

# EXHIBITOR PROSPECTUS

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

**JULY 24-25, 2024**



ORANGE COUNTY  
CONVENTION CENTER



# THE SHOW

**Jump Start Your Business Engine With The 2024 Southeast Building Conference (SEBC).** This dynamic event has been a catalyst for builder engagement and has consistently delivered the highest return on investment for our exhibitors for over 45 years!

SEBC goes beyond providing networking opportunities for you to connect with attendees in a relaxed and enjoyable environment. We also offer exceptionally high-caliber education programs featuring renowned speakers and the latest trends in building science and design.

Not to mention, SEBC exhibitors are exclusively invited to participate in the Builder and Exhibitor Exchange (BEX). This event offers a unique opportunity to meet privately with purchasing decision makers from companies that build 50 or more homes per year, boasting a combined purchasing power of over \$5 billion annually. BEX has been recognized as one of the most effective business development opportunities nationwide, according to feedback from both exhibitors and builder attendees.

**You can't afford to miss the 2024 Southeast Building Conference!**  
**With such a large gathering of eager buyers in one place, actively seeking new products and services, the potential for business development opportunities for your company is unmatched!**

# THE PLACE

## TOP PRIORITY PRODUCTS

### REQUESTED BY BUILDER & SUB-CONTRACTOR ATTENDEES

- Doors & Windows
- Bath Fixtures & Finishes
- Building Materials & Systems
- Cabinets & Hardware
- Indoor & Outdoor Kitchens
- Green Products
- Countertops
- Flooring

## Where the decision makers are

Company Owner | CEO/President | VP/Project Manager | Purchasing Directors

## Who Attends SEBC?

Builders | Remodlers | Tradesmen | Architects | Engineers | Interior Designers

**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

**98%** had their expectations met for the amount of sales and quality of leads generated

**94%** of attendees met or exceeded their expectations



# 2024 EXPO HALL

## BOOTH PACKAGES

### All Exhibitor Booth Packages Include:

- Complimentary access to Feathr invitation platform and free 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:

\$1,700 per 10'x10' Booth Space *before* April 30, 2024

\$1,900 per 10'x10' Booth Space *after* April 30, 2024

All booths are sold in increments of 10'x10'. The price of each 10'x10' booth, with the Early Bird Discount applied, is \$1,700 when paid in full by April 30, 2024. After April 30, 2024, the price for a Standard 10'x10' booth is \$1,900.

### Standard Booth Package Includes:

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

### Premium Booth Prices:

\$2,000 per 10'x10' Booth Space *before* April 30, 2024

\$2,300 per 10'x10' Booth Space *after* April 30, 2024

All booths are sold in increments of 10'x10'. The price of each 10'x10' booth, with the Early Bird Discount applied, is \$2,000 when paid in full by April 30, 2024. After April 30, 2024, the price for a Premium 10'x10' booth is \$2,300.

### 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.*

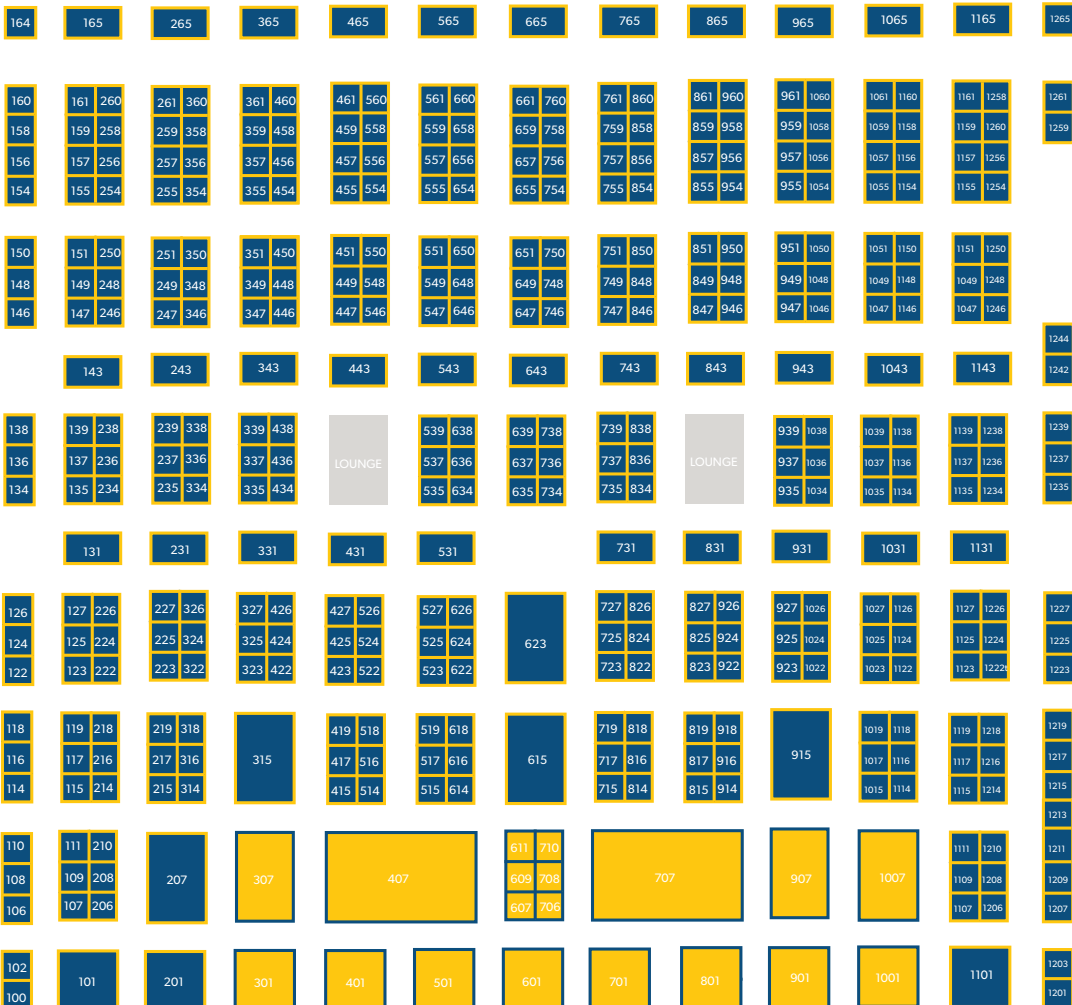
***"I have to say, this show is consistently well-promoted to the right people, and the vendors are also great quality. We really appreciate how great this show is not just for us as exhibitors, but for our customers and potential customers who enjoy the show as well!"***

**- Tim Risbon, Regional Manager, Wedi Corp.**

# FLOOR PLAN

## Live Demo

## Food Court



# ENTRANCE

**ORANGE COUNTY  
CONVENTION CENTER**

SOUTH CONCOURSE  
ORLANDO, FLORIDA

## Early Bird Pricing

Premium Booths \$20/sq ft

Standard Booths \$17/sq ft

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





# 2024 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?**

SEBC 2024 SEBC will be held in the South Concourse of the Orange County Convention Center 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 24 and ends on Thursday, July 25. 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 22, from 8 a.m. until 4:30 p.m. All other exhibitors may begin set up Tuesday, July 23, at 8 a.m. until 8 p.m. Exhibitor breakdown will begin on Thursday, July 25 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 and electrical; SmartCity will be responsible for 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 2024 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](http://www.sebcshow.com/hotels).

### **What is BEX?**

The Builder and Exhibitor Exchange (BEX) allows our staff to help facilitate result-focused meetings geared toward connecting leading manufacturers with purchasing decision makers from high-volume builders in a private one-on-one setting. This event takes place two days before the SEBC expo and participation is limited. BEX participation includes your 10'x10' SEBC Booth, as well as tickets to all BEX social events for two company representatives.

# 2024 SCHEDULE

## MONDAY, JULY 22

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. - 4:00 p.m.	BEX Registration
5:30 p.m. - 8:00 p.m.	BEX Networking Event

## TUESDAY, JULY 23

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. - 9:00 p.m.	BEX Networking Event

## WEDNESDAY, JULY 24

8:00 a.m. - 9:45 a.m.	BEX Keynote Breakfast
8:00 a.m. - 4:40 p.m.	Continuing Education, Sales & Marketing, Business Management, and Building & Design Courses
10:00 a.m. - 4:00 p.m.	Expo Hall Open
5:30 p.m. - 7:30 p.m.	SEBC Bash

## THURSDAY, JULY 25

8:00 a.m. - 4:40 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

## FRIDAY, JULY 26

6:00 - 9:00 p.m.	Aurora Awards Gala
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# 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](mailto: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 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](mailto: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.

# 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 | 3 of 4 Available

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.

# 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, 2021.

For questions regarding advertising, contact Candace Yeager at 850.402.1874 or email [cyeager@sebcshow.com](mailto:cyeager@sebcshow.com)

# ADVERTISING

## SEBC WEBSITE

Increase exhibiting or sponsorship awareness with display advertising on SEBCshow.com.

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

**Frequency:** Ads generally sold by the month.

## 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 the SEBC.





# 2024 SEBC SPONSORS

## RETURN YOUR COMPLETED CONTRACT TO:

Cadnace Yeager, Director of Marketing and Communications, 1319 Thomaswood Drive, Tallahassee, FL 32308

EMAIL: cyeager@fhba.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

### 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<sup>1</sup>

### Friend of SEBC

- ☐ Aurora Awards Table Sponsor, \$2,000
- ☐ Other \_\_\_\_\_

**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



# SEBC INSERTION ORDER

**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

### 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

### ENHANCED ON-SITE OFFICIAL PROGRAM LISTING: \$175

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

### 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: \_\_\_\_\_

Make check payable to FHBA and mail with form to  
1319 Thomaswood Dr., Tallahassee, Florida 32308

### INSERTION DATES

\_\_\_\_\_  
\_\_\_\_\_

### SPECIAL INSTRUCTIONS

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_





# 2024 SEBC CONTRACT

## RETURN YOUR COMPLETED CONTRACT TO:

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

EMAIL: [kkoch@sebcshow.com](mailto: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.

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## 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](mailto: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](mailto: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](mailto: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](http://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

# 2024

## JULY 24 - 25

# ORLANDO



**SEBC**  
SOUTHEAST BUILDING CONFERENCE