



2026 SPONSORSHIP &

MAKE THE MOST OF IT

As a vital component of our event programming, **exhibitors and sponsors** enjoy exclusive opportunities to boost brand visibility, connect with key decision-makers in the building industry, and attract new business. SEBC offers a strategic platform to elevate your brand and create new opportunities for your sales team through high-impact **sponsorship and advertising** options.



Advertising opportunities are available on the SEBC website, in official attendee emails, and through on-site branding placements. Advertisers who spend more than \$500 automatically qualify for additional benefits under the "SEBC Friend" sponsorship package.

SEBC also offers **opportunities to present educational sessions** during the event. Share your expertise, build thought leadership, and engage with industry professionals. The Call for Speakers opens in Fall 2025 and closes in January 2026. Full details are available at www.sebcshow.com.



Have questions? Email cyeager@sebcshow.com for more information.

Note: All sponsorships are available annually on a first-come, first-served basis, so act early to secure your preferred spot!



Want **access to billions of dollars in purchasing power** while exhibiting at SEBC? The Builder & Exhibitor Exchange (BEX) offers exclusive, one-on-one appointments with a curated group of production and high-end custom home builders. This results-driven event provides unmatched opportunities to showcase your product or service to decision-makers ready to buy.



Participation in BEX is limited and now reviewed through an application and approval process to ensure the highest value for both builders and exhibitors.

To learn more or apply for early consideration at the \$8,000 early bird rate, contact Kailin Koch at kkoch@SEBCshow.com.

"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 Sylvia, Installed Building Products

OTHER OPPORTUNITIES

The most effective way to build awareness for your product or service is through a well-rounded marketing strategy. SEBC offers tiered sponsorship packages that blend print media, digital promotion, and on-site event marketing into one powerful, results-driven solution. Many packages include exhibit space plus enhanced brand exposure through an integrated, high-impact experience.

If you're looking for something custom, let us know. **We're here to help you make the most of your SEBC investment.**

	PLATINUM	GOLD	SILVER	BRONZE	FRIEND
TERMS	\$10,000	\$7,500	\$5,000	\$3,500	\$500+
Number of Sponsorships Available	3	4	4	8	
Promotional Time Frame	Year Round	Year Round	3 months	3 months	1 month
BENEFITS					
License to use SEBC logo on advertising and/or 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 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	

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

Attendee 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.

Name Badge Lanyards

Looking to ensure everyone at SEBC sees your company? You can't go wrong with the lanyard worn by every single attendee. These 3" lanyards hold the same logo as 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 each aisle signs used by all attendees to navigate the show floor.

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 SEBC Official Event Program.

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.

Expo Hall Food Court

Fuel the connections—and the conversation—by sponsoring one of the busiest gathering spots at SEBC. The Food Court offers high-traffic visibility and a natural opportunity to showcase your brand in a casual, social setting. Your company's logo will be prominently featured on signage throughout the space, ensuring steady exposure while attendees recharge and network.

Expo Hall Lounge

The SEBC Expo Hall Lounge is where everyone goes to hang out, get off their feet, and chill with friends in one of the hottest happening spots. Includes a full-service cash bar and comfortable seating. Your logo will be displayed in the lounge as well as on the expo hall map in the SEBC Show 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

Extend your brand's reach beyond the show floor and into the daily experience of SEBC attendees. From high-traffic public spaces to in-room essentials like hotel key cards, you can showcase your company in ways that make a lasting impression. SEBC staff will work with you to identify the most strategic placements to maximize visibility and impact. *Additional production costs may apply*

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 | 2 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 in a variety of educational settings. Speaking opportunities may also be available.

Food Court Tabletop Graphics

Place your company message directly on the OCCC tabletops in concession areas utilized by SEBC. The images will be four-color high-resolution graphics affixed directly on the tables. Each sponsorship includes four tables.



2026 SEBC CONTRACT

RETURN YOUR COMPLETED CONTRACT TO:

Kailin Koch, Expo and Education Director, 1319 Thomaswood Drive, Tallahassee, FL 32308

EMAIL: kkoch@sebcshow.com | PHONE: 850-402-1849

SPONSORSHIP SELECTION

Platinum \$10,000

- ☐ SEBC Registration Desk
- ☐ SEBC Bash
- ☐ Aurora Awards

Gold \$7,500

- ☐ Attendee Name badges
- ☐ Name Badge Lanyards
- ☐ Expo Aisle Signs
- ☐ SEBC Program

Silver \$5,000

- ☐ SEBC Shuttle Bus
- ☐ Expo Hall Food Court
- ☐ Expo Hall Lounge
- ☐ Information Desk

Bronze \$3,500

- ☐ Hotel Branding
- ☐ Coffee Break (2 Available)
- ☐ Food Court Table Top Graphics
- ☐ Education Session

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 30, 2026

Artwork for SEBC Program- Due no later than May 1, 2026



2026 SEBC CONTRACT

BOOTH RENTAL FEE & SELECTION

Minimum Booth Size: 10'x10' = 100 sf

___ Standard = \$21.00 per sf (Before April 30, 2026) / \$23.00 per sf (After April 30, 2026)

___ Premium = \$24.00 per sf (Before April 30, 2026) / \$26.00 per sf (After April 30, 2026)

BOOTH SIZE: _____

TOP THREE PREFERRED BOOTH LOCATIONS:

1st _____ 2nd _____ 3rd _____

Exhibitors will be responsible for the cost of their hotel stay, special event tickets, parking, additional booth staff badges and any booth furnishings needed such as carpet, tables, chairs, electric, rigging, Wi-Fi, lead retrieval etc. Please note: Floor covering of some kind is required.

SEBC management reserves the right to change the floor plan without notice, to provide for a successful trade expo. If none of the above choices are available, SEBC will contact the Exhibit Contact listed on this contract.

BOOTH FURNISHING PACKAGES

Show Management will NOT accept booth package orders after June 1, 2026.

Please select if you would like to place your booth furnishings order through SEBC Show Management. SEBC Show Management will only accept orders for the packages listed below. If you need additional furnishings or services, please order directly through our preferred vendors.

***Floor covering is required in the Expo Hall.**

___ NO BOOTH PACKAGE

Exhibitor will be responsible for placing their order directly through The Expo Group or provide their own booth furnishings and floor covering.

___ PACKAGE A \$385.10

One (1) 6' white draped table, two (2) side chairs and wastebasket.

*Carpet is NOT included in this package.

___ PACKAGE B \$527.39

One (1) 6' white draped table, two (2) side chairs, gray carpet (10'x10') and wastebasket.

___ PACKAGE C \$678.62

One (1) 6' white draped table, two (2) side chairs, gray carpet (10'x20') and wastebasket.

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.

An Executed Contract will hold your space for a maximum of 14 days from the date of the signed contract.

Payment Schedules is as Follows:

Booths Reserved from July 24, 2025—April 30, 2026

Deposits Due: within 14 days of Signed Contract
Balance Due: April 30, 2026

Booths Reserved from May 1, 2026—July 29, 2026

Payment in Full Required at Time of Contract Execution

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, 2026 will receive a 25% refund of all booth payments. Cancellations received by FHBA/SEBC after March 30, 2026 are not eligible for a refund.

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 28, 2026.

CERTIFICATE OF INSURANCE

I agree to defend, indemnify and hold harmless FHBA from any damage or injury to third parties or to the Orange County Convention Center caused by me, or my agents, employees, contractors or affiliates, and I agree to repair, or pay to FHBA the cost to repair, any damages caused to the Orange County Convention Center. Further, I acknowledge that I am required to maintain and keep in full force and effect a comprehensive general liability or public liability insurance with limits not less than \$1,000,000 combined single limited, including coverage for bodily injury and property damage to third parties. Such policy shall name FHBA as an "additional insured". _____
[initials]

I HAVE READ AND AGREE TO ABIDE BY THE 2026 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