



2024 EXHIBITORS

MAKE THE MOST OF IT

Expand Your Reach At SEBC 2024

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. Create new opportunities for your sales team by utilizing highly visible sponsorship and advertising opportunities!



Advertising space is available on the SEBC website, in official emails to attendees, and on-site branding. Advertisers spending more than \$500 also benefit with sponsorship deliverables for the "SEBC Friend" package. Email cyeager@sebcshow.com if you have additional questions. Reminder: 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 of production and 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 \$7,300 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

2024 OPPORTUNITIES

The most effective way to generate awareness for your product or service is to maintain a balanced marketing portfolio that combines print media, web-based promotion, and event marketing opportunities into a comprehensive package.

	PLATINUM	GOLD	SILVER	BRONZE	FRIEND
TERMS	10,000	\$7,500	\$5,000	\$3,500	500+
Number of Sponsorships Available	3	4	6	8	
Promotional Time Frame	Year Round	Year Round	3 months	3 months	1 month
BENEFITS					
License to use SEBC logo on advertising / packaging	x	x	x	x	
EXCLUSIVITY					
Option to make a promotional offer to SEBC attendees	x	x	x		
DISPLAY AND ADVERTISING					
Standard 10x10 SEBC booth package including pre/post show SEBC attendee list	x	x			
Title Signage Event/Area	x	x			
Exclusive logo presence on sponsored item	x	x	x		
Exclusive banner advertisement on SEBC Mobile App	x	x			
Logo on SEBC official signage	x	x	x	x	x
Logo on SEBC website	x	x	x	x	x
Exclusive banner advertising on SEBC website	x				
Exclusive social media promotion provided by Sponsor	x	x			
Official SEBC Program Advertisement	Full Page	Full page	Half Page	Half Page	Logo inclusion
TICKETS/HOSPITALITY					
All Access Expo and Education passes	20	10	5	2	
VIP Tickets to Aurora Awards Ceremony	10	5	2	2	
Discount on additional SEBC passes	x	x			
SPONSOR SERVICES					
Report on Sponsor Activities	x	x	x	x	

The SEBC team has developed different levels of marketing packages, offering you the opportunity to double your exposure at SEBC. Many of these packages include not only exhibit space, but also marketing your product through a fully integrated experience. On the following pages you can review the various packages created for making the most of your SEBC dollars. Looking to customize a package? Just reach out!

PLATINUM \$10,000

Registration Desk

Get your message out front and center! Each attendee must stop at the registration area, centrally located in the South Concourse of the Orange County Convention Center so use this opportunity to put your company on each person's radar! This is your chance to have your company's logo featured on specialized signage that is seen by every single SEBC attendee!

SEBC Bash

The SEBC Bash is definitely the event you want branded with your name if your goal is to be in front of the Who's Who in the building industry! Each year the event is a little different, but one thing remains the same- it's always the hottest party at SEBC! Attendees will head to your booth in the expo hall energized from a fun evening of networking and live music at the highly anticipated SEBC Bash!

Aurora Awards

Builders, remodelers, developers, architects, designers, land-planners, and sales and marketing professionals all vie for the coveted Aurora Awards each year at the Friday night black tie optional Aurora Awards Gala. By joining this elite group of professionals as the presenting Gala Sponsor, you'll be recognized as a supporter of the industry ranked third in the nation for most new houses being built!

GOLD \$7,500

Name Badges

Attendees carry their name badge with them everywhere they go, and now they can carry a reminder of your company too. Your logo will be featured front and center on the official SEBC attendee name badge.

Registration Lanyards

Looking to ensure everyone at SEBC sees your company? You can't go wrong with the lanyards worn by every single attendee. These 18" lanyards hold the name badge for every single person walking the halls at SEBC and are an excellent way to call attention your company and draw visitors to your booth!

Expo Hall Aisle Signs

All eyes will be on you when you sponsor the Expo Hall Aisle Signs! This sponsorship will have attendees consistently seeing your brand, providing unparalleled presence in the show hall, and driving attendees to your booth. Your logo will be featured on 10-15 aisle signs used by all attendees to navigate the show floor.

Live Demo Stage

The SEBC Live Demo Stage is your exclusive opportunity to be featured along with your product in a real-world built-out environment. Demonstrations occur daily in the expo hall and feature interactive presentations with products on segmented construction platforms. The stage sponsors are prominently displayed and visible throughout the expo hall. Want attendees to see your product in action? This is your chance!

SILVER

\$5,000

SEBC Shuttle Bus

All attendees need transportation- think of the benefits of putting your message in front of attendees each time they take the shuttle bus between their hotel and the convention center! Your logo will also appear on signage featuring bus schedules placed in participating hotels.

SEBC Program

Your company will benefit from excellent exposure on the front cover footer, a full-page ad on the back cover, and logo featured in the center spread of the 2024 SEBC Official Event Program.

Aurora Awards Reception

Looking to join in on the celebration during the Aurora Gala? Your company logo will be featured on the bars and drink napkins during either the pre-Gala cocktail reception or during the Afterglow reception on the most glamorous night of SEBC.

Expo Hall Lounge

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.

Information Desk

The SEBC Information Desk is the first place attendees stop to ask questions about education credits, where they can find their classes, and directions to the Expo Hall. Your logo will be front and center on the Information Desk signage.

BRONZE

\$3,500

SEBC Mobile App

Put your company's information in the hands and on the top of the mind of every SEBC attendee using their phone to navigate the show! The official SEBC mobile app is the fastest, easiest way to access the show floor, event schedules, convention center and hotel maps, and a direct link to your company. Your company will be splashed across header images on all areas of the mobile app.

Coffee Break

Everyone needs a jump start in the morning. Capture your audience, in the Education Hall, as one of two exclusive Coffee Break Sponsors.

Education Session

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. Four Options To Choose From: Building & Design, Business Management, Sales & Marketing, or CEU Accredited Tracks.

Food Court Tabletop Graphics

Place your company message directly on the OCCC tabletops in each concession area utilized by SEBC. The images will be four-color high-resolution graphics affixed directly on the tables. Each sponsorship includes four tables.



2024 SEBC CONTRACT

RETURN YOUR COMPLETED CONTRACT TO:

Kailin Koch, Expo and Education Director, 1319 Thomaswood Drive, Tallahassee, FL 32308

EMAIL: kkoch@sebcshow.com | PHONE: 850-402-1849

SPONSORSHIP SELECTION

Platinum \$10,000

- SEBC Registration Desk
- SEBC Bash
- Aurora Awards

Gold \$7,500

- Name badges
- Lanyards
- Expo Aisle Signs
- Live Demo Stage

Silver \$5,000

- SEBC Shuttle Bus
- SEBC Program
- Aurora Awards Reception
- Expo Hall Lounge
- Informatoin Desk

Bronze \$3,500

- SEBC Mobile Application
- COFFEE BREAK (2 Available)
- Food Court Table Top Graphics
- EDUCATION SPONSORSHIPS
(4 Available- Choose one below)
 - BUILDING & DESIGN TRACK
 - BUSINESS MANAGEMENT TRACK
 - SALES & MARKETING TRACK
 - CONTINUING EDUCATION TRACK 1

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, 2024

Artwork for SEBC Program and Mobile App- Due no later than May 1, 2024



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Kailin Koch, Expo and Education Director, 1319 Thomaswood Drive, 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



2024 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.



2024 SEBC CONTRACT

BOOTH RENTAL FEE & SELECTION

Minimum Booth Size: 10'x10' = 100 sf

___ Standard = \$17.00 per sf (Before April 30, 2024) / \$19.00 per sf (After April 30, 2024)

___ Premium = \$20.00 per sf (Before April 30, 2024) / \$23.00 per sf (After April 30, 2024)

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, 2024.

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 \$353.85

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

*Carpet is NOT included in this package.

___ PACKAGE B \$552.20

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

___ PACKAGE C \$748.70

One (1) 6' white draped table, two (2) side chairs, gray carpet (10'x20') and wastebasket.

DEPOSIT REQUIREMENTS AND PAYMENT SCHEDULE

TOTAL AMOUNT DUE: \$ _____ 50% of total amount required for deposit.

___ CHECK: Make checks payable to: Florida Home Builders Association, 1319 Thomaswood Dr., Tallahassee, FL 32309

___ 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 July 19, 2023—April 30, 2024	Deposits Due: within 14 days of Signed Contract Balance Due: April 30, 2024
Booths Reserved from May 1, 2024—July 23, 2024	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 1319 Thomaswood Drive, Tallahassee, FL 32309. Cancellations received by FHBA/SEBC on or before March 30, 2024 will receive a 25% refund of all booth payments. Cancellations received by FHBA/SEBC after March 30, 2024 are not eligible for a refund.

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 23, 2024.

CERTIFICATE OF INSURANCE

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 2024 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: _____ Title: _____ Date: _____

Accepted By SEBC: Kailin Koch Title: Director of Education and Expositions