

**EXHIBITOR
PROSPECTUS**
**20
26**

 Orange County Convention Center

 July 29-30

 www.sebcshow.com



Jump Start Your Business Engine With The 2026 Southeast Building Conference (SEBC) at the Orange County Convention Center!

The Southeast Building Conference (SEBC), hosted by the Florida Home Builders Association, continues to set the standard as the premier building industry trade show in the Southeast—and 2026 is shaping up to be our biggest year yet.

After completely selling out exhibit space nearly a month before the 2025 show, SEBC is expanding into an even larger space at the Orange County Convention Center to meet surging demand. This momentum reflects what our exhibitors already know: SEBC consistently delivers unmatched value, industry engagement, and the highest return on investment—year after year, for nearly 50 years.

SEBC goes beyond the typical trade show. In addition to a vibrant and welcoming networking environment, we offer **top-tier education programs** featuring nationally recognized speakers and cutting-edge content in building science, innovation, and design trends.

Exhibitors also gain exclusive access to apply for participation in the Builder and Exhibitor Exchange (BEX)—a powerful opportunity to meet one-on-one with purchasing decision-makers from companies that build 25 - 1,500+ homes per year. These companies represent over \$8 billion in collective annual purchasing power. Based on overwhelmingly positive feedback from both builders and exhibitors, BEX remains one of the most effective business development events in the country.

Don't miss your opportunity to be part of this growing success story.

Secure your space at SEBC 2026 before it sells out!

THE SHOW

TOP PRIORITY PRODUCTS

REQUESTED BY BUILDER & SUB-CONTRACTOR ATTENDEES

- Doors & Windows
- Bath Fixtures & Finishes
- Building Materials & Systems
- Cabinets & Hardware
- Indoor & Outdoor Kitchens
- Smart Home Technology
- 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



2026 EXPO HALL

BOOTH PACKAGES

All Exhibitor Booth Packages Include:

- Complimentary access to Feathr invitation platform and free Expo Hall passes for client distribution
- Pre/post SEBC registered attendee list for marketing purposes
- Expo & Education Passes with access to all educational seminars for booth staff
- Company listing on the SEBC website and in the SEBC Official Program
- 8' back drop, 3' side rails, pipe & drape, and signage (*Please Note: Pipe & drape is not included for island booths 20'x20' or larger*)

Standard Booth Pricing:

\$2,100 per 10'x10' Booth Space *before* April 30, 2026

\$2,300 per 10'x10' Booth Space *after* April 30, 2026

All booths are sold in increments of 10'x10'.

Standard Booth Package Includes:

- All of the items listed under "All Exhibitor Booth Packages"

Premium Booth Prices:

\$2,400 per 10'x10' Booth Space *before* April 30, 2026

\$2,600 per 10'x10' Booth Space *after* April 30, 2026

All booths are sold in increments of 10'x10'.

Premium Booth Package Includes:

- All of the items listed under "All Exhibitor Booth Packages"
- Premium exposure on the Show Floor along the Main Entrance
- Company highlight in official SEBC marketing materials prior to the show
- Half-page ad in the official SEBC Program

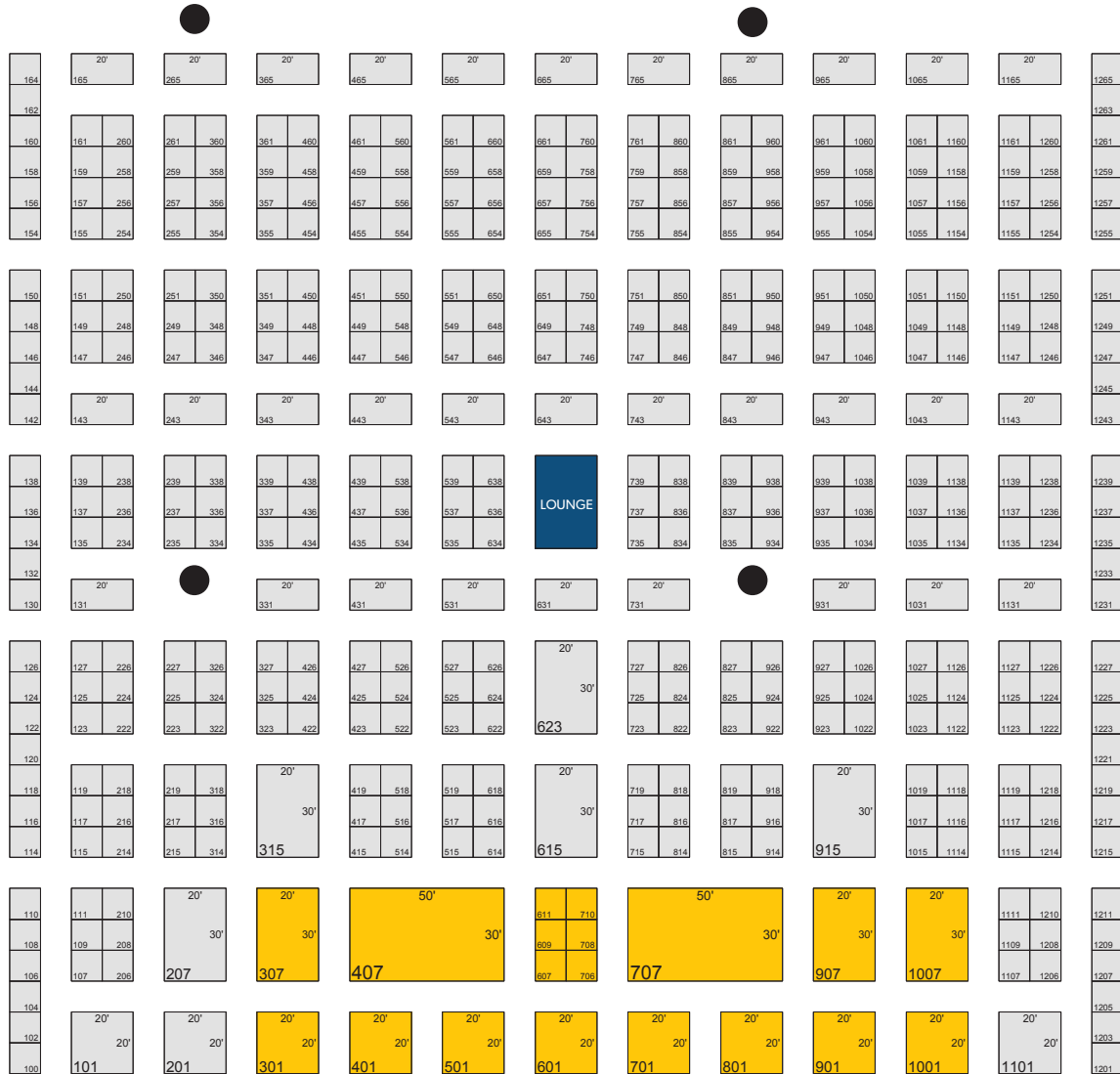
The following items are not included with booth packages: Tickets for Special Events (Parties, Awards, Etc.), Carpet/Floor Coverings, Electric, WiFi, Lead Retrieval, Rigging, or Furniture. These items can be purchased through SEBC's Preferred Vendors: Compusystems, The Expo Group, LMG AV Services, Smart City, Sodexo Live! and Orange County Convention Center.

"I have to say, this show is consistently well-promoted to the right people, and the vendors are also great quality. We really appreciate how great this show is not just for us as exhibitors, but for our customers and potential customers who enjoy the show as well!"

- Tim Risbon, Regional Manager, Wedi Corp.

2026 FLOOR PLAN

FOOD COURT



ENTRANCE

**ORANGE COUNTY
CONVENTION CENTER**
SOUTH CONCOURSE
ORLANDO, FLORIDA

Early Bird Pricing

	Premium Booths	\$24/sq ft
	Standard Booths	\$21/sq ft

**SCAN TO
VIEW THE
FLOOR PLAN
ONLINE!**





2026 EXHIBITORS

FREQUENTLY ASKED QUESTIONS

Whether you are a long-standing exhibitor or you are considering exhibiting at the SEBC for the first time, you may have questions. For your convenience, we have answered our most commonly asked questions below. If you have additional questions, please feel free to contact us. We are here to help make SEBC your number one choice in trade show exhibition.

Who to expect at SEBC?

Decision Makers! Most attendees are a Company Owner, President, CEO, Vice President, CFO, COO, Purchasing Agent...OR Your Competition!

What are the top requested products by attendees?

Countertops, building materials, cabinets, hardware, doors, windows, kitchen and bath fixtures, flooring and smart home technology.

Where will SEBC be held?

SEBC 2026 will be held In the South Concourse of the Orange County Convention Center located at 9899 International Drive, Orlando.

What are SEBC show dates and times?

SEBC is a two (2) day expo that begins on Wednesday, July 29 and ends on Thursday, July 30. Expo Hall hours are 10 a.m. to 4 p.m. each day.

When can I set up my booth?

Exhibitors with booth space 10' x 20' or larger and Builder and Exhibitor Exchange (BEX) participants may begin set up Monday, July 27, from 12 p.m. until 8 p.m. All other exhibitors may begin set up Tuesday, July 28, at 8 a.m. until 8 p.m. Exhibitor breakdown will begin on Thursday, July 30 at 4 p.m., once the show has concluded.

What other types of programs are offered during the trade show?

Various educational and professional courses are offered at SEBC. Presented by a virtual Who's Who of the nation's home building industry, the line-up covers all the important topics – quality construction practices, remodeling, design, sales and marketing, customer service and business management, just to name a few. Classes are divided into various education tracks and general sessions.

What is included in the cost of my booth package?

The cost of your booth package includes the following- Expo & Education Passes, Company Listing in SEBC Official 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. *(Please Note: Pipe & drape is not included for island booths 20'x20' or larger.)*

What is not included in the cost of my booth package?

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

How many booth staff badges are included in my booth package?

Exhibitors who reserve a 10'x10' booth space will receive four (4) Expo & Education Passes for their booth staff. Booths larger than a 10'x10' will receive eight (8) Expo & Education Passes for their booth staff. The Expo & Education Pass includes unlimited access to the Expo Hall, General Sessions and all educational seminars. Additional Expo & Education Passes or Expo Hall Only Passes are available for your staff at an additional cost.

Who are SEBC preferred Vendors?

The Expo Group is the official expo service contractor for SEBC and is responsible for labor services, materials, furnishings, material handling and furnishings. The Orange County Convention Center will be responsible for rigging and electrical; SmartCity will be responsible for Wi-Fi; Sodexo Live! will be responsible for Food & Beverage; and LMG will be responsible for Audio/Visual equipment.

Can I set up my own booth?

Yes, as long as you use full time company employees. If you use a service contractor other than The Expo Group, you must fill out the Exhibitor Appointed Contractor form (EAC) and provide a certificate of insurance naming The Expo Group, the SEBC and the Orange County Convention Center as additional insurers.

Where do we stay?

The official hotels for SEBC 2026 are the Hyatt Regency Orlando and Rosen Centre Orlando. All BEX Events will be held at the Hyatt Regency Orlando. Details and SEBC room rates are available at www.sebcshow.com.

What is BEX?

The Builder and Exhibitor Exchange (BEX) allows our staff to help facilitate result-focused meetings geared toward connecting leading manufacturers and suppliers with purchasing decision makers from high-volume builders in a private one-on-one setting. This event is a separate, exclusive event that takes place two days before the SEBC expo. Participation is limited and not automatically included with your booth space. BEX participation includes your 10'x10' SEBC Booth, as well as tickets to all BEX social events for two company representatives.

2026 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

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

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
6:30 p.m. - 9:00 p.m.	Florida Housing Hall of Fame Induction Ceremony

FRIDAY, JULY 31

10:30 a.m. - 12:30 p.m.	FHBA Board of Directors Meeting
6:00 p.m. - 9:00 p.m.	Aurora Awards Gala



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 lanyards worn by every single attendee. These 3" lanyards hold the badge that 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 and page 1 of 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 a drink in hand. This happening spot 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

SOLD

SOLD

Silver \$5,000

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

SOLD

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

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

COMPANY INFORMATION

COMPANY NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

WEBSITE: _____

FACEBOOK: _____ INSTAGRAM: _____

EXHIBIT CONTACT

Person to whom all correspondence will be sent

CONTACT NAME: _____

POSITION: _____

PHONE: _____ CELL: _____

EMAIL: _____

ONSITE CONTACT INFORMATION

CONTACT NAME: _____

POSITION: _____

PHONE: _____

EMAIL: _____

COMPANY INFORMATION

Please provide a description of your company. This information may be posted, unedited, on the SEBC website.

HURRICANE MITIGATION

Are your company's products or services related to Hurricane Mitigation? If your services and products are related to Hurricane Mitigation, your company will receive special recognition in the official SEBC program.

Yes _____ No _____

Questions? Contact Kailin Koch, Expo and Education Director
EMAIL: kkoch@sebcshow.com | PHONE: 850-402-1849



2026 SEBC CONTRACT

PRODUCT CATEGORY

Select up to THREE (3) product categories.

- | | | |
|--|--|---|
| ☐ Advertising / Marketing / Sales | ☐ Exterior Finishes | ☐ Outdoor Living |
| ☐ Appliances | ☐ Flooring Materials | ☐ Organization / Storage |
| ☐ Architecture / Interior Design | ☐ Foundations | ☐ Pest Control |
| ☐ Banking / Financial / Mortgage Services | ☐ Green Building Products | ☐ Plumbing Equipment / Materials |
| ☐ Building Materials | ☐ Health & Fitness | ☐ Professional Services/Consulting |
| ☐ Building Systems | ☐ Hurricane Products / Services | ☐ Restoration / Mitigation Services |
| ☐ Business Management | ☐ HVAC/Air Conditioning | ☐ Roofing Materials / Services |
| ☐ Cabinet & Cabinet Hardware | ☐ Insulation / Insulating Materials | ☐ Smart Home Technology |
| ☐ Code Compliance / Edu./Licensing | ☐ Insurance / Warranty | ☐ Software Technology |
| ☐ Commercial Vehicle | ☐ Interior Finishes | ☐ Swimming Pools & Equipment |
| ☐ Doors / Windows | ☐ Landscaping Products / Services | ☐ Tools |
| ☐ Electrical Products / Services | ☐ Lighting | ☐ Trade Organizations |
| ☐ Engineering | ☐ Masonry | ☐ Water Heating ☐ Water Treatment |

SEBC IMPACT QUESTIONS

Would you like to receive information on SEBC's sponsorship opportunities? Yes _____ No _____

Are you interested in SEBC's Builder and Exhibitor Exchange (BEX) event? Yes _____ No _____

How did you hear about SEBC?

Email _____ Past Exhibitor _____ Website _____ Direct Mail _____

Other/Explain _____

Do you plan to serve Food and Beverage at your booth? Yes _____ No _____

If yes, please note, per our contract agreement and for liability concerns, Sodexo Live! at the Orange County Convention Center is the exclusive provider for all food and beverage. Absolutely NO outside food and/or beverage may be served from your booth during SEBC. This includes, but is not limited to: logo bottled water or any type of pre-packaged food. If you wish to serve these items, you must request permission via e-mail in advance. A corkage fee will apply if you are granted permission to distribute food or beverage not purchased from the Convention Center.

Do you plan to display a vehicle or trailer at your booth? Yes _____ No _____

If yes, your company will be required to complete and submit the Vehicle and Mobile Unit Spotting Form to The Expo Group.



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



2026
WEDNESDAY
AND THURSDAY
JULY 29-30
ORANGE COUNTY
CONVENTION CENTER
ORLANDO, FL

www.sebcshow.com