



2025 EXHIBITOR PROSPECTUS

JULY 24-25, 2025
GAYLORD PALMS
RESORT AND
CONVENTION CENTER



THE SHOW

Jump Start Your Business Engine with the 2025 Southeast Building Conference (SEBC) at the Gaylord Palms Resort and Convention Center.

For over 46 years, the Southeast Building Conference has been a pivotal event for builder engagement, consistently delivering outstanding returns on investment for our exhibitors.

SEBC transcends traditional networking, providing an inviting and enjoyable atmosphere for meaningful connections. Our top-tier educational programs feature esteemed speakers and cover the latest advancements in building science and design.

In addition, SEBC exhibitors have the exclusive opportunity to join the Builder and Exhibitor Exchange (BEX). This event offers unparalleled access to purchasing decision-makers from companies constructing 50 or more homes annually, with a collective purchasing power exceeding \$5 billion. BEX is heralded as one of the nation's most impactful business development platforms, as attested by both exhibitors and builders.

Don't miss the 2025 Southeast Building Conference returning to the Gaylord Palms! With this size gathering of enthusiastic buyers actively seeking new products and services, the business development potential for your company is unparalleled.

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 | Remodelers | 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

2025 SCHEDULE

TUESDAY, JULY 22

8:00 a.m. - 4:30 p.m.	Advanced 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

WEDNESDAY, 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

THURSDAY, 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

FRIDAY, 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

SATURDAY, JULY 26

6:00 p.m. - 9:00 p.m.	Aurora Awards Gala
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2025 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	3	4	5	
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		
Logo on SEBC signage	x	x	x	x	x
Exclusive banner advertising on SEBC website	x	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	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 packages created to make 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 Gaylord Palms 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 Badge

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 to 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 17 aisle signs used by all attendees to navigate the show floor.

SILVER

\$5,000

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 2025 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 Lounge is where everyone goes to hang out and chill with a drink in hand. This opening spot includes a full bar and comfortable seating. Your logo will be featured in the lounge, in the Expo Hall map in the SEBC Official Event Program.



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 Amenity Branding

Put your company's information in front of SEBC attendees when walking in the hotel or when visiting restrooms! Work with SEBC staff to determine best space to place your brand where it's sure to be seen!

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.



2025 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 Program~~
- ☐ Aurora Awards Reception
- ☐ ~~Expo Hall Lounge~~
- ☐ Information Desk

Bronze \$3,500

- ☐ SEBC Amenity Branding
- ☐ Coffee Break (2 Available)
- ☐ EDUCATION SPONSORSHIPS
 - (2 Available- Choose one below)
 - ☐ BUILDING & DESIGN TRACK
 - ☐ BUSINESS MANAGEMENT TRACK
 - ☐ SALES & MARKETING TRACK
 - ☐ ~~CONTINUING EDUCATION TRACK 1~~

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, 2025

Artwork for SEBC Program and Mobile App- Due no later than May 1, 2025



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 Drive, Tallahassee, Florida 32308

INSERTION DATES

SPECIAL INSTRUCTIONS

2025 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 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, 2025

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, 2025 will receive a 25% refund of all booth payments. Cancellations received by FHBA/SEBC after March 30, 2025 are not eligible for a refund.

I HAVE READ AND AGREE TO ABIDE BY THE 2025 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



**2025
THURSDAY
AND FRIDAY
JULY 24-25
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RESORT AND
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KISSIMMEE, FL**

www.sebcshow.com