



2025 SEBC EXHIBITOR PREPARATION GUIDE

SHOW DATE & LOCATION

SEBC will be held July 24-25, 2025 at the Gaylord Palms Resort & Convention Center in Kissimmee, FL, located at 6000 Osceola Pkwy.

EXHIBITOR SCHEDULE

EVENT	DATE	TIME	LOCATION
Display Truck & Trailers With a length longer than 16' or wider than 8'	Monday, July 21	Between 1:00-3:00 pm	Gaylord Palms Convention Center, Halls A-E
Smaller Display Vehicles	Tuesday, July 22	Between 8:00-10:00 am	Gaylord Palms Convention Center, Halls A-E
Advanced Exhibitor Move In 10'x20' booths or larger & BEX participants	Tuesday, July 22	8:00 am-4:30 pm	Gaylord Palms Convention Center, Halls A-E
Exhibitor Move In	Wednesday, July 23	8:00 am-8:00 pm	Gaylord Palms Convention Center, Halls A-E
Expo Hall Open to Attendees	Thursday, July 24	10:00 am -4:00 pm	Gaylord Palms Convention Center, Halls A-E
SEBC Bash Ticketed Event	Thursday, July 24	5:30 pm-7:00 pm	Emerald Bay Plaza, Gaylord Palms Resort
Expo Hall Open to Attendees	Friday, July 25	10:00 am -4:00 pm	Gaylord Palms Convention Center, Halls A-E
Exhibitor Move Out	Friday, July 25	4:00 pm- 11:00 pm	Gaylord Palms Convention Center, Halls A-E

SHOW PLANNING INFORMATION

SOLICITATION EMAILS

This is a friendly reminder that suspicious marketing may find its way into your email inbox. Any information regarding SEBC and official SEBC hotels will be sent from a “@sebcshow.com” email address.

ATTENDEE LIST

Please do not fall victim to purchasing an attendee list, this is a scam. SEBC freely provides all exhibitors with the attendee list on three occasions; 30 days prior to the show, 15 days prior to the show, and one week after the show.

The attendee list will include name, email, and mailing address. Email addresses are not provided for attendees who opt out. Although the attendee list is provided, exhibitors are encouraged to order the Lead Retrieval System.

RULES & REGULATIONS

SEBC follows IAEE Guidelines, to view the full document of IAEE Guidelines for Display Rules & Regulations, [click here](#).

CERTIFICATE OF INSURANCE

Please submit a certificate of insurance before July 1st. To view a sample COI, [click here](#).

HOTEL ACCOMODATIONS

The official host hotel for SEBC is the Gaylord Palms Resort. [Click here](#) to make your hotel reservations, or call (877) 491-0442. The SEBC rate will expire when the room block has filled or on June 30th, whichever comes first.

It is not recommended to make hotel accommodations outside of our room block or with a 3rd party vendor.

PARKING

The cost for self-parking is \$12+ per day.

DINING

Due to the demanding growth of the show, we are unable to accommodate a food court within the Expo Hall like years past. This year the food court will be located on the second level of the convention center inside one of the ballrooms.

The Gaylord Palms Resort offers onsite dining restaurants as well as quick “grab and go” options. All SEBC exhibitors and attendees will receive a 10% discount in all food & beverage outlets.

BOOTH STAFF REGISTRATION

[Click here](#) to register your booth staff. Login credentials have been sent from our registration vendor, CompuSystems.

Exhibitors receive the following:

- 10'x10' booths will receive four (4) Rockstar Passes
- Booths larger than 10'x10' will receive eight (8) Rockstar Passes

Rockstar Passes include unlimited access to the Expo Hall, all Education Sessions, and General Sessions. Additional booth staff badges may be purchased through the registration site if needed.

SEBC BASH

The SEBC Bash will be held Thursday, July 24th at 5:00 pm-7:00 pm in the Emerald Bay Atrium of the Gaylord Palms Resort. All Exhibitors will receive 4 complimentary SEBC Bash tickets. Additional tickets can be purchased for \$50 each.

BUILDER & EXHIBITOR EXCHANGE (BEX)

If your company is participating in BEX you will receive BEX event information directly from the Expo Hall Director, Kailin Koch.

FLOOR PLAN

To view the 2025 SEBC floor plan, [click here](#). *The floor plan is subject to change at SEBC show management's discretion.*

WHAT IS INCLUDED WITH MY BOOTH?

The cost of your booth package includes the following- Booth staff badges, company listing in SEBC 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.

BOOTH FURNISHINGS

Booths do not come furnished (carpet, table, or chairs). Exhibitors are responsible for placing their order with SEBC Show Management, The Expo Group, or providing their own furnishings. Please note that floor covering of some type is required.

EXHIBITOR SERVICE KIT

[Click here](#) to view the SEBC Exhibitor Service Kit which contains links to the websites and order forms to the preferred vendors listed below.

PREFERRED VENDORS

- [The Expo Group](#)
- [Gaylord Palms Convention Center](#)
- [CompuSystems](#)
- [Encore](#)

SHIPPING INFORMATION

The Expo Group is the official freight handling contractor with responsibility for unloading, delivery to booth, reloading, and processing of all exhibitors' freight shipments. [Click here](#) for more information regarding shipping & freight.

Shipping Labels

- [Advanced Warehouse Shipping Labels](#)
- [Direct to Show Site Shipping Labels](#)

MARKETING SEBC

EXHIBITOR PROFILE

The information listed on your exhibitor profile will be published on our SEBC website. *We do not publish any contact information on the SEBC website.*

All exhibitors have been sent an email invite to login and access their exhibitor profile. Once logged in you can view and edit the profile including the company description and upload items such as logo, marketing materials, photos and videos.

SEBC PROGRAM

The SEBC Program is a printed program that is distributed to all attendees onsite. Exhibitor listings will include Company Name and Booth Number. If you are interested in purchasing an advertisement or to enhance your listing [click here](#).

CLIENT INVITATIONS

SEBC is excited to offer exhibitors Feathr Invites, a platform which will allow you to invite your clients to the show with a complimentary registration at the click of a button! Please be on the lookout for additional information regarding, "How to Use Feathr".

ATTENDEE GIVEAWAY

Please let us know if you plan to have a giveaway at your booth during SEBC. We are happy to promote your giveaway in the SEBC program at no cost. Email your company name, booth number and giveaway item to kkoch@sebcshow.com **before June 1st**.

We only plan to promote giveaway items such as gift cards, coolers, appliances, etc. Due to space limitations in the program, please keep the name of the giveaway item as short as possible. *Exhibitors will be responsible for selecting, contacting, and arranging pick up with the winner.*

ONSITE INFORMATION

CONTACT INFORMATION

The Expo Hall Director, Kailin Koch, will leave for the conference on Monday, July 21st. It would be best to address any questions or concerns prior to her departure. *While onsite correspondence will be limited.*

ARRIVAL INFORMATION

Please refer to the Exhibitor Schedule on the first page for exhibitor move in date and time. If you have any questions upon arrival, please visit the Exhibitor Service Desk.

EXHIBITOR SERVICE DESK

The Exhibitor Service Desk will be located toward the back left of the Expo Hall. If you have questions regarding services, please visit the Exhibitor Service Desk to speak with representatives from our preferred vendors: The Gaylord Palms Convention Center, The Expo Group, Encore, and CompuSystems. They will be present to assist you with any questions regarding their services or if you need to place orders onsite.

LOADING DOCK

Upon arrival at the Gaylord Palms Convention Center, follow the parking signs that direct you to the loading dock. Any exhibitors accessing the Expo Hall through the loading dock will need to check in with Security and get an identification badge.

A Marshaling Yard **will not** be used during move in or move out. Please report directly to the loading area. Please note that Gaylord Palms Convention Center Security WILL NOT validate parking for exhibitors. You will be responsible for the self-parking rates when you exit the parking lot.

[Click here](#) to view the map of the Convention Center and loading dock. On the map, the Convention Center docks are the white area between the purple and teal parking lots. The best places for exhibitors to park after they have unloaded in the dock area will be the purple and teal parking lots.

There will be a 30-minute unloading / loading time limit policy.

Vehicles cannot be left unattended at the loading dock, please be sure that there are two people during this time so that one person can stay with the vehicle.

There will be representatives from The Expo Group directing you to the appropriate location. This area will be very busy due to the large number of exhibitors arriving to set up their booth.

Please be aware that any vehicles or trailers that back into the loading dock will have their freight unloaded by Union Labor, and the exhibitor will incur the fee associated with these services. If your company wishes to unload their own freight, you may park across from the loading dock and carry or use a handheld dolly to transport your freight from the loading area into the Expo Hall. *Please note: Dollies will not be provided or available, make sure to bring your own.*

Flatbeds 15' or longer, U-Haul's, or other box trucks and vans are not considered personal operating vehicles (POVs) and will be subject to standard material handling rates.

Exhibitor Appointed Contractors (EAC) are only allowed to work within their exhibitor's booth space, they are not allowed to back into the dock and unload exhibit materials or freight.

BOOTH SET UP

Exhibitors may set up their own booth if they use full-time company employees. If you use a service contractor other than The Expo Group, SEBC's official service contractor, you must fill out the Exhibitor Appointed Contractor (EAC) form and provide all required documentation to The Expo Group. [Click here](#) to access the EAC Form.

BOOTH STAFF BADGES

Once your team arrives onsite, pick up your badges at the registration desk, located on the first level of the Gaylord Palms Convention Center. *Badges will not be mailed. **Please Note: Badges are required during show hours to enter the Expo Hall.***

The registration desk will be open during the following hours:

- Wednesday, July 23rd from 8:00 am – 4:00 pm
- Thursday, July 24th from 7:00 am - 4:00 pm
- Friday, July 25 from 7:00 am - 4:00 pm

EXPO HALL HOURS

The Expo Hall will be open during designated show hours only and will be locked after show hours.

Exhibitors will have access to the hall during the following times:

- Tuesday, July 22nd | 8:00 am – 4:30 pm
- Wednesday, July 23rd | 8:00 am – 8:00 pm
- Thursday, July 24th | 7:30 am – 4:30 pm
- Friday, July 25th | 7:30 am – 11:00 pm

BOOTH CLEANING SERVICES

SEBC Show management will have the aisles cleaned and vacuumed, however if your booth requires cleaning, exhibitors will be responsible for cleaning their own booth or ordering cleaning services through The Expo Group. Exhibitors may bring in their own vacuum (please note electricity must be ordered to have power at your booth). Electricity can be ordered through the Gaylord Palms Convention Center.

BREAKDOWN POLICY

For safety reasons, booths are to be kept intact until the official closing of the show at 4:00 p.m. EST on Friday, July 25, 2025. You will have until 11:00 pm EST to finish breaking down. SEBC Committee members will be monitoring the hall to ensure that all exhibitors adhere to our breakdown policy.

EXHIBITOR MOVE OUT

A Move Out Notice will be placed in each booth on the morning of Friday, July 25th. All carriers/trucks/personal operating vehicles (POVS) may report directly to the loading area at the Gaylord Palms Convention Center after 4:00 pm.

During move out, a traffic person will issue dock passes. These will be passed out to the drivers when they check-in at the entrance to the loading docks.

2026 SEBC

Visit booth #143 to secure your booth space for the 2026 SEBC show! Exhibitor contracts will be accepted on site. Booths are sold on a first come, first served basis. Online registration will open the week following 2025 SEBC.

The 2026 SEBC will be held July 29-30 at the Orange County Convention Center in Orlando, FL.

THANK YOU!

Thank you for supporting SEBC and making a difference in the Building Industry! We look forward to seeing you in Kissimmee in July!

