

# SPONSORSHIP OPPORTUNITIES

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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 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  
2600 Centennial Place, Ste. 101, Tallahassee, Florida 32308

### INSERTION DATES

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

### SPECIAL INSTRUCTIONS

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



# 2024 SEBC SPONSOR CONTRACT

## COMPANY INFORMATION

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

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

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

FACEBOOK: \_\_\_\_\_ TWITTER: \_\_\_\_\_

Person to whom all correspondence will be sent

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

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

## 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 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](mailto:kkoch@sebcshow.com) in order to request a W-9 form.

## 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

**CANCELLATION POLICY: All cancellation notices must be made in writing and sent to the FHBA/SEBC office at 1319 Thomaswood Drive, Tallahassee, FL 32308. 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.**

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