



INVITES YOU TO...



WHAT IS BEX?

This VIP Program is specifically curated for purchasing decision makers from high-volume builders. It's designed to facilitate result-focused meetings geared toward connecting you with leading manufacturers in a private one-on-one setting.

At the SEBC Builder & Exhibitor Exchange (BEX) you will meet and network with a mix of 50+ exhibitors. Participating builder companies agree to send their purchasing decision maker for a fully-hosted event that includes travel, hotel, meals and entertainment.

BEX kicks off Tuesday, July 22, 2025, with a networking dinner and will conclude on Thursday, July 24 - just in time for you to check out the SEBC Expo Hall!



SIGN UP TODAY!

As a Builder participant, you will receive a complimentary 2-night stay at the Hilton Orlando, travel reimbursement*, and all meals provided during networking events for you and a guest, + a \$200 VISA Gift Card for incidentals!

JULY 22-25, 2025

BEX Meetings, Social Events, & SEBC Expo
Gaylord Palms Resort and Convention
Center, Kissimmee, FL

SEBC Expo
Orange County Convention Center

Complete Details:
www.SEBCshow.com/BEX

Questions? Contact Kimberly Scott at
kscott@fhba.com.

***In-state travel reimbursement is up to \$500. Out-of-state travel reimbursement is up to \$800 based on mileage and airfare costs.**

All Inclusive **EVENT SCHEDULE**

“ 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 Sylvania,
Installed Building
Products

“ No doubt the highlight of all of the SEBC activities was BEX. What a great opportunity to meet face to face with top builder executives throughout the region. We came away from every meeting with action items that will ultimately lead to increased sales and revenue, as well as, build long term relationships with our builder partners. We will be back again.

-
Kelly Meyers,
Dal-Tile Corporation

TUESDAY • JULY 22, 2025

- 3:00 PM: Arrive/Check Into Hotel
- 8:00 AM - 4:30 PM: SEBC Booth Set up
- 2:00 PM - 5:00 PM: BEX Registration
- 6:00 PM - 8:00 PM: Networking Reception
- 8:00 PM - 9:30 PM: After Dinner Drinks in the Suite

WEDNESDAY • JULY 23, 2025

- 7:30 AM - 8:30 AM: Breakfast
- 8:30 AM - 10:05 AM: Builder/Exhibitor Meetings
- 10:05 AM - 10:15 AM: Break
- 10:20 AM - 11:55 AM: Builder/Exhibitor Meetings
- 12:00 PM - 1:25 PM: Luncheon
- 1:30 PM - 3:05 PM: Builder/Exhibitor Meetings
- 3:05 PM - 3:15 PM: Break
- 3:20 PM - 4:55 PM: Builder/Exhibitor Meetings
- 5:00 PM - 6:00 PM: Cocktail Hour
- 6:00 PM - 8:00 PM: Dinner & Entertainment
- 8:00 PM - 9:30 PM: After Dinner Drinks in the Suite

THURSDAY • JULY 24, 2025

- 8:00 AM - 9:30 AM: Breakfast Featuring Keynote Speaker
- 10:00 AM - 4:00 PM: SEBC Expo Hall Open
- 8:00 AM - 4:40 PM: SEBC Education
- 5:30 PM - 7:30 PM: SEBC Bash at Ole Red

FRIDAY • JULY 25, 2025

- 10:00 AM - 4:00 PM: SEBC Expo Hall Open
- 8:00 AM - 4:40 PM: SEBC Education



BUILDER & EXHIBITOR EXCHANGE (BEX) AGREEMENT

GAYLORD PALMS RESORT AND CONVENTION CENTER | KISSIMMEE, FL
JULY 22-25 2025

RETURN YOUR AGREEMENT TO:

MAIL:

Kimberly Scott
Director of SEBC
1319 Thomaswood Dr.
Tallahassee, FL 32309

EMAIL

kscott@sebcshow.com

PHONE

850-402-1850

QUESTIONS?

Contact Kimberly Scott at

Direct Line:

850-402-1850

Email:

kscott@sebcshow.com

Your BEX Appointment Schedule
will be provided no later than 15 days prior to the event.

BEX ATTENDEE

ATTENDEE NAME: _____

POSITION: _____

COMPANY: _____

BUSINESS ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

CELL: _____ OFFICE: _____

EMAIL: _____

WEBSITE: _____

BEX ATTENDEE'S GUEST

GUEST NAME: _____

POSITION (if from the same company): _____

PHONE: _____ EMAIL: _____

Please Note: Only one (1) complimentary hotel room will be provided.

PURCHASING AUTHORITY

For what states or regions do you have purchasing authority?

Number of Homes Built Per Year: _____

Price Range(s) of Homes Built By Your Company: _____

Type of Home(s): Custom Production Both

TRAVEL PLANS

Are you traveling by: Car Plane

If traveling by car, approximately how many miles are you traveling round trip? _____

To whom should your travel reimbursement check be made payable to? _____

**SEBC will reimburse up to \$500 for in state and up to \$800 for out of state travel expenses. Mileage reimbursement checks may be picked up on-site at the BEX registration desk. Plane tickets will be reimbursed upon receipt of purchase documentation. Please email receipt of purchase documentation to Kimberly Scott at kscott@sebcshow.com.*



BUILDER & EXHIBITOR EXCHANGE (BEX) AGREEMENT

GAYLORD PALMS RESORT AND CONVENTION CENTER | KISSIMMEE, FL

JULY 22-25 2025 GAYLORD PALMS RESORT AND CONVENTION CENTER |

HOTEL INFORMATION

Room Type Preference: King Double

Arrival Date: _____

Departure Date: _____

Please Note: SEBC Show Management will pay for two (2) nights. If you wish to extend your stay you will be responsible for the cost of additional nights.

FOOD & BEVERAGE

Please list any known food allergies: _____

Are you a vegan? Yes No Are you a vegetarian? Yes No

Drink Preference(s):

- Red Wine White Wine
- Domestic Beer Imported Beer Craft Beer Type of alcohol: _____

CONFERENCE REGISTRATION

BEX staff will register you and your guest prior to the BEX Event and a registration email confirmation will be sent to the email provided on this agreement. Registration badges and packets are to be picked up at the BEX registration desk on-site.

As a BEX participant you will receive up to ten (10) complimentary Expo & Education Passes for your team to attend SEBC. This pass includes unlimited access to all educational sessions, the Expo Hall, and SEBC social events. This pass excludes special event tickets available for purchase.

TERMS & AGREEMENTS

Participating builder attendees agree to arrive on time and attend all BEX appointments. In return for the builder attendee's participation, they will receive the following: a complimentary 2-night stay at the Gaylord Palms Resort & Convention Center, travel reimbursement of up to \$800*, up to ten (10) complimentary SEBC Expo & Education Passes, a \$200 Visa Gift Card and all meals provided during networking events. The attendee's guest is invited to all BEX networking events. Plane tickets will be reimbursed upon receipt of purchase documentation. Please email receipt of purchase documentation to Kimberly Scott at kscott@sebcshow.com. Mileage reimbursement checks may be picked up on-site at the BEX registration desk. Visa gift cards may be picked up at the BEX registration desk after the completion of all scheduled BEX appointments. BEX Appointment Schedules will be provided no later than 15 days prior to the event. Registration in the BEX is not assignable to a third party. By signature of this agreement, you are authorizing BEX management to use your company's name in any advertising, promotion or marketing associated with BEX. These terms embody the entire agreement and understanding of both parties.

Authorized By: _____ Title: _____ Date: _____

Signature (required): _____

Accepted By SEBC: _____ Title: _____ Date: _____

Signature (required): _____

TO VIEW THE BEX EVENT SCHEDULE AND FREQUENTLY ASKED QUESTIONS, VISIT WWW.SEBCSHOW.COM/BEX

