



INVITES YOU TO...

BEX
Builder & Exhibitor Exchange



SIGN UP TODAY!

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 45+ 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 Monday, July 27, 2026, with a networking reception and will conclude on Wednesday, July 29 - just in time for you to check out the SEBC Expo Hall!

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

JULY 27-30, 2026

BEX Meetings and Social Events:
Hyatt Regency Orlando

SEBC Expo:
Orange County Convention Center

Complete Details:
www.SEBCshow.com/BEX

Questions? Contact Deanna Wishnia
at dwishnia@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**

MONDAY, JULY 27

12:00 p.m. - 8:00 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 28

7:30 a.m. - 8:30 a.m.	Breakfast
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 exhibitors)
6:00 p.m. - 9:00 p.m.	BEX Networking Event

WEDNESDAY, JULY 29

8:00 a.m. - 4:40 p.m.	Continuing Education, General Sessions and FHBA Business Meetings
10:00 a.m. - 4:00 p.m.	Expo Hall Open
5:00 p.m. - 7:00 p.m.	SEBC Bash

THURSDAY, JULY 30

8:00 a.m. - 4:40 p.m.	Continuing Education, General Sessions and FHBA Business Meetings
10:00 a.m. - 4:00 p.m.	Expo Hall Open
4:00 p.m. - 11:00 p.m.	Exhibitors Move Out



BUILDER & EXHIBITOR EXCHANGE (BEX) AGREEMENT

HYATT REGENCY ORLANDO | ORANGE COUNTY CONVENTION CENTER
JULY 27-30, 2026

RETURN YOUR AGREEMENT TO:

Deanna Wishnia
Member Services
and Program Manager

1319 Thomaswood Dr.
Tallahassee, FL 32308

EMAIL

dwishnia@sebcshow.com

QUESTIONS?

Contact Deanna Wishnia at

Direct Line:

850-402-1867

**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

HYATT REGENCY ORLANDO | ORANGE COUNTY CONVENTION CENTER
JULY 27-30, 2026

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 Hyatt Regency Orlando, 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 Deanna Wishnia at dwishnia@fhba.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): _____