill with a drink in their hand. These happening spots include a full service cash bar and comfortable seating. Your logo will be displayed in one of the lounges, on the SEBC website, on event sponsor signage, and in the SEBC Official Event Program.

### EDUCATION SPONSORSHIPS: \$2,500 | 1 PER EDUCATION TRACK

Place your company at the front of the class with SEBC's Education Sponsorships. We host nationally recognized industry experts who provide two full-days of education, where residential and commercial builders can earn up to 14 CEUs. In 2022, SEBC offers the opportunity to sponsor education tracks: Building & Design, Business Management, Sales & Marketing, or Continuing Education Track. This sponsorship includes signage for the event and in the Gaylord Palms Convention Center, recognition in the SEBC Official Program, on the SEBC website, and a complimentary enhanced listing upgrade in the SEBC Official Event Program.

*Looking for more? Contact us today to create your own  
SEBC 2022 Sponsorship Package!*





# EXPAND YOUR REACH

## FEATURE YOUR PRODUCT IN A LIVE DEMONSTRATION

The SEBC Live Demo Stage is an exclusive opportunity for you to showcase your product in a real world, build-out environment. Demonstrations are designed to have attendees interact with your product to learn best practices on segmented construction platforms.

In 2022, we will continue our partnership with Cheryl Lewis & Associates, who together with her team will create an innovative, interactive education stage utilizing products and content focused on best building practices. Cheryl and her team work directly with you, our sponsors, to ensure that your product is shown in the best light, utilizing your key phrases as well as your installation guidelines.

*You don't want to miss this unique opportunity to showcase your most innovative product!*



### **PRESENTING STAGE SPONSOR: \$5,000**

- Company recognized as official Demo Stage Presenting Sponsor
- Ability to provide samples other promotional items at each session
- Sponsor recognition by the presenter at the start and end of each session with booth number called out
- Sponsor recognition signage on the Live Demo Stage with booth number
- Sponsor recognition on the SEBC Live Demo page of SEBCshow.com
- Company name/logo on SEBC Sponsor signage
- Full-page ad in the SEBC Official Event Program

### **PRODUCT SPONSOR: \$2,500 + DONATED PRODUCT**

- Provide 30 minute presentation and demonstration using your product, followed by 15 minute question and answer session
- Sponsor recognition signage on the Live Demo Stage with booth number
- Sponsor recognition on the SEBC Live Demo page of SEBCshow.com
- Recognition as Live Demo Stage presenter and sponsor in the SEBC Official Event Program

# 2022 SEBC SPONSORSHIP CONTRACT

Return completed contract along with deposit or full payment to FHBA, 2600 Centennial Place, Suite #101, Tallahassee, FL 32308 or Fax to 850.216.0858. For more information on sponsorships contact Candace Yeager at 850.402.1874 or email [cyeager@sebcshow.com](mailto:cyeager@sebcshow.com).

Please note, all materials for sponsorship opportunities involving company artwork or social media content are due at the time of signing the contract.

## SPONSORSHIP SELECTION

### SEBC Event Sponsorships

- |   |   |
|---|---|
| <input type="checkbox"/> SEBC BASH: \$6,000                     | <input type="checkbox"/> COFFEE BREAK: \$4,000 (2 Available)      |
| <input type="checkbox"/> BADGE LANYARDS: \$6,000                | <input type="checkbox"/> EXPO HALL LOUNGES: \$2,500 (2 Available) |
| <input type="checkbox"/> ATTENDEE BADGE: \$5,000                | <input type="checkbox"/> EDUCATION SPONSORSHIPS: \$2,500          |
| <input type="checkbox"/> REGISTRATION DESK: \$5,000             | (4 Available- Choose one below)                                   |
| <input type="checkbox"/> EXPO HALL AISLE SIGNS: \$5,000         |   |
| <input type="checkbox"/> FOOD COURT: \$3,500                    | <input type="checkbox"/> BUILDING & DESIGN TRACK                  |
| <input type="checkbox"/> INFORMATION DESK: \$3,500              | <input type="checkbox"/> BUSINESS MANAGEMENT TRACK                |
| <input type="checkbox"/> OFFICIAL PROGRAM: \$3,500              | <input type="checkbox"/> SALES & MARKETING TRACK                  |
| <input type="checkbox"/> AURORA AWARDS TITLE SPONSOR: \$10,000  | <input type="checkbox"/> CONTINUING EDUCATION TRACK 1             |
| <input type="checkbox"/> AURORA AWARDS PLATINUM PATRON: \$5,000 |   |
| <input type="checkbox"/> AURORA AWARDS GOLD PATRON: \$2,500     |   |
| <input type="checkbox"/> AURORA AWARDS SILVER PATRON: \$500     |   |

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### Live Demo Stage Sponsor

- |   |  |
|---|--|
| <input type="checkbox"/> PRESENTING SPONSOR:<br>\$5,000 | <input type="checkbox"/> PRODUCT SPONSOR:<br>\$2,500 + DONATED PRODUCT |
|---|--|

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## SPONSORSHIP INFORMATION

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

ADDRESS: \_\_\_\_\_ CITY/STATE/ZIP: \_\_\_\_\_

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

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

AUTHORIZED SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

## ADDITIONAL SPONSORSHIP CONTACT

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

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

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

## CONTRACT AGREEMENT & PAYMENT OPTIONS

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 unless full payment has been received by FHBA.

I have read and agree to abide by the 2020 Contract Terms. This becomes a binding contract upon acceptance of this signed contract. Any litigation arising from this agreement shall be brought in Leon County, Florida.

\_\_\_\_\_  
Authorized By (Signature Required) Title Date

\_\_\_\_\_  
Accepted By SEBC Date

50% DEPOSIT\* OR TOTAL AMT DUE: \$

☐ Check ☐ MC ☐ VISA ☐ AMEX ☐ Discover ☐ Invoice Me

If providing a 50% deposit; total amount of Sponsorship due no later than July 15, 2022..

Card#: \_\_\_\_\_ Expires: \_\_\_\_\_ Security Code: \_\_\_\_\_

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

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

**Questions?** Contact Candace Yeager, SEBC Marketing Director  
EMAIL: [cyeager@sebcshow.com](mailto:cyeager@sebcshow.com) | PHONE: 850-402-1874



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# 2022 SEBC

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WE CAN'T WAIT  
TO SEE YOU!!!

