

A network diagram featuring several stylized human figures in various colors (blue, red, yellow, green, orange, purple) enclosed in circles of the same color. These circles are interconnected by thin black lines, forming a web-like structure. The circles vary in size, with the red one being the largest and most central. The background is white with a large blue triangle at the bottom right and a yellow triangle at the bottom left.

MULTIPLY YOUR  
ROI IN 2023



**2023 SEBC  
SPONSORSHIP KIT**

JULY 19-20, 2023  
ORANGE COUNTY  
CONVENTION CENTER  
ORLANDO



# 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 programs, 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 over 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 45th Annual SEBC, July 19 - 20, 2023 at the Orange County Convention Center in Orlando, 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 largest national and regional 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 ACCESS



Established in 1979, Aurora Awards are presented annually to outstanding builders, architects, developers, designers, interior merchandisers and other housing-related professionals. With 400+ entries across 60 categories, Aurora Sponsors are sure to get a bang for their buck among leaders in the industry! And, you can be there to celebrate with the best of the best at the annual Aurora Awards Gala, a black tie affair held on Friday, July 21, 2022.

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

- One table (10 tickets) for 2023 Aurora Awards Gala
- Company Logo on all SEBC sponsor signage AND prominent Awards Gala signage
- 60 second commercial spot during awards program AND Company representative to present award of choice
- Full page ad in 2023 Aurora Award Winners Book AND SEBC Show Program
- 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.

## COCKTAIL RECEPTION SPONSOR: \$5,000 | 1 AVAILABLE

- One complimentary table (10 tickets) for 2023 Aurora Awards Gala
- Company Logo on cocktail reception signage and SEBC sponsor signage
- Opportunity to provide branded items (napkins, cups, etc) at reception bars.
- Recognition on SEBC and Aurora Awards Website
- Mention in at least three social media posts
- Recognition in Aurora Awards Winners Book

## AFTERGLOW SPONSOR: \$5,000 | 1 AVAILABLE

- One complimentary table (10 tickets) for 2023 Aurora Awards Gala
- Company Logo on afterglow reception signage and SEBC sponsor signage
- Opportunity to provide branded items (napkins, cups, etc) at reception bars.
- Recognition on SEBC and Aurora Awards Website
- Mention in at least three social media posts
- Recognition in Aurora Awards Winners Book

# AT SPECIAL EVENTS

## SEBC BASH EXCLUSIVE SPONSOR: \$7,500 | 1 AVAILABLE

Each year it's a little different, but one thing remains the same- the hottest party at SEBC is the SEBC Bash! Attendees will be headed to your booth in the expo hall energized from a fun evening networking and partying with industry leaders.

Your sponsorship includes:

- 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



## FHB PAC GOOD GOVERNMENT LUNCHEON

The Good Government Lunch, hosted by the FHB PAC, is a unique lunch event that puts you at the table with key legislators who are friends and supporters of Florida's home building industry. The inaugural event in 2022 featured Florida Chief Financial Officer, Jimmy Patronis, Senate President Wilton Simpson, and FHBA Champions of Housing Senator Travis Hutson, Representative Elizabeth Fetterhoff and Representative Dan Daley.

**SIT WITH OUR KEYNOTE SPEAKER: \$2,500 | 9 SEATS AVAILABLE**

**SIT WITH AN ATTENDING LEGISLATOR: \$500 | 9 SEATS PER TABLE**





# CONNECT WITH

## EXCLUSIVE SPONSORSHIP PACKAGES

### REGISTRATION DESK \$7,500 | 1 AVAILABLE

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

- 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 2023 Official Event Program
- Two exclusive posts on official SEBC Social Media accounts including Twitter, Instagram, Facebook and LinkedIn. (Content provided by sponsor.)
- One banner ad on SEBC official mobile app
- Company listed on SEBC website as sponsor prior to and at least one month following event



### EXPO HALL AISLE SIGNS \$6,000 | 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, PLUS:

- 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 2023 Official Event Program
- One 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





# YOUR AUDIENCE

## NAME 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 2023 Official Event Program
- One 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



## ATTENDEE BADGE \$5,000 | 1 AVAILABLE

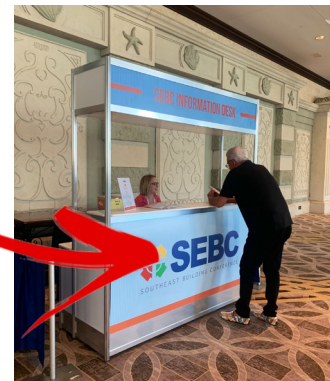
Attendees carry their badge with them everywhere they go. Make sure your company is front and center, when it's featured on all attendee badges! With your sponsorship you will also receive:

- 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 2023 Official Event Program
- Company listed on SEBC website as sponsor prior to and at least one month following event

## INFORMATION DESK \$3,500 | 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. Plus:

- Company name / logo on all SEBC sponsor signage
- Half-page ad in SEBC 2023 Official Event Program
- Company listed on SEBC website as sponsor prior to and at least one month following event



## OFFICIAL PROGRAM \$3,500 | 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.

Plus:

- Company name / logo on all SEBC sponsor signage
- Half-page ad in SEBC 2023 Official Event Program
- Company listed on SEBC website as sponsor prior to and at least one month following event



# OPPORTUNITIES TO

## RECURRING EVENTS, INDIVIDUAL OPPORTUNITIES:

### EXPO HALL LOUNGES: \$3,500 | 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 as well as on the expo hall map in the SEBC show program and mobile app.

Plus:

- Company name / logo on all SEBC sponsor signage
- Half-page ad in SEBC 2023 Official Event Program
- Company listed on SEBC website as sponsor prior to and at least one month following event

### COFFEE BREAK: \$2,500 | 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 get the coffee to fuel their day. Logo recognition on signage, in the official event program and on the SEBC website is included in this sponsorship.

### 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 2023, 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, recognition in the SEBC Official Program, on the SEBC website, and a complimentary enhanced listing upgrade in the SEBC Official Event Program.





# EXPAND YOUR REACH

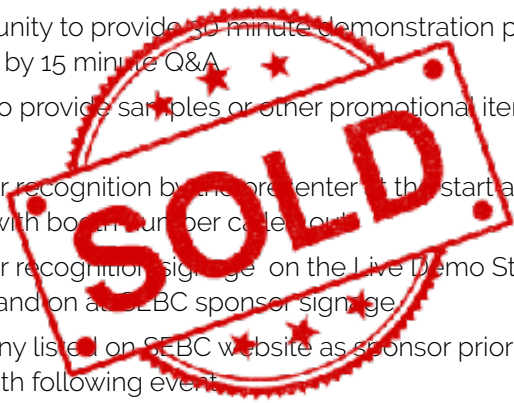
## FEATURE YOUR PRODUCT IN A LIVE DEMONSTRATION

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.



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

- Company recognized as official Demo Stage Presenting Sponsor
- Opportunity to provide 30 minute demonstration presentation, followed by 15 minute Q&A
- Ability to provide samples or other promotional items at each session
- Sponsor recognition by the presenter at the start and end of each session with booth number callout only
- Sponsor recognition signage on the Live Demo Stage with booth number and on all SEBC sponsor signage
- Company listed on SEBC website as sponsor prior to and at least one month following event
- Full-page ad in the SEBC Official Event Program
- Banner ad on SEBC Mobile App



### 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 and on all SEBC sponsor signage
- 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
- Company listed on SEBC website as sponsor prior to and at least one month following event

# 2023 SEBC SPONSORSHIP CONTRACT

**Please note: the following material deadline to ensure sponsorship obligations are fulfilled:**

High-Resolution Version of Company Logo- Due at completion of contract

Social Media Content- Due no later than March 1, 2023

Artwork for SEBC Program and Mobile App- Due no later than May 1, 2023

## SPONSORSHIP SELECTION

- |   |   |
|---|---|
| <input type="checkbox"/> AURORA AWARDS TITLE SPONSOR : \$10,000       | <input type="checkbox"/> EXPO HALL LOUNGES: \$2,500 (2 Available) |
| <input type="checkbox"/> AURORA AWARDS COCKTAIL RECEPTION: \$5,000    | <input type="checkbox"/> COFFEE BREAK: \$2,500 (2 Available)      |
| <input type="checkbox"/> AURORA AWARDS AFTERFLOW CELEBRATION: \$5,000 |   |
| <input type="checkbox"/> SEBC BASH: \$7,500                           | <input type="checkbox"/> EDUCATION SPONSORSHIPS: \$2,500          |
| <input type="checkbox"/> REGISTRATION DESK: \$7,500                   | (4 Available- Choose one below)                                   |
| <input type="checkbox"/> EXPO HALL AISLE SIGNS: \$6,000               |   |
| <input type="checkbox"/> BADGE LANYARDS: \$6,000                      | <input type="checkbox"/> BUILDING & DESIGN TRACK                  |
| <input type="checkbox"/> ATTENDEE BADGE: \$5,000                      | <input type="checkbox"/> BUSINESS MANAGEMENT TRACK                |
| <input type="checkbox"/> INFORMATION DESK: \$3,500                    | <input type="checkbox"/> SALES & MARKETING TRACK                  |
| <input type="checkbox"/> OFFICIAL PROGRAM: \$3,500                    | <input type="checkbox"/> CONTINUING EDUCATION TRACK 1             |

## Live Demo Stage

- ☐ PRESENTING STAGE SPONSOR \$5,000
- ☐ PRODUCT + DEMO SPONSOR \$2,500

## Good Government Luncheon

- ☐ SEAT WITH KEYNOTE SPEAKER \$2,500
- ☐ SEAT WITH LEGISLATOR \$500

# 2023 SEBC SPONSORSHIP CONTRACT

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

## SPONSORSHIP INFORMATION

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

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

PHONE: \_\_\_\_\_ WEBSITE: \_\_\_\_\_

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

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 2023 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

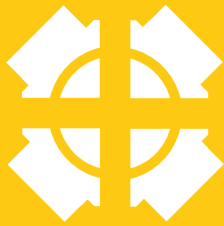
If providing a 50% deposit; total amount of Sponsorship due no later than July 15, 2023..

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



**July 19 & 20, 2023**

**ORLANDO**

[www.SEBCShow.com](http://www.SEBCShow.com)

# 2023 SEBC

SOUTHEAST BUILDING CONFERENCE

