



SOUTHEAST BUILDING CONFERENCE

**JULY 19 – 20
2023**



**ORANGE
COUNTY
CONVENTION
CENTER
ORLANDO**

**THE TOP
RATED
BUILDING
INDUSTRY
EVENT IN THE
SOUTHEAST**





THE SHOW

Jump Start Your Business Engine With The 2023 Southeast Building Conference (SEBC). This dynamic event has encouraged builder engagement and delivered the highest possible return on investment for our exhibitors for 45 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 50+ 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 the latest trends in building science and design.

You don't want to miss the 45th Annual Southeast Building Conference! When this many eager buyers gather in the same place searching for new products and services, business development opportunities are endless for your company!

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 | Purchasing Directors

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



2023 EXPO HALL

BOOTH PACKAGES

All Exhibitor Booth Packages Include:

- Complimentary Expo Hall passes for client distribution
- Pre/post SEBC 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:

\$1,500 per 10'x10' Booth Space *before* April 30, 2023

\$1,700 per 10'x10' Booth Space *after* April 30, 2023

All booths are sold in increments of 10'x10'. The price of each 10'x10' booth, with the Early Bird Discount applied, is \$1,500 when paid in full by April 30, 2023. After April 30, 2023, the price for a Standard 10'x10' booth is \$1,700.

Standard Booth Package Includes:

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

Premium Booth Prices:

\$1,800 per 10'x10' Booth Space *before* April 30, 2023

\$2,100 per 10'x10' Booth Space *after* April 30, 2023

All booths are sold in increments of 10'x10'. The price of each 10'x10' booth, with the Early Bird Discount applied, is \$1,800 when paid in full by April 30, 2023. After April 30, 2023, the price for a Premium 10'x10' booth is \$2,100.

Premium Booth Package Includes:

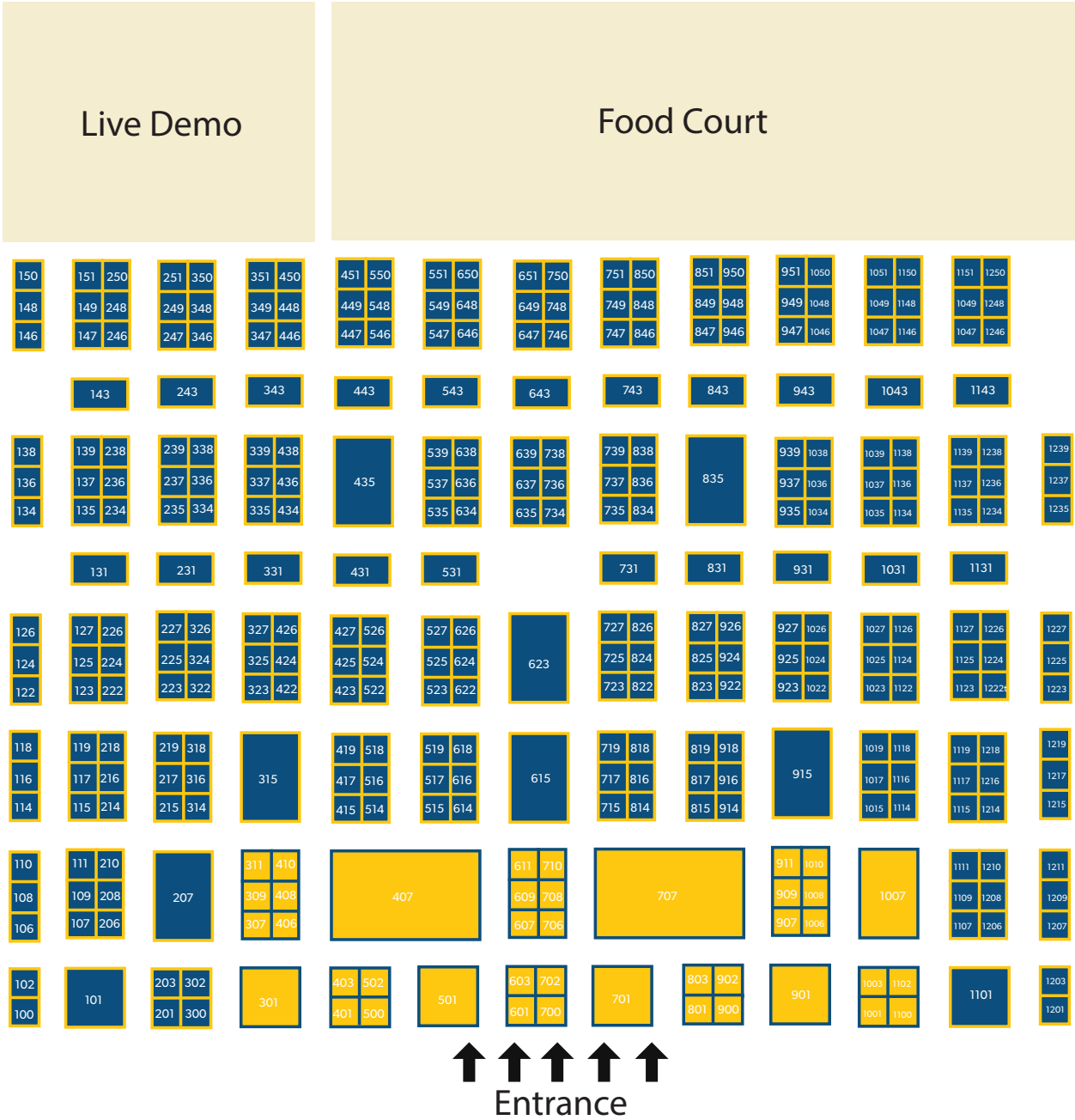
- All of the items listed under "All Exhibitor Booth Packages"
- Premium exposure on the Show Floor along the Main Entrance
- Company highlight in official SEBC marketing materials prior to the show
- Half-page ad in the official SEBC Program

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, LMG AV Services, and Orange County Convention Center.

"I have to say, this show is consistently well-promoted to the right people, and the vendors are also great quality. We really appreciate how great this show is not just for us as exhibitors, but for our customers and potential customers who enjoy the show as well!"

- Tim Risbon, Regional Manager, Wedi Corp.

FLOOR PLAN



**ORANGE COUNTY
CONVENTION CENTER**

SOUTH CONCOURSE, HALL B
ORLANDO, FLORIDA

Premium Booths

Standard Booths

**SCAN ME TO
VIEW OUR INTERACTIVE
FLOOR PLAN ONLINE!**



2023 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! Most attendees are a Company Owner, President, CEO, Vice President, CFO, COO, Purchasing Agent...OR 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 2023 SEBC will be held at the Orange County Convention Center in the South Concourse, Hall B, located at 9899 International Drive, Orlando.

What are SEBC show dates and times?

SEBC is a two (2) day expo that begins on Wednesday, July 19 and ends on Thursday, July 20. Expo Hall hours are 10 a.m. to 4 p.m. each day.

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 set up Monday, July 17, from 8 a.m. until 4:30 p.m. All other exhibitors may begin set up Tuesday, July 18, at 8 a.m. until 8 p.m. Exhibitor breakdown will begin on Thursday, July 20 at 4 p.m., once the show has concluded.

What other types of programs are offered during 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 SEBC Official Program and on the SEBC website, 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.

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 Orange County Convention Center will be responsible for rigging, electrical, and Wi-Fi; Sodexo will be responsible for Food & Beverage; and LMG will be responsible for Audio/Visual equipment.

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 The Expo Group, the SEBC and the Orange County Convention Center as additional insurers.

Where do we stay?

The official hotels for SEBC 2023 are the Hilton Orlando and Rosen Centre Orlando. All BEX Events will be held at the Hilton Orlando. Details and SEBC room rates are available at www.sebcshow.com/hotels.

2023 SCHEDULE

MONDAY, JULY 17

8:00 a.m. - 4:30 p.m.	Advance Move In for 10' x 20' Booths or Larger, and BEX Participants
2:00 p.m. - 5:00 p.m.	BEX Registration
5:30 p.m. - 8:00 p.m.	BEX Networking Event

TUESDAY, JULY 18

8:00 a.m. - 8:00 p.m.	Exhibitors Move In
8:00 a.m. - 5:00 p.m.	BEX Meetings (15-minute pre-scheduled appointments with purchasing decision makers)
6:00 p.m. - 8:00 p.m.	BEX Networking Event

WEDNESDAY, JULY 19

8:00 a.m. - 9:45 a.m.	BEX Meetings (15-minute pre-scheduled appointments with purchasing decision makers)
8:00 a.m. - 12:00 p.m.	Continuing Education, Sales & Marketing, Business Management, and Building & Design Courses
10:00 a.m. - 4:00 p.m.	Expo Hall Open
1:30 p.m. - 4:00 p.m.	Continuing Education, Sales & Marketing, Business Management, and Building & Design Courses
6:00 p.m. - 9:00 p.m.	SEBC Bash

THURSDAY, JULY 20

8:00 a.m. - 4:00 p.m.	Continuing Education, Sales & Marketing, Business Management, and Building & Design Courses
10:00 a.m. - 4:00 p.m.	Expo Hall Open
4:00 p.m. - 10:00 p.m.	Exhibitors Move Out
6:00 p.m. - 9:00 p.m.	Aurora Awards Ceremony



2023 EXHIBITORS

MAKE THE MOST OF IT

Expand Your Reach At SEBC 2023

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 SEBC in 2023.

SEBC staff will work with your company, and your budget, to identify the best bang for your buck!

Email cyeager@sebcshow.com to view the sponsorship and advertising kit today. All sponsorships are sold annually on a first come, first served, basis.



Want access to billions of dollars in purchasing power while exhibiting at SEBC? Take advantage of the Builder & Exhibitor Exchange, where you can showcase your product or service through one-on-one appointments with a mix a mix of 25-30 production or high-end custom home builders. Space is limited for this exclusive, results-driven event.



For more information or to lock in the early bird rate of \$6,200 today, contact Kailin Koch at kkoch@SEBCshow.com.

"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



2023 SEBC CONTRACT

RETURN YOUR COMPLETED CONTRACT TO:

Kailin Koch, Expo and Education Director, 2600 Centennial Place, Suite 101, Tallahassee, FL 32308

EMAIL: 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 program.

Yes _____ No _____

Questions? Contact Kailin Koch, Expo and Education Director
EMAIL: kkoch@sebcshow.com | PHONE: 850-402-1849



2023 SEBC CONTRACT

PRODUCT CATEGORY

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

- | | | |
|--|--|--|
| <input type="checkbox"/> Advertising / Marketing / Sales | <input type="checkbox"/> Exterior Finishes | <input type="checkbox"/> Masonry |
| <input type="checkbox"/> Appliances | <input type="checkbox"/> Flooring/ Floor Materials | <input type="checkbox"/> Outdoor Living |
| <input type="checkbox"/> Architecture / Design | <input type="checkbox"/> Foundations | <input type="checkbox"/> Pest Control |
| <input type="checkbox"/> Banking / Financial / Mortgage Services | <input type="checkbox"/> Green Building Products | <input type="checkbox"/> Plumbing Equipment / Materials |
| <input type="checkbox"/> Building Materials | <input type="checkbox"/> Home Security / Automation | <input type="checkbox"/> Professional Services/Consulting |
| <input type="checkbox"/> Building Systems | <input type="checkbox"/> Hurricane Products / Services | <input type="checkbox"/> Restoration / Mitigation Services |
| <input type="checkbox"/> Business Management | <input type="checkbox"/> HVAC/Air Conditioning | <input type="checkbox"/> Roofing Materials / Services |
| <input type="checkbox"/> Cabinet & Cabinet Hardware | <input type="checkbox"/> Insulation / Insulating Materials | <input type="checkbox"/> Swimming Pools & Equipment |
| <input type="checkbox"/> Code Compliance / Edu./Licensing | <input type="checkbox"/> Insurance / Warranty | <input type="checkbox"/> Tools |
| <input type="checkbox"/> Doors / Windows | <input type="checkbox"/> Interior Finishes | <input type="checkbox"/> Trade Organizations |
| <input type="checkbox"/> Commercial Vehicle | <input type="checkbox"/> Health & Fitness | <input type="checkbox"/> Water Heating |
| <input type="checkbox"/> Electrical Products / Services | <input type="checkbox"/> Landscaping Products / Services | <input type="checkbox"/> Water Treatment |

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, Centerplate/Sodexo at the Orange County Convention Center is the exclusive provider for all food and beverage. Absolutely NO outside food and/or beverage may be 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 Convention Center. These requests can be sent to: brenda.jenkins@centerplate.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.



2023 SEBC CONTRACT

BOOTH RENTAL FEE & SELECTION

Minimum Booth Size: 10'x10' = 100 sf

___ Standard = \$15.00 per sf (Before April 30, 2023) / \$17.00 per sf (After April 30, 2023)

___ Premium = \$18.00 per sf (Before April 30, 2023) / \$21.00 per sf (After April 30, 2023)

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, 2023.

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 \$340.15

One (1) 6' white draped table, two (2) side chairs and wastebasket.

**Carpet is NOT included in this package.*

___ PACKAGE B \$530.78

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

___ PACKAGE C \$719.71

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 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, 2022—April 30, 2023

**Deposits Due: within 14 days of Signed Contract
Balance Due: April 30, 2023**

Booths Reserved from May 1, 2023—July 18, 2023

Payment in Full Required at Time of Contract Execution

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, 2023 will receive a 25% refund of all booth payments. Cancellations received by FHBA/SEBC after March 30, 2023 are not eligible for a refund. We will offer a full refund of all expo booth, BEX, sponsorship and registration fees paid, if the City of Orlando, the State of Florida or national COVID 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.

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 July 18, 2023.

I agree to defend, indemnify and hold harmless FHBA from any damage or injury to third parties or to the Orange County Convention Center caused by me, or my agents, employees, contractors or affiliates, and I agree to repair, or pay to FHBA the cost to repair, any damages caused to the Orange County Convention Center. Further, I acknowledge that I am required to maintain and keep in full force and effect a comprehensive general liability or public liability insurance with limits not less than \$1,000,000 combined single limited, including coverage for bodily injury and property damage to third parties. Such policy shall name FHBA as an "additional insured". _____ [initials]

I HAVE READ AND AGREE TO ABIDE BY THE 2023 SEBC Contract Terms and Show Rules and Regulations all of which can be viewed at 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:

Signature (required): _____ Title: _____ Date: _____

Accepted By SEBC: Kailin Koch

Title: Expo Hall Director & Exposition Sales



JULY 19-20, 2023
ORLANDO

WE'LL SEE YOU THERE

