SEBC
SOUTHEAST BUILDING CONFERENCE
Presented by FHBA

STRONG FOUNDATIONS
BOLD FUTURES

2027 SPONSORSHIP OPPORTUNITIES

JULY 21-22, 2027

ORANGE COUNTY CONVENTION CENTER
ORLANDO, FLORIDA

2027 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 2026 and closes in January 2027. 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!

BEX
Builder & Exhibitor Exchange

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 to participate in BEX at the $8,200 exhibitor rate, visit www.SEBCshow.com/bex-exhibitor.

"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 OPPORTUNTIES

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	5	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	

ADVERTISING

OFFICIAL PROGRAM ADS

The SEBC Official Program will be distributed to all attendees. The program includes complete details of the convention, Expo Hall and other event activities – extending brand awareness and enhancing the effectiveness of your program listing. What's more, it is kept and referred to throughout the year by attendees and shared with their colleagues.

AD SIZE	PRICING
Full Page	
Black & White	$625
Color	$750
One Half Page	
Black & White	$350
Color	$400
Inside Front Cover	
Color	$1,050
Inside Back Cover	
Color	$850

AD DIMENSIONS

Full Page
4"w x 10.5"h

One Half Page
h: 4"w x 5.5" h

Advertising in the program is a great way to stand out and drive buyers to your booth. Deadline: June 1, 2027.

For questions regarding advertising, contact Candace Yeager at 850.402.1874 or email cyeager@sebcshow.com

SEBC INSERTION ORDER

ALL ADVERTISEMENTS ARE SUBJECT TO APPROVAL BY SEBC

ADVERTISER INFORMATION

Company Name: _____ Contact: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Authorized Signature: _____ Date: _____

Art Delivered Via: ☐ Dropbox ☐ Email Art Contact: _____

AD INSERTION DESIGNATION

SEBC OFFICIAL PROGRAM

☐ Full Page: ☐ Black & White $625 ☐ Color $750

☐ One Half Page: ☐ Black & White $350 ☐ Color $400

☐ Inside Front Cover: ☐ Color $1050

☐ Inside Back Cover: ☐ Color $850

ENHANCED ON-SITE OFFICIAL PROGRAM LISTING: $175

☐ Logo: $100 ☐ QR Code: $100 ☐ Combo: $175

☐ Premium: ☐ $1,250/30-day ☐ $2,125/60-day ☐ $2,625/90-day

☐ Leaderboard: ☐ $1,050/30-day ☐ $1,470/60-day ☐ $2,205/90-day

☐ Footer: ☐ $850/30-day ☐ $1,180/60-day ☐ $1,785/90-day

PAYMENT INFORMATION

TOTAL DUE: $

☐ Check ☐ MC ☐ VISA ☐ AMEX ☐ Discover ☐ Invoice Me

Card#: _____

Expires: _____ Security Code: _____

Name on Card: _____

Signature: _____

Make check payable to FHBA and mail with form to
1319 Thomaswood Drive, Tallahassee, Florida 32308

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 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.

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

SOLD

All attendees need transportation- think of the benefit of putting your message in front of attendees each time they take the shuttle bus between the 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

SOLD

The SEBC Expo Hall Lounge is where everyone goes to hangout, get off their feet, and chill with a drink in their hand. This hangout spot includes a full service bar and comfortable seating. Your logo will be displayed inside 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
Presented by FHBA

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

SEBC
SOUTHEAST BUILDING CONFERENCE
Presented by FHBA

2027 SPONSOR CONTRACT

COMPANY INFORMATION

COMPANY NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

WEBSITE: _____

FACEBOOK: _____ INSTAGRAM: _____

Person to whom all correspondence will be sent

CONTACT NAME: _____

PHONE: _____ EMAIL: _____

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.

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 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.

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

SEBC

SOUTHEAST BUILDING CONFERENCE

Presented by FHBA

STRONG FOUNDATIONS. BOLD FUTURES.

WEDNESDAY & THURSDAY

JULY 21-22, 2027

ORLANDO, FL

WWW.SEBCSHOW.COM