



2026 SEBC EXHIBITOR PREPARATION GUIDE

SHOW DATE & LOCATION

SEBC will be held Wednesday, July 29 – Thursday, July 30, 2026, in the South Concourse of the Orange County Convention Center (OCCC) in Orlando, FL, located at 9899 International Drive, Orlando, FL 32819.

EXHIBITOR SCHEDULE

EVENT	DATE	TIME	LOCATION
Display Vehicles & Trailers With a length longer than 16' or wider than 8'	Monday, July 27	Between 1:00-3:00 pm	OCCC, Expo Hall South A
Smaller Display Vehicles	Tuesday, July 28	Between 8:00-10:00 am	OCCC, Expo Hall South A
Advanced Exhibitor Move In 10'x20' booths or larger & BEX participants	Monday, July 27	12:00 pm-8:00 pm	OCCC, Expo Hall South A
Exhibitor Move In	Tuesday, July 28	8:00 am-8:00 pm	OCCC, Expo Hall South A
Expo Hall Open to Attendees	Wednesday, July 29	10:00 am -4:00 pm	OCCC, Expo Hall South A
SEBC Bash Ticketed Event	Wednesday, July 29	5:30 pm-8:30 pm	Howl at the Moon
Expo Hall Open to Attendees	Thursday, July 30	10:00 am -4:00 pm	OCCC, Expo Hall South A
Exhibitor Move Out	Thursday, July 30	4:00 pm- 11:00 pm	OCCC, Expo Hall South A

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” or “@fhba.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 hotels for SEBC 2026 include the Rosen Centre Hotel, Hilton Orlando, and Hyatt Regency Orlando. For more hotel information and to book your stay using the official SEBC room block [click here](#).

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 at the OCCC is \$20 per day, per entry.

BOOTH STAFF REGISTRATION

[Click here](#) to register your booth staff. Login credentials will be sent to you by our registration vendor, Event Citadel.

Exhibitors receive the following:

- 10'x10' booths receive four (4) complimentary Education + Expo Hall Passes
- 10'x20' booths or larger receive eight (8) complimentary Education + Expo Hall Passes

The Education + Expo Hall Pass includes 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 Wednesday, July 29 from 5:30 - 8:30 pm at Howl at the Moon, located at 8815 International Dr., Orlando, FL 32819 (2 blocks from Convention Center).

IMPORTANT: All exhibiting companies receive four (4) complimentary SEBC Bash tickets. To claim your tickets, please select and add them to your registration on the Special Events page during the registration process. Additional tickets are available for purchase once allotment has been fulfilled.

BUILDER & EXHIBITOR EXCHANGE (BEX)

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

FLOOR PLAN

To view the 2026 SEBC floor plan, [click here](#). Exhibitors are prohibited from soliciting outside of their booth space.

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](#)
 - Booth Furnishings, Material Handling, Labor, Shipping, etc.
- [Orange County Convention Center](#)
 - Electricity, Rigging

- [Event Citadel](#)
 - Lead Retrieval
- [SmartCity](#)
 - Internet, Wi-Fi
- [LMG](#)
 - Audio Visual
- [Sodexo Live!](#)
 - Food & Beverage

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

SPONSORSHIP

Enhance your presence at SEBC by taking advantage of our sponsorship opportunities. From high-visibility branding to exclusive event activations, sponsorships are designed to help you stand out, connect with key decision-makers, and maximize your return on investment. [Click here](#) to view sponsorship opportunities.

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 invitation to access their exhibitor profile. Once logged in, you can view your order, submit payment for any outstanding balances, update your company description, and upload your logo, marketing materials, photos, and videos. Please let me know if you did not receive the invite.

The invite will come from a "no-reply" email address, subject "Southeast Building Conference (SEBC) 2026 Invites You to Edit: Company Name".

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".

In addition, to help you spread the word we have provided you with a coupon to share with clients, granting them a FREE Expo Hall Pass. You can distribute this coupon as you wish! [Click here](#) for the Free Expo Hall Pass Coupon.

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 May 26th**.

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 Sunday, July 26th. 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 within the Expo Hall.

EXHIBITOR SERVICE DESK

The Exhibitor Service Desk will be located inside the Expo Hall on the left side, behind the pipe and drape. For questions regarding services, please visit the Exhibitor Service Desk to speak

with representatives from our preferred vendors: OCCC, The Expo Group, and Event Citadel. They will be available to assist with service-related questions and on-site orders.

LOADING DOCK

Upon arrival at the Orange County Convention Center, follow the signs that direct you to the South Basin loading dock. Exhibitors accessing the Expo Hall through the loading dock will need to check in with a representative from The Expo Group to receive a dock pass. You will be responsible for the self-parking rates when you exit the parking lot.

If you are accessing the Expo Hall through the front of the Convention Center, please check in at the SEBC registration to pick up your exhibitor badge.

[Click here](#) to view the map of the Convention Center. Please note for Move-in and Move-out you will need to unload/load in the SOUTH Basin.

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 using full-time company employees. If you plan to use a service contractor other than The Expo Group, SEBC's official service contractor, you must complete the Exhibitor Appointed Contractor (EAC) Form and submit all required documentation to The Expo Group. [Click here](#) to access the EAC Form. Setup personnel are not required to have a badge; badges are only required for booth staff during show hours.

BOOTH STAFF BADGES

Once your team arrives onsite, please pick up your badges at the Registration Desk, located in the South Concourse of the Orange County Convention Center on the second level in Rooms S220A–C. 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:

- Tuesday, July 28th from 8:00 am – 4:00 pm
- Wednesday, July 29th from 7:00 am - 4:00 pm
- Thursday, July 30th 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:

- Monday, July 27th | 12:00 pm– 8:00 pm
- Tuesday, July 28th | 8:00 am – 8:00 pm
- Wednesday, July 29th | 7:30 am – 4:30 pm
- Thursday, July 30th | 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 OCCC.

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 Thursday, July 30, 2026. 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.

All exhibits must be dismantled and cleared from the Expo Hall by 11:00 pm on Thursday, July 30th. The SEBC lease agreement ends at midnight, after which exhibitors will no longer have access to the hall.

EXHIBITOR MOVE OUT

A Move Out Notice will be placed in each booth on the morning of Thursday, July 30th. All carriers/trucks/personal operating vehicles (POVS) may report directly to the loading area at the OCCC 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.

2027 SEBC

Visit booth #165 to secure your booth space for the 2027 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 2026 SEBC.

The 2027 SEBC will be held July 21-22 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 next year!

Kailin Koch

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SAVE THE DATE!
JULY 29 - 30, 2026 | ORLANDO
ORANGE COUNTY CONVENTION CENTER