



INVITES YOU TO...

**BEX**  
Builder & Exhibitor Exchange



**SIGN UP TODAY!**

## WHAT IS BEX ?

At the SEBC Builder & Exhibitor Exchange (BEX), you'll connect directly with a curated group of purchasing decision-makers from leading production and high-end custom home building companies. This exclusive event is designed to spark meaningful conversations, generate new business, and build long-term partnerships through private, results-focused face-to-face meetings.

BEX kicks off on Monday, July 19, 2027, with a networking reception and wraps up just in time for builders to follow you into the SEBC Expo Hall and continue the conversation at your booth.

All participating builder companies commit to sending key decision-makers, ensuring your time is spent with qualified, engaged prospects. One week prior to the event, you'll receive your personalized appointment schedule and a full list of attending builders.

Exhibitor participation is determined through an application and review process. Space is limited, and selections are based on overall fit and alignment with builder interests—apply early to be considered.

Total cost includes the BEX event and one (1) standard 10' x 10' booth in the SEBC Expo Hall, as well as tickets to all BEX social networking events for two (2) exhibitor company representatives. BEX is NOT automatically included for all SEBC exhibitors.

**INVESTMENT: \$8,200**

**JULY 19-22, 2027**

Hyatt Regency Orlando and  
Orange County Convention Center  
Orlando, FL

Complete Details:  
[www.SEBCshow.com/BEX](http://www.SEBCshow.com/BEX)

➤ **Questions? Contact Kailin Koch at [kkoch@sebcshow.com](mailto:kkoch@sebcshow.com).**



## FOOD COURT

FHBA  
MEMBERSHIP  
CENTRAL

## EXHIBIT SPACE PRICING

Standard Booths  
\$23/sq ft

Premium Booths  
\$26/sq ft



## Scan Me

**TO VIEW OUR  
INTERACTIVE  
FLOOR PLAN  
ONLINE!**

**ENTRANCE**

## BEX Participation **Includes Your Expo Booth**

## All Inclusive **EVENT SCHEDULE**

“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

“No doubt the highlight of all of the SEBC activities was BEX. What a great opportunity to meet face to face with top builder executives throughout the region. We came away from every meeting with action items that will ultimately lead to increased sales and revenue, as well as, build long term relationships with our builder partners. We will be back again.

-  
Kelly Meyers,  
Dal-Tile Corporation

### **MONDAY • JULY 19, 2027**

ALL DAY ----- Arrive/Check Into Hotel  
8:00 AM - 4:00 PM SEBC Booth Set up  
3:00 PM - 5:00 PM BEX Registration  
6:00 PM - 8:00 PM Networking Reception  
8:00 PM - 9:30 PM After Dinner Drinks in the Suite

### **TUESDAY • JULY 20, 2027**

7:30 AM - 8:30 AM Breakfast  
8:30 AM - 10:05 AM Builder/Exhibitor Meetings  
10:05 AM - 10:15 AM Break  
10:20 AM - 11:55 AM Builder/Exhibitor Meetings  
12:00 PM - 1:25 PM Luncheon  
1:30 PM - 3:05 PM Builder/Exhibitor Meetings  
3:05 PM - 3:15 PM Break  
3:20 PM - 4:55 PM Builder/Exhibitor Meetings  
5:00 PM - 6:00 PM Closing Reception  
8:00 PM - 9:30 PM After Dinner Drinks in the Suite

### **WEDNESDAY • JULY 21, 2027**

8:00 AM - 4:40 PM SEBC Education  
9:00 AM - 4:00 PM SEBC General Sessions  
9:00 AM - 4:00 PM SEBC Expo Hall Open  
5:30 PM - 8:30 PM SEBC Bash

### **THURSDAY • JULY 22, 2027**

8:00 AM - 4:40 PM SEBC Education  
9:00 AM - 4:00 PM SEBC General Session  
9:00 AM - 4:00 PM SEBC Expo Hall Open  
4:00 PM - 11:00 PM Exhibitor Move Out

# Who Attends? Check Out Our 2026 Participants

## EXHIBITORS

Atlas  
Burgess Construction Consultants, Inc.  
Capitol Lighting / CapitolPRO  
Carrier Enterprise  
CSCI, LLC  
D & D Garage Doors  
Dal-Tile, LLC  
Deako  
Delta Faucet  
Engineered Floors  
Eran Group  
Floor & Decor  
Generac Power Systems, INC  
HomeTeam  
Huber Engineered Woods  
International Wholesale Tile, LLC - Tesoro  
James Hardie Building Products  
Kebony, Inc.  
Leola Construction & United Drywall Contracting  
Leviton Manufacturing  
LP Building Solutions  
Massey Services, Inc.  
MasterBrand Cabinets  
Maverick  
Moen, Inc.  
MSI  
Navien  
Nisus Corporation  
Oldcastle APG  
Organized Living  
Plastpro, Inc.  
Rheem Water Heating  
Sauder Cabinetry  
Schlage  
Schluter Systems  
Schneider Electric  
Shaw Floors  
Siemens  
Specialty Inspectors LLC  
Terra Stoneworks  
Timberland Door  
Trex Company  
UMI Stone  
Uponor  
Westlake Royal Building Products - Stone & Roofing

## BUILDERS

Adams Homes  
Bellavista Building Group, Inc.  
CC Homes  
Davis Development & Construction  
Dream Finder Homes  
DR Horton - Multifamily (DHI Communities)  
Druther Homes  
DSL D Homes  
Empire Homes  
Flight Builders  
Forefront Architecture & Engineering  
Gallery Homes of DeLand, Inc.  
Highland Homes  
Holiday Builders  
Home Dynamics Corp  
Homes by WestBay / Casa Fresca Homes  
INB Homes  
Jim Chapman Construction Group  
JWB Construction Group, LLC  
Kolter Homes  
LGI Homes  
M/I Homes  
Maronda Homes  
Mattamy Homes Corporate  
MCG Homes  
Meritage Homes  
Minto Communities  
Mitchell Homes Inc  
Paytas Home, Inc  
Pioneer Homes  
Price Family Homes Inc.  
PulteGroup  
Quality Homes of Port Charlotte, Inc.  
Southwyck Homes  
Sunlife Builders  
Taylor Morrison  
Toll Brothers, Inc.  
Tri Pointe Homes



## BUILDER & EXHIBITOR EXCHANGE

### 2027 APPLICATION

ORLANDO, FLORIDA | JULY 19-22, 2027

#### RETURN YOUR APPLICATION TO:

Kailin Koch  
Director of Expos and Education  
1319 Thomaswood Dr.  
Tallahassee, FL 32309

**EMAIL:** [kkoch@sebcshow.com](mailto:kkoch@sebcshow.com)

**PHONE:** 850-402-1849

#### QUESTIONS?

Contact Kailin Koch  
Director of Expos and  
Education

**Direct Line:**

850-402-1849

**Email:**

[kkoch@sebcshow.com](mailto:kkoch@sebcshow.com)

**Your BEX  
Appointment Schedule**  
will be provided one week  
prior to the 2027 BEX Event.

#### COMPANY INFORMATION

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

FACEBOOK: \_\_\_\_\_ INSTAGRAM: \_\_\_\_\_

#### PRIMARY CONTACT

Person to whom all correspondence will be sent

CONTACT NAME: \_\_\_\_\_

POSITION: \_\_\_\_\_

CELL: \_\_\_\_\_ OFFICE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

#### BEX ATTENDEE #1

ATTENDEE NAME: \_\_\_\_\_

POSITION: \_\_\_\_\_

CELL: \_\_\_\_\_ OFFICE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

#### BEX ATTENDEE #2

ATTENDEE NAME: \_\_\_\_\_

POSITION: \_\_\_\_\_

CELL: \_\_\_\_\_ OFFICE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

CONTINUED >>>

**BEX ATTENDEE #3**

ATTENDEE NAME: \_\_\_\_\_

POSITION: \_\_\_\_\_

CELL: \_\_\_\_\_ OFFICE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

**BEX ATTENDEE #4**

ATTENDEE NAME: \_\_\_\_\_

POSITION: \_\_\_\_\_

CELL: \_\_\_\_\_ OFFICE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

**PRODUCT CATEGORY**

Please indicate the product or service category that best represents your company. This description will be reviewed by the Builder Review Committee as part of the selection process for BEX participation.

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Is your company a ☐ manufacturer or a ☐ distributor?Does your company distribute throughout the entire Southeast? ☐ Yes ☐ No

If not, please provide your distribution territory. \_\_\_\_\_

**TO VIEW THE BEX EVENT SCHEDULE AND FREQUENTLY ASKED QUESTIONS,  
VISIT [WWW.SEBCSHOW.COM/BEX](http://WWW.SEBCSHOW.COM/BEX)**

## PAYMENT SCHEDULE

☐ **\$8,200**

Payment due 30 days following notification that your company has been selected to participate in the BEX program.

**To ensure the highest quality and relevance for all attendees, participation as a BEX exhibitor is no longer first-come, first-served. All interested companies must submit an application by March 31, 2027. Please note that submitting an application does not guarantee acceptance.**

**Applications will be reviewed by a Builder Advisory Committee, which will recommend exhibitors that best align with needs of our builder participants. Event management will notify applicants of their approved or denied status following the review process.**

**Approved exhibitors will be required to submit full payment by the deadline outlined in their acceptance notice. Failure to do so will result in the loss of their opportunity to participate in BEX. As a reminder, all participating companies must also exhibit in the SEBC Expo.**

## PARTICIPATION AGREEMENT

AS A BEX ATTENDEE, the undersigned understands that this Builder & Exhibitor Exchange (BEX) Contract is a legally binding contract and that the payment terms expressed above constitute valuable consideration for this contract. Having read this contract, the undersigned hereby agrees to the terms and conditions of the contract and obligates him/her/itself to attend all BEX networking events and builder/exhibitor appointments that are scheduled. Registration in BEX by a contractor/exhibitor shall not be assignable to a third party. The undersigned authorizes FHBA/SEBC to use the undersigned's business name in any advertising, promotion or marketing associated with BEX, but FHBA/SEBC does not guarantee inclusion in such materials. FHBA/SEBC reserves the right to cancel BEX with no liability to the undersigned except for the return of any deposits or fees actually paid by the undersigned to FHBA/SEBC for his/her/its BEX registration. This contract shall be construed in accordance with and governed by Florida law and venue for any disputes shall be in Leon County, Florida. This contract embodies the entire agreement and understanding of the undersigned and FHBA/SEBC in respect to the subject matter contained herein.

 Authorized By: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_  
Signature (required) \_\_\_\_\_

Accepted By SEBC: Kailin Koch Title: Director of Expos and Education Date: \_\_\_\_\_  
Signature (required): Kailin Koch

**Cancellation Policy:** CANCELLATION POLICY: All cancellation notices must be made in writing and sent to the SEBC/BEX office at 1319 Thomaswood Drive, Tallahassee, FL 32308. Cancellations received by SEBC/BEX on or before March 31, 2026 will receive a 50% refund. Cancellations made after this, but before May 31, 2027 will receive a 25% refund. Cancellations received by SEBC/BEX after May 31, 2027 are not eligible for a refund.

Your BEX Appointment Schedule will be provided  
one week prior to the 2027 BEX Event.

2021

BEEX

Builder & Exhibitor Exchange