SEBC
SOUTHEAST BUILDING CONFERENCE
Presented by FHBA

STRONG FOUNDATIONS
BOLD FUTURES

2027 EXHIBITOR PROSPECTUS

JULY 21-22, 2027

ORANGE COUNTY CONVENTION CENTER
ORLANDO, FLORIDA

WHERE BUSINESS GETS BUILT.

For nearly five decades, the Southeast Building Conference (SEBC) has brought together the people, products and partnerships driving the future of residential construction.

Following consecutive years of record attendance and sold-out exhibit halls, SEBC continues to grow as one of the largest and most influential residential construction events in the region. As housing demand, technology, workforce development, and regulatory challenges reshape the industry, SEBC remains the place where decision-makers gather to discover solutions, evaluate products, and build strategic partnerships.

Exhibiting at SEBC places your company face-to-face with qualified buyers actively seeking products, services, and technologies to help them compete in a rapidly evolving market. From emerging companies introducing new solutions, to established industry leaders strengthening relationships, exhibitors consistently cite SEBC as one of their highest-return investments of the year.

From the sold-out exhibit hall to the highly sought-after Builder & Exhibitor Exchange (BEX), SEBC delivers unmatched access to the right people and real business opportunities.

NEW IN 2027

START UP ZONE

A dedicated kiosk experience designed for emerging companies, entrepreneurs and start-ups looking to establish a presence in the Southeast's premier building industry event.

THE SHOW

TOP PRODUCTS AND SERVICES REQUESTED

- Windows & Doors
- Building Materials and Systems
- Construction Software
- Estimating Tools
- Bath Fixtures and Finishes
- Indoor and Outdoor Kitchens
- Smart Home Technologies
- AI Solutions
- Counter Tops
- Cabinets and Hardware
- Flooring
- Outdoor Living
- CRM Systems and Marketing

WHERE THE DECISION MAKERS ARE

Builders, remodelers, developers, architects, designers, and purchasing decision makers attend SEBC to discover products, services, and solutions that help them build better and operate more efficiently.

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

WHY EXHIBITORS RETURN

96%
Would attend again.

98%
Met lead generation goals.

94%
Satisfied with attendee quality.

OPPORTUNITIES FO

2027 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:

$2,300 per 10'x10' Booth Space *before* April 30, 2027

$2,500 per 10'x10' Booth Space *after* April 30, 2027

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:

$2,600 per 10'x10' Booth Space *before* April 30, 2027

$2,800 per 10'x10' Booth Space *after* April 30, 2027

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.

"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.

R EVERY BUSINESS.

NEW FOR 2027
THE START UP ZONE
LAUNCH INTO BUSINESS AT SEBC

The Start-Up Zone at SEBC is the first dedicated kiosk experience designed as a curated showcase of emerging companies, innovative products, and breakthrough solutions shaping the future of residential construction.

Participation is limited to qualified companies introducing a new product or service in the last 18 months or emerging companies in business less than five years.

Designed to foster discovery and connection the SEBC Start Up Zone provides builders, developers, remodelers and industry leaders with a dedicated destination to explore what's next while offering emerging companies a highly visible platform within SEBC.

Kiosk Pricing:

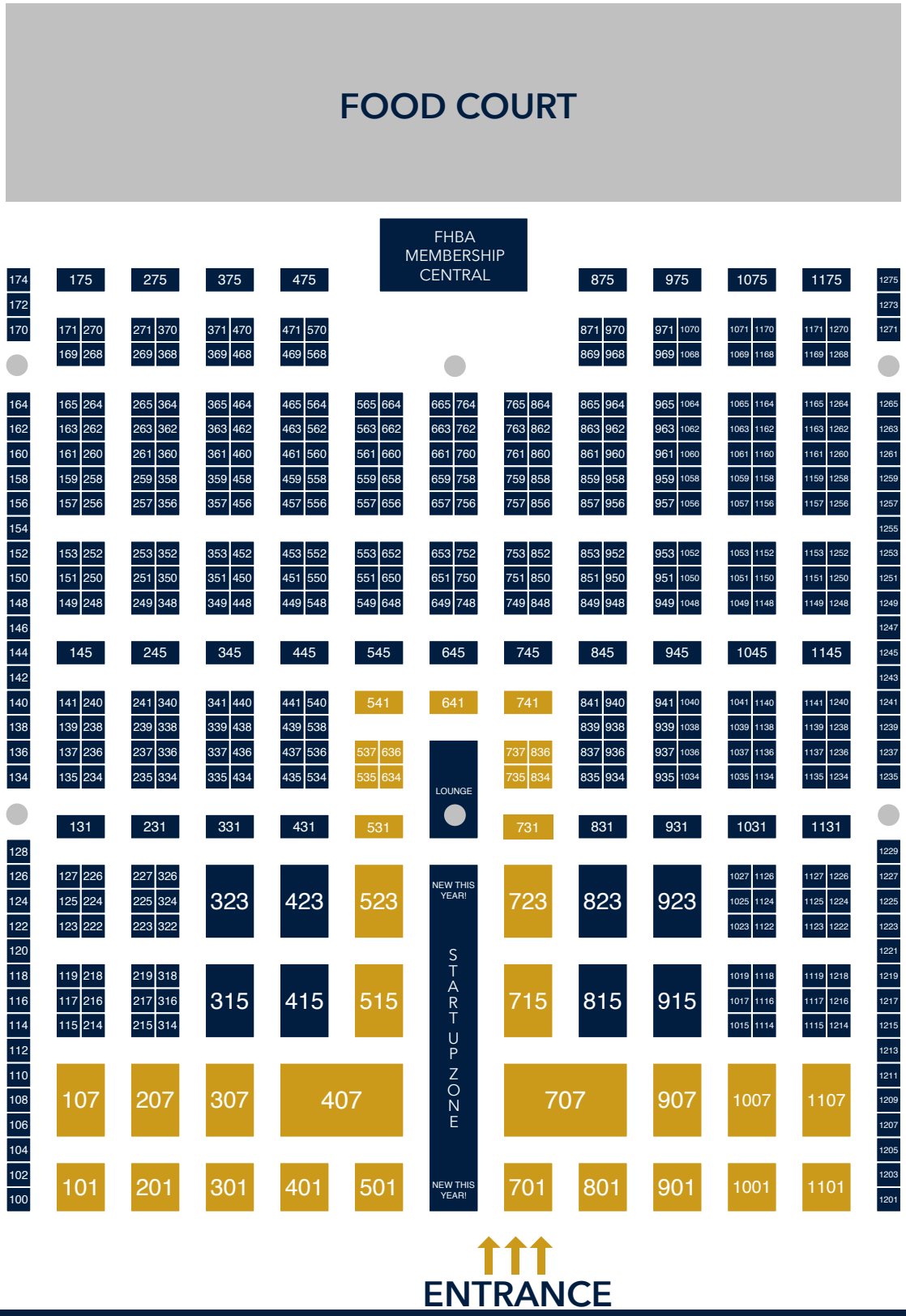
$1,400 per branded display kiosk side *before* April 30, 2027

$1,600 per per branded display kiosk side *after* April 30, 2027

All kiosk displays are sold as one (1) dedicated branded panel on a shared three-sided Start-Up Zone kiosk, plus one branded counter. The kiosk tower is shared among three participating companies; exhibitors receive branding on one side only.

SPACE IS LIMITED. FIRST COME FIRST SERVED.
Contact SEBC Director, Kailin Koch, for more information at kkoch@sebcshow.com

2027 FLOOR PLAN



ORANGE COUNTY CONVENTION CENTER
SOUTH CONCOURSE
ORLANDO, FLORIDA

Early Bird Pricing

Premium Booths	$26/sq ft
Standard Booths	$23/sq ft

SCAN TO VIEW THE FLOOR PLAN ONLINE!

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 2027 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 21 and ends on Thursday, July 22. Expo Hall hours are 9 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 19, from 8 a.m. until 4 p.m. All other exhibitors may begin set up Tuesday, July 20, at 8 a.m. until 8 p.m. Exhibitor breakdown will begin on Thursday, July 22 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 an all star line up 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′x′10 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?

AGS 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 AGS, you must fill out the Exhibitor Appointed Contractor form (EAC) and provide a certificate of insurance naming AGS, the SEBC and the Orange County Convention Center as additional insurers.

Where do we stay?

The official hotels for SEBC 2027 are the Hyatt Regency Orlando, Hilton Orlando and Rosen Centre. 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.

2027 EVENT SCHEDULE

MONDAY, JULY 19

8:00 a.m. - 4:00 p.m.	Advance Move In for 10' x 20' Booths or Larger, and BEX Participants
3:00 p.m. - 5:00 p.m.	BEX Registration
5:30 p.m. - 8:00 p.m.	BEX Welcome Reception

TUESDAY, JULY 20

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)
5:00 p.m. - 6:30 p.m.	BEX Closing Reception

WEDNESDAY, JULY 21

8:00 a.m. - 4:40 p.m.	Continuing Education, General Sessions and FHBA Business Meetings
9:00 a.m. - 4:00 p.m.	Expo Hall Open
5:30 p.m. - 8:30 p.m.	SEBC Bash

THURSDAY, JULY 22

8:00 a.m. - 4:40 p.m.	Continuing Education, General Sessions and FHBA Business Meetings
9:00 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.	FHBA Awards and Florida Housing Hall of Fame Induction Ceremony

FRIDAY, JULY 23

11:00 a.m. - 12:30 p.m.	FHBA Membership Board of Directors Meeting
6:30 p.m. - 9:30 p.m.	Aurora Awards Gala

ACCELERATE YOUR ROI

Maximize your investments before, during, and after SEBC.

BEX
Builder & Exhibitor Exchange

12-15 Scheduled Appointments

$8 Billion in Purchasing Power

The Builder & Exhibitor Exchange (BEX) is SEBC's premier business development opportunity, connecting exhibitors with qualified purchasing decision-makers through pre-scheduled, one-on-one meetings.

Participating exhibitors meet directly with production and custom home builders representing companies that build between 25 and more than 1,500 homes annually. You'll sit down with purchasing decision makers that are actively seeking products, services, technologies, and solutions to support future growth.

Participation is limited and available through a competitive application and approval process designed to maximize value for both builders and exhibitors.

Interested in participating? Contact Kailin Koch at kkoch@SEBCshow.com for program details and application information.

Past BEX Builder Participants Include...

Kolter Homes

M/I Homes

Homes by Westbay and Casa Fresca Homes

Tri Pointe Homes

Minto Communities

Dream Finder Homes

Toll Brothers, Inc.

D.R. Horton

List includes some but not all participants from previous BEX events. Participants vary by year.

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.

2027 SPONSORSHIPS

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

Start Up Zone (New This Year)
Position your brand at the forefront of innovation as the exclusive sponsor of the all new SEBC Start Up Zone. This high-traffic destination showcases emerging companies, technologies and solutions shaping the future of the residential construction industry.

Attendee Name Badges
Attendees carry their name badge with them everywhere they go and how they can carry a reminder of your company too. Your logo will be featured front and center on the official SEBC attendee name badge.

SOLD

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 lanyards hold the name badge for 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, a full-page ad on the back cover, and logo featured in the centerspread of the Official SEBC Event Program.

SOLD

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 ride the shuttle bus between the hotels 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 hangout, get off their feet, and chill with a drink in their hand. This harmonious spot includes a full service 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.

Onsite Signage ($5,000+)

Capture attention throughout the attendee journey with branded floor clings and directional signage placed in high-traffic areas of the convention center. These eye-catching placements reinforce brand awareness and help drive traffic to your booth. Price adjusted for quantity of graphics.

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 3 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's 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.

2027 SPONSOR CONTRACT

SEBC
SOUTHEAST BUILDING CONFERENCE
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RETURN YOUR COMPLETED CONTRACT TO:

Kailin Koch, Director of Expos and Education, 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

- ☐ SEBC Start Up Zone
- ☐ ~~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
- ☐ Onsite Signage

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 April 30, 2027
Artwork for SEBC Program- Due no later than May 31, 2027

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2027 EXHIBITOR CONTRACT

RETURN YOUR COMPLETED CONTRACT TO:

Kailin Koch, Director of Expos and Education, 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, Director of Expos and Education
EMAIL: kkoch@sebcshow.com | PHONE: 850-402-1849

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2027 EXHIBITOR CONTRACT

PRODUCT CATEGORY

Select up to THREE (3) product categories.

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

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 and related fees to AGS.

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2027 EXHIBITOR CONTRACT

BOOTH RENTAL FEE AND SELECTION

Minimum Booth Size: 10'x10' = 100 sf

__ Standard = $23.00 per sqf (Before April 30, 2027) / $25.00 per sqf (After April 30, 2027)

__ Premium = $26.00 per sqf (Before April 30, 2027) / $28.00 per sqf (After April 30, 2027)

BOOTH SIZE: _____ **TOP THREE PREFERRED BOOTH LOCATIONS: 1st** _____ **2nd** _____ **3rd** _____

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 AGS or provide their own booth furnishings and floor covering.

☐ **PACKAGE A $383.98**

One (1) 6' white draped table, two (2) side chairs and wastebasket.
**Carpet is NOT included in this package.*

☐ **PACKAGE B $683.21**

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

☐ **PACKAGE C $863.64**

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

DEPOSIT REQUIREMENTS AND PAYMENT SCHEDULE

Upon receipt of your completed contract, an invoice and secure payment link will be emailed to the primary contact listed on this application. Payment may be made by credit card through the online payment portal. If you prefer to pay by check, please make checks payable to: Florida Home Builders Association, 1319 Thomaswood Drive, Tallahassee, FL 32308 .

Exhibit space is not guaranteed until full payment has been received. An executed contract will hold your space for a maximum of 14 days from the date of the signed contract.
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.

Payment Schedules is as Follows:

Booths Reserved from July 29, 2026—April 30, 2027	Deposits Due: Within 14 Days of Signed Contract Balance Due: April 30, 2027
Booths Reserved from May 1, 2027—July 19, 2027	Payment in Full Required at Time of Contract Execution

CONTRACT AGREEMENT AND CANCELLATION POLICY

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 19, 2027. **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, 2027 will receive a 25% refund of all booth payments. Cancellations received by FHBA/SEBC after March 30, 2027 are not eligible for a refund.

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". _____

I HAVE READ AND AGREE TO ABIDE BY THE 2027 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 Expos and Education

SEBC

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Presented by FHBA

STRONG FOUNDATIONS. BOLD FUTURES.

WEDNESDAY & THURSDAY

JULY 21-22, 2027

ORLANDO, FL

WWW.SEBCSHOW.COM