



BUILD-UP CON

COMMERCIAL CONSTRUCTION EXPO

2026

EXHIBITORS
PACKAGE

MAY 14, 2026

PENSACOLA
FAIRGROUNDS

WWW.ABCNORTHFLORIDA.ORG



WHY ATTEND?

BuilderCon is the gathering place for North Florida's construction leaders, innovators, and decision-makers.

Whether you're here to showcase products, discover cutting-edge solutions, connect with top contractors, or invest in your future workforce, **BuilderCon** delivers direct access to the people and opportunities that matter most.

From high-value networking to hands-on demos, you'll leave with fresh ideas, valuable connections, and the competitive edge to drive your business forward.

WHEN

May 14, 2026

Set Up: 9-12 CST

Show Open: 12-6 CST

Tear Down: 6-8 CST

WHERE

Pensacola
Fairgrounds Expo Hall
6655 Mobile Hwy,
Pensacola, FL

SPONSORSHIP PACKAGES:

Be more than a name on a sign but the brand they remember. BuilderCon sponsorship gives you unmatched exposure, prime positioning, and direct access to the people shaping North Florida's construction future. It's your chance to lead the conversation and own the spotlight.

Construction Collective

Presenting Sponsor
1 available - \$7000

Name and logo at entrance of the expo and promotional items. Premium Deluxe booth space. Largest ad in the program. 6 expo badges. 6 event shirts.

Executive Industry Sponsor

1 available - \$5000

Name and logo second tier at entrance of the expo and promotional items. Premium Deluxe booth space. Second largest ad in the program. 6 expo badges. 6 event shirts.

Builders' Lounge Sponsor

1 available - \$2500

Name and logo on the Hospitality Area. Premium booth space. Branded cocktail napkins. Ad in the program. 6 expo badges.

Builders' Badge Lanyard Sponsor

2 available - \$1250

Name on every expo name badge. Standard booth space. Ad in the program. 3 expo badges.

Photo Backdrop Sponsor

3 available - \$1000

Logo on photo back drop. Standard booth space. Ad in the program. 2 expo badges.

WHY SPONSOR?

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Hard Hat Sponsor

ABC NF Member - \$750
Non-Member - \$850

Premium booth space. 4 expo badges.

Noted in event program.

Blueprint Sponsor

ABC NF Member - \$550
Non-Member - \$650

Standard booth space. 3 expo badges.

Noted in event program.

**BE VISIBLE.
LEAD THE WAY.
POWER THE INDUSTRY.**

WHY EXHIBIT?

Your customers are here - are you? BuilderCon is your platform to connect directly with North Florida's construction leaders and decision-makers.

As an exhibitor, you'll showcase your products, services, and company to an engaged audience actively seeking solutions and partnerships. From building brand visibility to generating qualified leads, BuilderCon positions your company at the forefront of the region's fastest-growing market.

BOOTH PACKAGES:

Premium Deluxe Booth
ABC MF Member - \$700
Non-Member - \$750

Best tier of booth placement. 8x16 ft booth. 4 expo badges.
2 tables & 4 chairs provided.

Equipment Package
ABC MF Member - \$700
Non-Member - \$850

Outdoor space provided for
machinery set up.

Deluxe Booth
ABC MF Member - \$650
Non-Member - \$700

8x16 ft booth. 3 expo badges.
2 tables & 4 chairs provided.

Premium Booth
ABC MF Member - \$550
Non-Member - \$600

Best tier of booth placement. 8x8 ft booth. 3 expo badges.
1 table & 2 chairs provided.

Standard Booth
ABC MF Member - \$400
Non-Member - \$450

8x8 booth. 2 expo badges.
1 table & 2 chairs provided.

WHO EXHIBITS?

General Contractors
Sub Contractors
Manufacturers
Suppliers
Cities/Counties
Trade Schools
Secondary Schools

SHOW UP.
STAND OUT.
SUCCEED.

First-Come First-Serve Basis

and is subject to change with change of expo floor arrangement

BEST BOOTH AWARD

Bring your A-game and your best booth design!

This year's Expo will feature a friendly booth competition, where vendors can show off their creativity, industry pride, and crowd-engaging skills. Judges will be looking for standout displays, interactive experiences, and unforgettable first impressions. Winners will earn bragging rights, a special award, and the admiration of the entire Expo floor!

Best Booth Criteria:

1. Visual Appeal & Creativity

- Eye-catching design and layout
- Creative use of construction or industry-themed elements
- Overall “wow factor”

2. Branding & Messaging

- Clear display of company name/logo
- Consistent brand colors and theme
- Easy-to-understand messaging about products/services

3. Engagement & Interactivity

- Friendly, approachable staff
- Hands-on activities, demos, or games
- Effective use of giveaways or promotional items

4. Relevance to Audience

- Products/services clearly connected to the construction industry
- Tailored messaging for contractors, trades, and industry pros

5. Organization & Professionalism

- Neat, clutter-free booth
- Professional attire and behavior of booth staff
- Well-prepared materials (brochures, samples, business cards)

6. Overall Impact

- Memorable impression after visiting
- “Would you want to visit again?”

Other Award Categories:

Most Creative Construction Theme

Best Interactive Experience

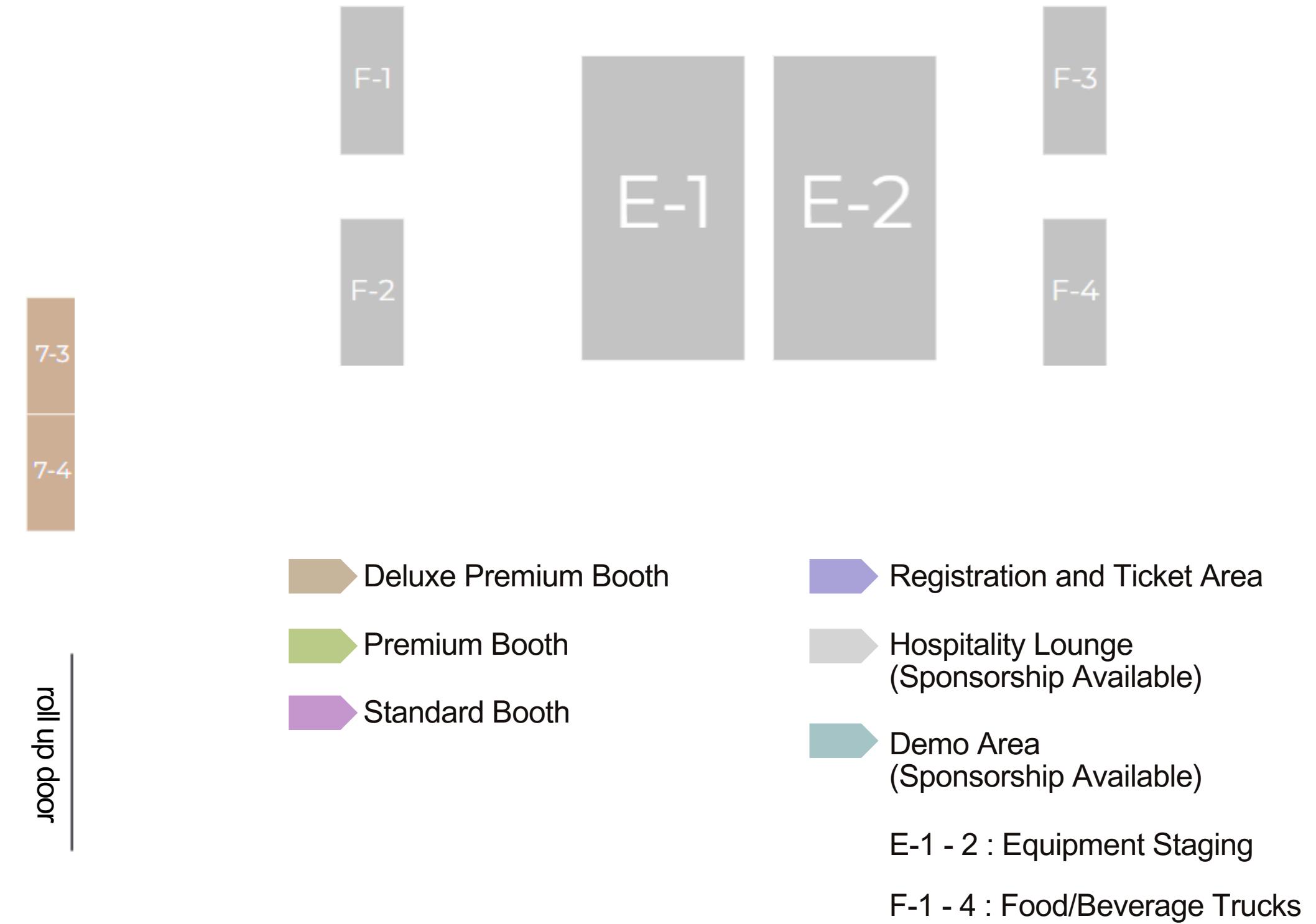
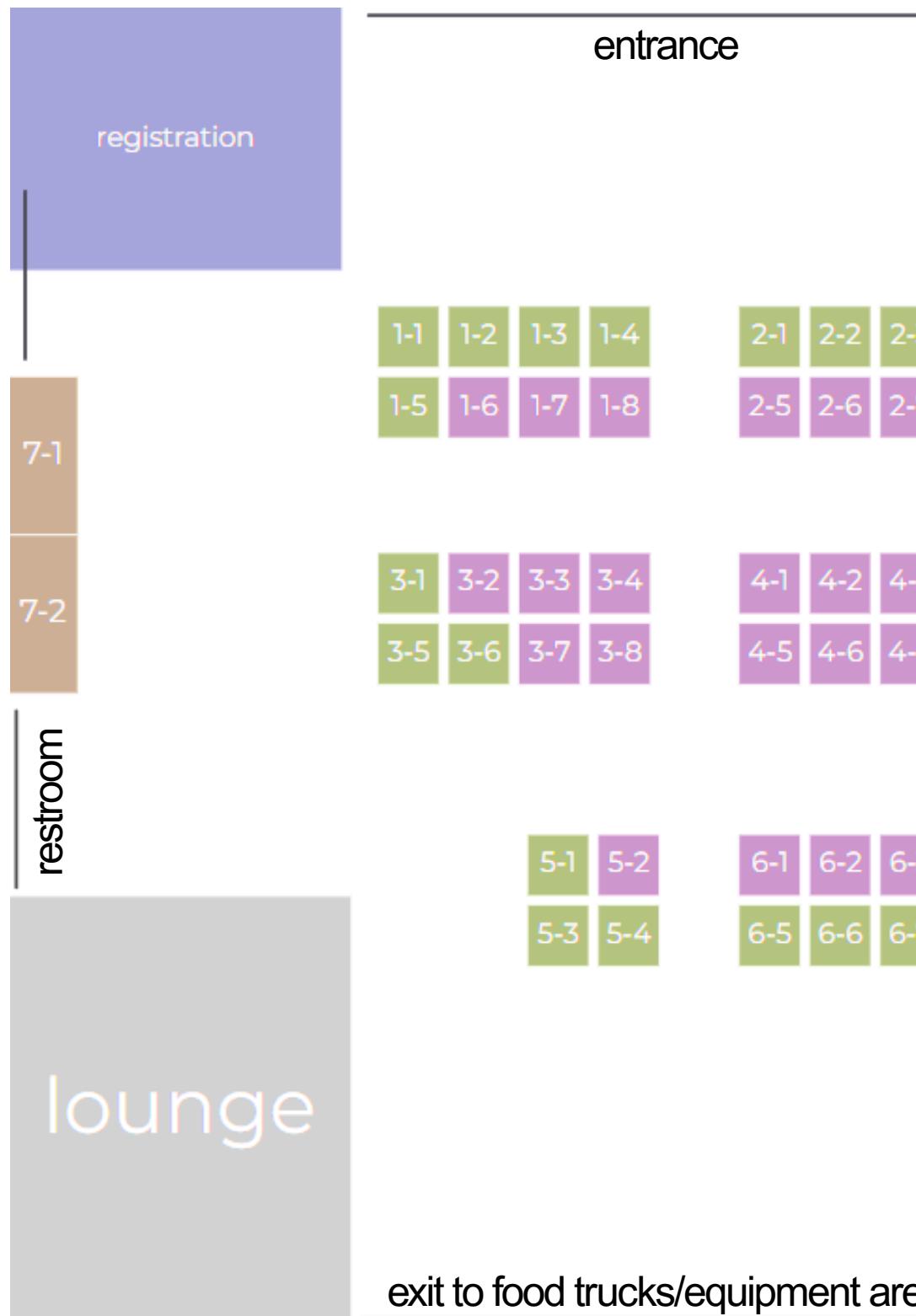
Best Giveaway or Swag

Crowd Favorite Booth



AVAILABLE BOOTHS

Standard booths can be combined for deluxe sizes!

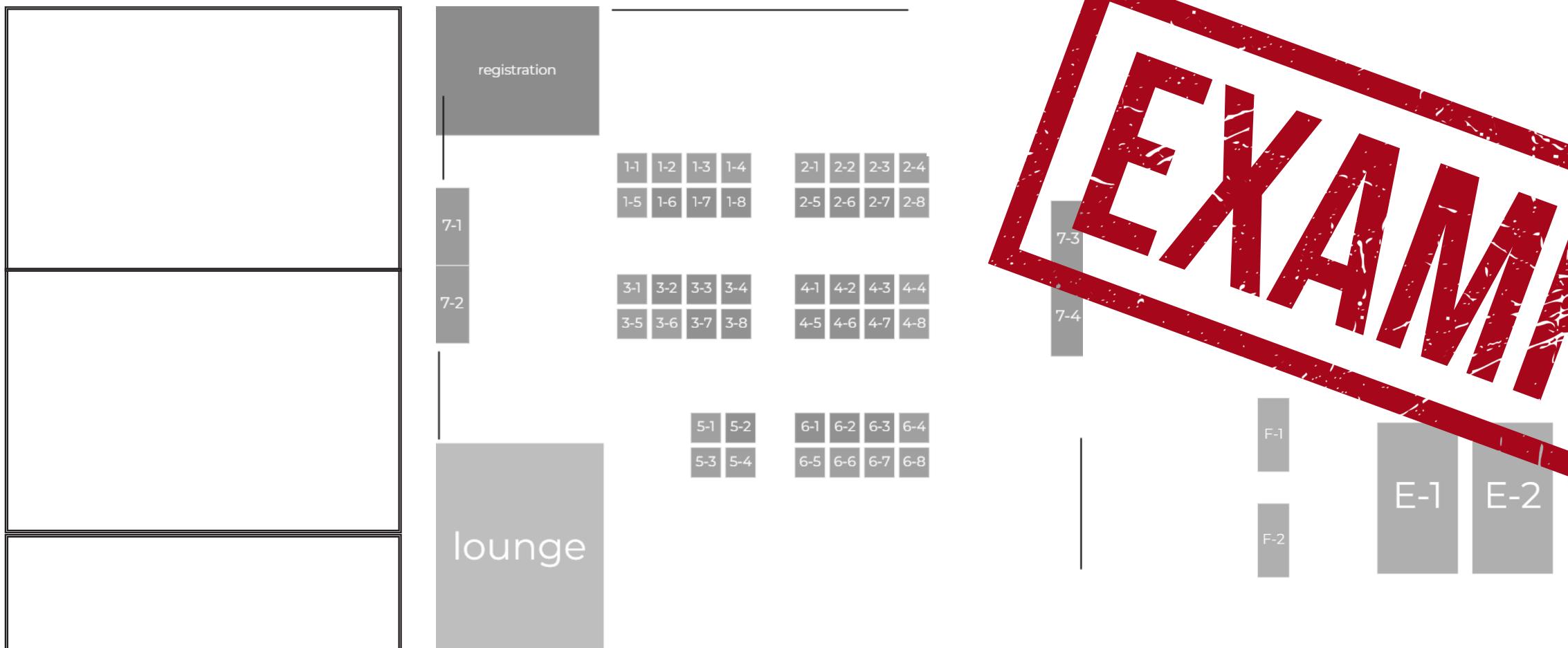


PROGRAM AND ADS

**Secure your spot today and
make your business unmissable
on the expo floor!**

Get your brand in front of hundreds of industry professionals by advertising in our Expo program. **Limited space available.**

\$150 ea



Booth selection request on a first-come first-serve basis with layout subject to change.

*Image for example only -
actual program layout may differ*

BOOTH RULES

- **Setup & Teardown**

- Booths must be set up during the designated times provided by Expo staff.
- Teardown may not begin until the official closing time unless approved by management.

- **Safety & Conduct**

- All exhibitors must follow safety guidelines at all times.
- Expo management reserves the right to take any action necessary to maintain a safe and secure environment, including adjusting or removing displays that may pose a risk.

- **Booth Materials & Construction**

- No permanent alterations may be made to the venue including but not limited to: no adhering booth materials to drapes, floor, directly to tables or chairs, walls, or ceiling. Shower curtain hooks, s-hooks, or tape is suggested for booth signage.
- Signage must not extend the allotted booth perimeter.
- Tripping hazards or unsafe booth configurations will be asked to be fixed or removed.
- All booths must be freestanding or use non-damaging supports approved by Expo staff.
- Exhibitors are responsible for any damage caused by their booth or equipment.
- No confetti, glitter, chalk, or paint within the exhibit hall.

- **Liability**

- Exhibitors agree that the Expo, its organizers, and the venue are not responsible for any loss, theft, or damage to booth materials, displays, or personal property.
- Exhibitors are responsible for maintaining insurance coverage as needed.

- **Compliance**

- All booths must comply with local fire, safety, and building codes.
- Expo staff may request modifications to ensure compliance.

- **General**

- Expo management reserves the right to make final decisions on any aspect of booth setup or conduct to ensure a safe, professional, and enjoyable experience for all participants.

- **VEHICLES & HEAVY EQUIPMENT**

- If you are allotted setting up large equipment - please correspond with event staff for set up times.
- No equipment is to be powered on/used during the event.

Absolutely No Helium Balloons Permitted

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PLEASE CONTACT MARYGRACE HOUSE
WITH ANY QUESTIONS

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