

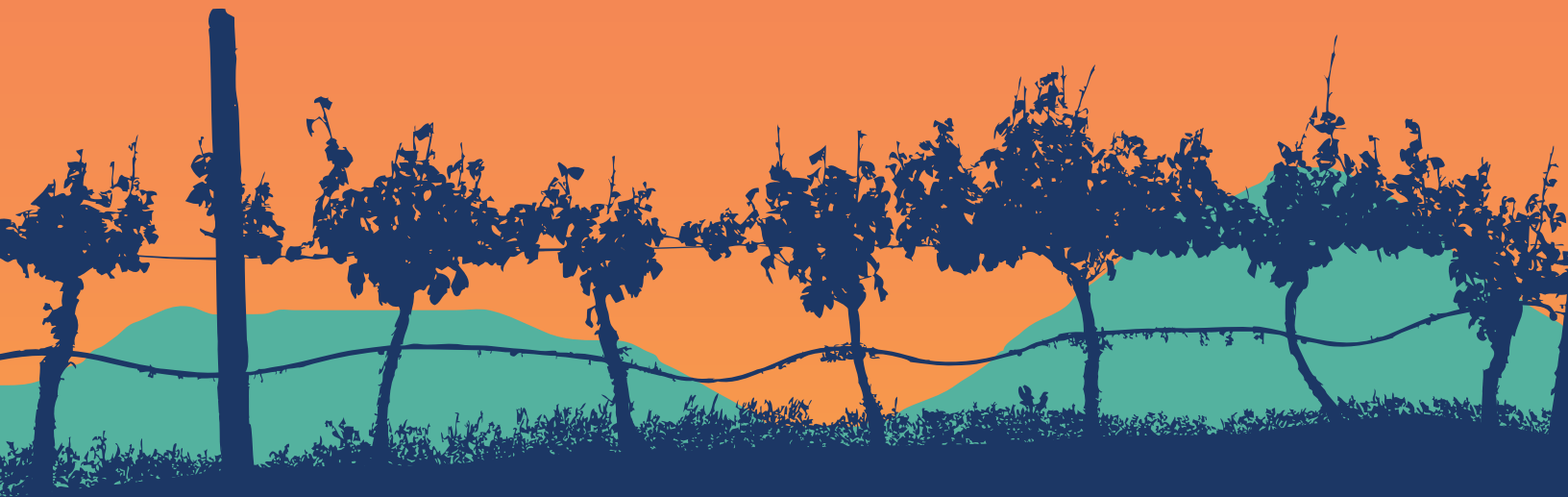
EXHIBITOR PROSPECTUS

April 12-15, 2027

Gaylord Texan Resort and Convention Center
Grapevine, Texas

BUILD 27

AWCI's Convention + Expo



Reach key decision-makers in the commercial wall and ceiling industry.



Showcase your products and services to the right market.



Gain access to owners, partners, presidents, managers and field supervisors.



Connect with attendees who rely on this tradeshow for product insights.



Help attendees locate the products and services that improve their bottom line.

Why Exhibit?

BUILD27 is the largest tradeshow specifically catering to the wall and ceiling industry. Become an exhibitor and present your product, service or solution to the most influential wall and ceiling professionals in the nation. As an exhibitor, you will meet face to face with top decision-makers and establish lasting relationships.

Who Should Exhibit?

Product manufacturers, suppliers, distributors and companies seeking to present their products to the top decision-makers in the commercial wall and ceiling industry should exhibit. All market segments are represented: drywall, ceilings and acoustics, lath and metal framing, plaster, EIFS, insulation, software and much more.

2027 Exhibit Rates

The exhibitor fee for BUILD27 is \$4,085 per 10'x10' space for paid members of AWCI and \$6,085 for non-members. Corner locations are \$200 each for spaces smaller than 20'x20'.

The Fee for Each Booth Includes:

- 10' x 10' booth space
- 8' high back drape in show colors
- 3' high side drape in show colors
- 7" x 44" company ID sign
- Company listing on the show website
- Company listing in the official program and mobile app
- VIP passes for complimentary registration for the expo for customers or prospects, NOT booth personnel
- 1 full OR 4 trade-show-only complimentary booth personnel registrations per 10' x 10'
- Special advertising rates in AWCI's *Construction Dimensions* magazine

AWCI
ASSOCIATION OF THE
WALL AND CEILING
INDUSTRY

Space Assignment

Applications will have space assigned on a first-come, first-served basis. Every effort will be made to assign exhibitors to their chosen spaces; however, show management reserves the right to set final space assignments or change space assignments after acceptance of the contract should it be in the best interest of the exhibition. A 50% deposit is due with your online booth space reservation. The balance of your booth payment is due no later than January 15, 2027.

Visit www.AWCIBuild.org to view the floor plan and to reserve your booth space.

Official BUILD27 Hotel

Gaylord Texan Resort and Convention Center
1501 Gaylord Trail
Grapevine, Texas 76051
(817) 778-1000

Be sure to book inside our room block to receive the best rate!

Reservations open in November. Check the website to see when reservations go live.

Exhibit Services Contact Information

Contact: Samantha J. Riemer, CEM, CMP
Trade Show Manager
Phone: (703) 538.1610
E-mail: riemer@awci.org
Mail: BUILD27
513 West Broad Street
Suite 210
Falls Church, VA 22046-3257
Website: www.AWCIBuild.org

2027 Exhibit Schedule

All exhibits must be set up and dismantled during the scheduled times. No booths may be removed before 11:30 am on April 15, 2027.

Move-In

Tuesday, April 13, 2027, 8:00 am–6:00 pm
Wednesday, April 14, 2027, 7:30–10:30 am

NEW Expo Hours

Wednesday, April 14, 2027, 12:30–5:00 pm
Thursday, April 15, 2027, 8:30–11:30 am

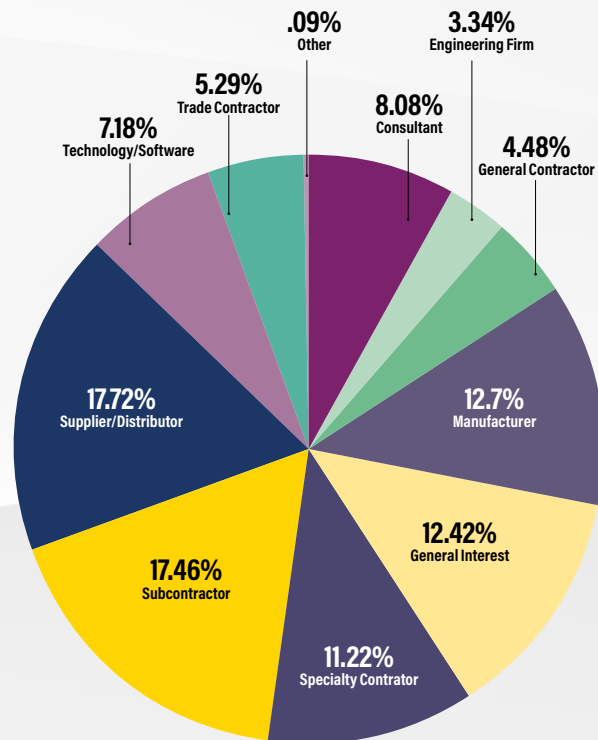
Move-Out

Thursday, April 15, 2027, 11:30 am–8:00 pm
Friday, April 16, 2027, 8:00 am–1:00 pm

ATTENDEE PROFILE

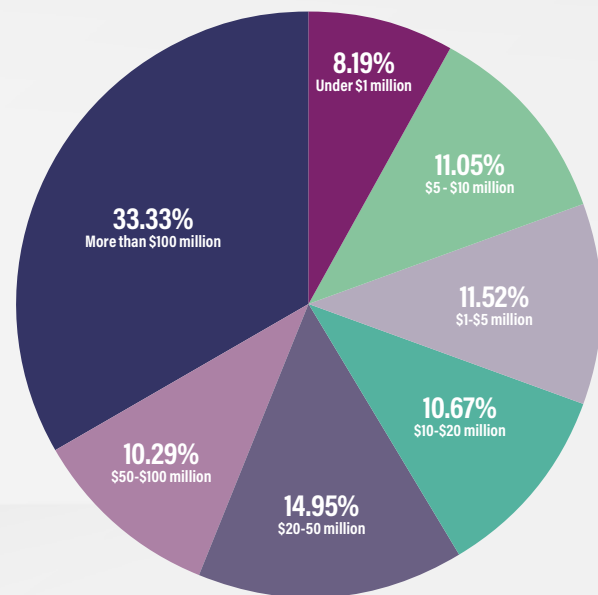
Attendee Business Type

- Supplier/Distributor (17.72%)
- Subcontractor (17.46%)
- Manufacturer (12.7%)
- General Interest (12.42%)
- Specialty Contractor (11.22%)
- Consultant (8.08%)
- Technology/Software (7.18%)
- Trade Contractor (5.29%)
- General Contractor (4.48%)
- Engineering Firm (3.34%)
- Other (.09%)



Firm's Annual Dollar Volume

- Over \$100 million (33.33%)
- \$20 - \$50 million (14.95%)
- \$1 - \$5 million (11.52%)
- \$5 - \$10 million (11.05%)
- \$10 - \$20 million (10.67%)
- \$50 - \$100 million (10.29%)
- Under \$1 million (8.19%)



Connect with Attendees in the Expo Hall!



The Build and Connect Lunch
April 14, 12:30–2:00 pm



Tools Down, Drinks Up Happy Hour
April 14, 4:00–5:00 pm
Beer, wine and light appetizers will be served.



Hard Hat Breakfast
April 15, 8:30–10:00 am

Advance Equipment Mfg. Co.	Flannery, Inc.	Master Wall, Inc.	Salas O'Brien
Aeroseal	Flex-Ability Concepts	MAX USA CORP.	ScaffoldMart
Alpine TrusSteel	Foundation Building Materials (FBM)	MBA Building Supplies	Shandong Tianrui New Material Technology Co., LTD
American Gypsum	Framecad America	McClure Engineering Co.	Sika Corporation
Ames Tools Corporation / TapeTech	Franklin International	Mill Steel	Simpson Strong-Tie
AMICO	Fry Reglet	Milwaukee Tool	Skyjack
ARKITECH MAKİNA YAZILIM SANAYİ VE DIŞ TİCARET A.Ş.	Full Circle International Inc.	Mirka	SmartBarrel
Armstrong World Industries	Georgia-Pacific Gypsum	MP Global Products, LLC	Spec-ID
ATAS International, Inc.	Glasteel	Muddskip LLC	Specified Technologies Inc.
Balco	Gordon, Inc.	Murco Wall Products	Steel Framing Industry Association
BASWA Acoustic North America	Grabber Construction Products	National Gypsum Company	Steel Stud Manufacturers Association (SSMA)
BIK Boom Trucks	Graco, Inc.	New Cast Stone	StepStuds
Blue Point Fasteners	Greenmaker Industries	New Millennium	Sto Corp.
Bosch Power Tools	Gypsum Management and Supply	Nitroset, LLC	Stockton Products
BuzzBID	Hilti, Inc.	Nudo Products Inc.	Strategies Group
Bynaus	Icon Protection	Nu-Wave Manufacturing, LLC	Studco Building Systems
Castle Access Panels & Forms, Inc. and Ceilings4U, Inc.	ITW Commercial Construction	Okibo USA INC	SwiftWall
CEMCO	IUPAT	OPCMIA	Talent Building Products, Inc.
CENTRIA - Represented by Wade Architectural Systems	Jiangsu Jiuding New Material Co., Ltd.	OpenSpace	Telling Industries LLC
CertainTeed Corporation	JLG	PABCO Gypsum	The EDGE®
Cipriani USA	JMTM Trading Co.,Ltd	PAC International	Tool Source Warehouse
ClarkDietrich	JN Linrose Mfg, LLC	Palram Americas	TRACK3D
Clearstory	Juniper Construction Services	Panel Rey	Translogistics (TLI)
CO.ME Tools	KAL-LITE	Panolam Surface Systems	Triad/Merrick Machine Co
Columbia Taping Tools	L&W Supply	Pinpoint Wire Technologies	Trim-Tex, Inc.
ConstructConnect	LBI/BOYD Acoustical Products & Systems	Plexxis Software	TRUEBUILT
Custom Truck One Source	Level5 Tools	Primacoustic	Trusscore
Dryvit / Tremco	Lightyx Inc	Qingdao Strong Plus Machinery Co., Ltd.	Universal Templates, Inc.
Eagle Aluminum	Litecon Corp.	Radius Track Corporation	USG
Eastern Metal Building Products (Super Stud)	LMS International Ltd	RAM Steel Framing	VALTO Engineered Materials (formerly Crane Composites)
Embassy Ceilings	Magnum Tool Corp., Inc.	Ramp	V-PRO
Engineta LLC	Map My Customers	raSmith	Walls & Ceilings Magazine
Estes Express Lines	Marino\WARE	Rockfon	Webb Abrasives
Excel Engineering, Inc.	Marlite	Ruco	Wind-Lock
	Marshalltown Company	Safety for Life	
	Martin/Martin Inc	Safty-Seal Inc.	

Exhibiting Company Information* (Please print or type)

COMPANY _____

MAILING ADDRESS _____

CITY _____ STATE/PROVINCE _____ ZIP/POSTAL CODE _____

COUNTRY _____ WEBSITE _____

PHONE _____ FAX _____

Contact Information (All BUILD27 correspondence will be sent to this person.)

CONTACT _____

TITLE _____

ADDRESS _____

CITY _____ STATE/PROVINCE _____ ZIP/POSTAL CODE _____

PHONE _____ FAX _____

EMAIL _____

This information will be published on the BUILD27 website and used in the BUILD27 app. Communication is sent via email, so include a valid email address that you check regularly.

Space Preference

1. _____ 2. _____

3. _____ 4. _____

List specific companies (not product lines) you DO NOT wish to exhibit next to.

1. _____ 2. _____

3. _____ 4. _____

2027 Exhibit Space Indicate below the type/size of space requested.

*There is a \$200 fee for each corner of the booth.

- | | |
|--|---|
| ☐ 10' x 10' Member: \$4,085 | ☐ 10' x 10' Non-member: \$6,085 |
| ☐ 10' x 20' Member: \$8,170 | ☐ 10' x 20' Non-member: \$12,170 |

Island Booth

- | | |
|---|---|
| ☐ 20' x 20' Member: \$16,340 | ☐ 20' x 20' Non-member: \$24,340 |
| ☐ 20' x 30' Member: \$24,510 | ☐ 20' x 30' Non-member: \$36,510 |

Booth Fee \$ _____

Corner Fee \$ _____

Total Amount Due \$ _____

Total Deposit (if different from total amount due) _____

Payment must be submitted with application to reserve a booth space.

Method of Payment

Please check: ☐ Check (Payable to AWCI)

☐ Visa ☐ MasterCard ☐ American Express

CREDIT CARD NUMBER _____

Please call Samantha Riemer with credit card number at (703) 538.1610.

EXPIRATION DATE _____ SECURITY CODE _____

PRINT NAME ON CARD _____

SIGNATURE _____

Truck Space/Other Space Configurations

_____ x \$4,085 (Member) = _____ (Booth Fee)

(# 10' x 10's)

_____ x \$6,085 (Non-member) = _____ (Booth Fee)

(# 10' x 10's)

No end-cap booths will be permitted.

The undersigned understands this application becomes a Binding Contract when accepted by BUILD27. The undersigned agrees to abide by the Terms and Conditions published on the next page, those listed in the Exhibitor Service Manual, and the rules and regulations of the selected venue or facility.

Printed Name _____

Title _____

Signature _____

Date _____

BUILD27 reserves the right to photograph or videotape events for promotional purposes. Your Exhibit Space Contract serves as permission for BUILD27 to copyright, publish and use your likeness in print, online or in other media. If you do not wish to be photographed or videotaped, please tell the camera operator.

Remit Form and Payment to

BUILD27, 513 W. Broad St., Ste. 210

Falls Church, VA 22046-3257

Phone: (703) 538.1610 • Email: riemer@awci.org

Terms and Conditions

BUILD27: AWCI's Convention + Expo is managed by the Association of the Wall and Ceiling Industry (AWCI) (sponsor) and all terms may be subject to change.

Contract

The following rules and regulations become binding upon acceptance of the contract between exhibitor, their employees and agents, Association of the Wall and Ceiling Industry (show sponsor), the Show Manager, and any additions and amendments that may be established or put into effect by the Show Manager.

Space Assignment

Contracts received July 1-31, 2026, will be assigned beginning August 1, 2026, in accordance with the priority points system. Contracts received on or after August 1, 2026, will be assigned on a first-come, first-served basis. Every effort will be made to assign the exhibitor to one of their chosen spaces; however, the Show Manager reserves the right to make or change final space assignments after acceptance of the booth application should it be necessary in the best interest of the exhibition.

Payment of Fees

A 50% deposit is required with this application for all contracts received prior to January 15, 2027. Full payment is due for all booths no later than January 15, 2027. For contracts submitted on or after January 15, 2027, full payment is due at the time of submission. The exhibitor fee for BUILD27 is \$4,085 per 10'x10' space for paid members of AWCI and \$6,085 for non-members. Corner locations are \$200 each for spaces smaller than 20'x20'.

AWCI retains the right to cancel the exhibitor's booth with written notice to the exhibitor if full payment is not made by January 15, 2027. AWCI will have no obligation to refund previously paid amounts. No refund will be provided for re-sold booths. Exhibitors may not move-in to their booth until payment is received in full.

There will be a \$35 service charge for all checks returned by the bank.

Cancellation Refund Policy

All requests for cancellation of exhibit space must be made in writing to AWCI's Show Manager. The cancellation dates and fees assessed are shown below:

Date to Cancel in Writing:	Amount AWCI Will Retain or Shall Be Owed:
By January 15, 2027	50% of the total exhibit fee
January 16, 2027 or later	100% of the total exhibit fee

The above cancellation terms shall apply regardless of the execution date of this Agreement and regardless of any re-sale of space cancelled by exhibitor.

Downsizing

If any booths are downsized on or prior to January 15, 2027, the booth price will reflect the change. If a booth is downsized on or after January 16, 2027, there will be no refund and full payment of the original booth space will be due.

Membership

AWCI membership must be current and paid in full as of July 1, 2026, to receive the member rate.

Exhibitor Service Manual

An Exhibitor Service Manual containing general and technical information regarding the exhibition, facilities of the exhibition site, and instructions and rates regarding the services of the official contractor (GES) will be e-mailed to the company contact designated on the contract in November 2026.

Shipping/Handling and Receipt of Freight

The official drayer for receipt of the exhibit materials and delivery of these materials to the exhibit space will be designated in the Exhibitor Service Manual. Shipment of exhibit materials, whether by motor freight (common carrier) or air, should be forwarded in accordance with the specific instructions given by the official drayer in the Exhibitor Service Manual. Exhibit materials are to be sent prepaid with a copy of the Bill of Lading forwarded to the official drayer. All materials should be sent to the location designated by the drayer, and nothing should be sent to the exhibit site unless the exhibitor has made arrangements with the drayer beforehand to receive the materials there. Neither the exhibit facility nor its staff are prepared or authorized to receive or handle an exhibitor's shipment. Exhibit materials should be scheduled to arrive according to the instructions provided in the Exhibitor Service Manual.

Exhibit Standards

Exhibitor agrees to abide by all exhibit display guidelines published in the Exhibitor Service Manual. All booths must provide a floor covering when the event is in a cement floor convention center or ballroom; carpeting and furniture are not included in the exhibit fee. In the area five (5) feet forward from the rear of the booth, display material may be placed up to a height not exceeding eight (8) feet from the floor. All exhibitors must remain within the confines of their own exhibit space, and no exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view or affect the display of other exhibitors. Exhibits not conforming to these specifications, or which in design, operation or otherwise are deemed objectionable by AWCI in its sole discretion, will be prohibited.

BUILD27 exhibitors will be required to use IAEE Exhibit Guidelines for all booths. Island booths may go up to sixteen (16) feet in height, with non-islands having a

height of eight (8) feet. Non-island booths will not be permitted to have hanging signs unless they are granted permission by the Show Manager.

All island booth renderings must be submitted to Samantha J. Riemer, riemer@awci.org, for approval. Any island booth that is not approved prior to arrival at BUILD27 cannot move in.

Distribution of Food/Beverages in Booth

All distribution of in-booth food and beverage must be approved by the Show Manager. Failure to comply may result in the food or beverage being removed from the exhibiting company's booth and/or charges being paid to the sponsoring hotel or convention center.

Exhibitor Service Desk

Provisions will be made to maintain an Exhibitor Service Desk throughout the exhibition's installation and dismantling period.

Safety

Fire regulations require all display material used for decoration to be flameproof. Any/all electrical equipment, including signs and lights, shall be in good operable condition and able to pass the inspection of the local Fire Underwriters Inspection Bureau. Each exhibitor agrees to be knowledgeable and responsible regarding ordinances and regulations pertaining to health, fire prevention and public safety while participating in this exhibition.

The use of flammable materials necessary to the purpose of the exhibit, where no other alternative can be used, must first be approved by Show Management, in writing, no less than ninety (90) days before the opening of the exhibit.

Use of Exhibit Space

Exhibitors shall reflect their company's highest standard of professionalism while maintaining the booth during exhibit hours. The booth must be maintained by at least one company representative at all times during trade show hours. All demonstrations and exhibits must be confined to the contracted space. No exhibitor shall assign, sublet or share the whole or any part of the contracted exhibit space.

Security and Liabilities

Security guards shall be furnished during the closed hours of the exhibition. The furnishing of the guards shall not increase the liability of the sponsors. After exhibit hours, only those exhibitors properly identified and having the permission of the Show Manager may enter the exhibit area.

Neither the sponsor, the official service contractors, the exhibit facility, nor the members, representatives and/or employees will be responsible for injury, loss or damage that may occur to the exhibitor or to the exhibitor's representatives or property, from any cause, prior, during or subsequent to the period covered by this registration/contract.

The sponsor and its agents and employees will not be liable for failure to hold the exhibition as scheduled. Payments for exhibit space will be returned in that event, except that any actual expenses incurred in connection with the exhibition will be deducted if the exhibition is called off ninety (90) days or less prior to the opening date because of fire, force majeure, public enemy, strike, epidemic, and/or any law, regulation or public authority that makes it impossible or impractical to hold the exhibition.

Damage to inadequately packed property is the exhibitor's own responsibility.

Damage to the facility housing the exhibit caused or done by the exhibitor shall be replaced or repaired by the exhibitor. Additionally, the exhibitor agrees to protect, save and hold harmless the sponsors, its employees and agents and the convention facility from all loss and/or damage caused to the facility housing the exhibition, directly or indirectly.

Certificate of Insurance Requirements

Each exhibitor MUST provide a Certificate of Insurance evidencing Commercial General Liability insurance in the amount of \$1,000,000. Policies shall name Association of the Wall and Ceiling Industry (AWCI) and the Gaylord Texan Resort and Convention Center in the description of operations/locations/vehicles. If your insurance broker is providing the required evidence of coverage, forward the certificate to Samantha J. Riemer at riemer@awci.org.

Admission

AWCI shall have sole control over all admissions of persons. All persons visiting the exhibit area will be admitted according to the rules and regulations of the exhibition or as amended by the sponsor.

Amendments to Regulations

Any and all matters and questions not specifically covered by the articles in this contract shall be subject to the decision of the sponsor. The sponsor, in the interest of the exhibition, may amend the items covered by this contract at any time, and notice shall be binding on exhibitors equally with the foregoing rules set forth in this contract.

Photography and Videography

Any photography and videography must be of your own booth space, its contents and its personnel. All other photography and videography must be approved by the Show Manager. Any witnessed unauthorized photography and videography is a violation and may result in removal from the show floor and/or loss of admission to future shows.