

HBA PARADE *of* HOMES

FALL 2017 ENTRY PACKET

Fall 2017 HBA Parade of Homes October 6 - 21

June 23 | Fall Parade early entry rate deadline

July 15 | Fall Parade regular entry rate deadline

July 21 | Fall Parade late entry rate deadline, All home information due to HBA

October 5 | Fall Parade Kick Off



HOW CAN YOU BE A PART OF THE PARADE?

New Home Entry

Any size and style of home is welcome in the HBA Parade of HomesSM provided it is submitted by a licensed builder member in good standing of the HBA of Greater Grand Rapids. Homes entered must be a newly constructed home, completed by opening day, not previously occupied and will be open for viewing the entire duration of the Parade of Homes. Each entry is featured in all publications and the HBA website myGRhome.com.

Remodel Entry

A remodel entry may be single room or whole home renovation project provided that it was started after September 1, 2016 and completed by 1 p.m. May 25, 2017. The project must constitute a change of shape, form or function of a residence and has not been in a prior Parade of Homes. The homes are open to the public June 9-10. "Before" and "after" photos of project are featured in the Parade **GUIDE** and on the website.

Virtual Entry

Designed for the builder that may have sold their home or the timing is not quite right to have a physical presence in the Parade. Customers will view your entry online with a 360° photo tour or video tour of the home provided by the HBA. Entries may be a new home or remodel. Each entry has a listing in all publications plus presence on the HBA website myGRhome.com.

SUBMITTING YOUR ENTRY

Completed entries may be submitted in one of three ways: in person at the HBAGGR office (3959 Clay Ave. SW, Wyoming, 49548), via fax to (616) 281-6002, or email to Priscilla Lyon at events@hbaggr.com. We also can accept files via Dropbox. Please share files with events@hbaggr.com.

Contact Priscilla Lyon (616) 281-2021 ext. 252 events@hbaggr.com

paradeofhomes.mygrhome.com



2017 PARADE OF HOMES

Entry Agreement

Company Name _____

Contact _____ **Email** _____

ENTRY FEES	Entry Type	Regular Entry Pricing	Late Entry Pricing
	See Entry Descriptions	For all Entries Received Before July 15	For all Entries Received between July 16 - July 21
	New Home Entry	\$2,650*	\$3,150
	New Home Entry (2nd Entry)	\$2,150*	\$2,650
	New Home Entry (3rd Entry & Up)	\$1,650*	\$2,150
	Remodel Entry	\$1,145*	\$1,345
	Remodel Entry (2nd Entry & Up)	\$1,045*	\$1,245
	Virtual Home Entry	\$1,400*	\$1,600

Below please summarize the entry totals to authorize charges. Please note, this is a summary of charges for the participating builder, each charge requires the corresponding form. (i.e. Home Info Sheet, Advertising Contract, Additional Items Order Form, etc.)

SUMMARY OF FEES	Qty	Entry Description	Price	Total
		Awards of Excellence event incentive: Attended June 8, 2017	-\$100.00	
		Early Incentive Discount (Builders that submit their Parade entry no later than 5:00pm June 23 may receive a full sketch page upgrade. All entry items must be received by July 21 in order to receive upgrade.)	upgrade	
	TOTAL ENTRY FEES			\$
		3D Virtual Tour - Included in entry		0.00
		360 ^m Photo Tours (includes 360 tour, HDR flats and stats)	\$125	
		Video Tour	\$120	
	Advertising Items Total (Bring total from page 9)			
	Promotional Items Total (Bring total from page 8)			
	Advertising Deposit (see Rules & Regulations section V:A)			\$500.00
	TOTAL OTHER CHARGES			\$

PAYMENT INFORMATION

Visa
 MasterCard
 Discover
 American Express
 Check enclosed

Card # _____ V-Code _____ Exp. Date _____

Cardholder Name _____

Billing Address _____ City _____ State _____ ZIP _____

I authorize payment for the total amount listed above and agree to abide by all rules and regulations governing the Parade of HomesSM as printed on the Rules & Regulations and what are a part of this application. Acceptance of this application by the HBA of Greater Grand Rapids constitutes a contract.

Authorized Signature _____ Date _____



2017 PARADE OF HOMES

Builder Member Entry

For office use only
DATE REC'D HOME #

Please note that entry is not considered valid without payment in full, and all entry items.

COMPANY INFORMATION

Company Name _____ Builder License # _____

Business Address _____ City _____ State _____ ZIP _____

Website _____ Phone _____ Fax _____

Published Contact _____ Email _____

Published Phone # _____

Contact For HBA Staff _____ Email _____

Contact For HBA Staff Phone # _____

ENTRY DETAILS TO BE USED IN PARADE GUIDE


COMMUNITY NAME _____

HOME ADDRESS _____

CITY ST ZIP _____

Entry Type New Home Virtual Entry Remodel

Property Type Single Family Condo

 Is the home for sale?
 Yes No

PUBLISH PRICE RANGE IN GUIDE Yes No
Note: to take advantage of online sales tools a price range must be published.

SPECIFICATIONS

Square Feet: _____ Bedrooms: _____

Bathrooms: Full _____ Half _____

Please indicate home's contract price range **not including** the lot value.

<input type="checkbox"/> \$150,000 - \$200,000	<input type="checkbox"/> \$200,000 - \$250,000
<input type="checkbox"/> \$250,000 - \$300,000	<input type="checkbox"/> \$300,000 - \$350,000
<input type="checkbox"/> \$350,000 - \$400,000	<input type="checkbox"/> \$400,000 - \$450,000
<input type="checkbox"/> \$450,000 - \$500,000	<input type="checkbox"/> \$500,000 - \$550,000
<input type="checkbox"/> \$550,000 - \$600,000	<input type="checkbox"/> \$600,000 - \$650,000
<input type="checkbox"/> \$650,000 - \$700,000	<input type="checkbox"/> \$700,000 - \$750,000
<input type="checkbox"/> \$750,000 - \$800,000	<input type="checkbox"/> \$800,000 - \$850,000
<input type="checkbox"/> \$850,000 - \$900,000	<input type="checkbox"/> \$900,000 - \$950,000
<input type="checkbox"/> \$950,000 - \$1,000,000	<input type="checkbox"/> \$1,000,000 +

WRITTEN DIRECTIONS (Please use downtown/center of Grand Rapids as your reference point when writing directions.)

HOME DESCRIPTION

Please submit your written home description in a word format document to events@hbaggr.com to be used in the official Parade of Homes *GUIDE*. The 1/2 page sketch page is standard with each entry and is limited to 3 short bullet points highlighting unique features of the home. Builders who upgrade to a full page sketch page are limited to 6 short feature bullet points. The main Parade contact will receive the sketch page proof for approval at no additional charge. You will be allowed one round of changes. If you need additional changes, you will be assessed a \$50 fee for the second change, \$100 for the third.

REMODEL ENTRY

Remodel Entry Type Single Space Remodel Full Home Renovation

Approximate Value for Remodel \$ _____ (Please note value information will not be published in the Guide)

Room(s) Affected _____

All remodeled entries must submit at least one (1) high resolution "before" photo renovation with entry. "After" photos will be completed by HBA Photographer as part of the entry fee. Remodel Entry **Homeowner Agreement** will be emailed to you and must accompany all remodel entries.

Company Name _____

AWARDS OF EXCELLENCE



This voluntary program is part of your entry fee. It is up to you and your home owner if you would like to be considered for one of the following awards. Awards of Excellence are awarded in various price categories determined by the Parade Committee.

Awards will be presented at the Awards of Excellence.

- | | |
|------------------------|---------------------------|
| Best Kitchen | Best Whole Home Remodel |
| Best Floor Plan | Best Single Space Remodel |
| Best Curb Appeal | |
| Best Interior Elements | |

Yes*, I would like to include this home in the Awards of Excellence No, I would like to opt out

*If yes, please provide a lockbox code to access your home for judging outside of Parade hours. Judging time to be determined.

Lockbox Code: _____ Cell Phone: _____

ADDITIONAL INFORMATION



Is your home **Green Built Michigan** certified?

- YES
 NO



Does your home qualify as **Universal Housing**?

- YES (Floor plans must be submitted with entry.)
 NO

To enter your home in the Parade with the "Universal Housing" designation the following criteria must be met. Accessible entrances and main floor doorways must be at least 36 inches wide with at least one zero step entrance. Main floor hallways must be at least 42 inches wide. There must be at least one bedroom and one bathroom on the first floor with a doorway at least 36 inches wide. The first floor bathroom must have a minimum 48-inch turning radius (standard wheelchairs need a 60-inch turning radius, motorized wheelchairs need a 72-inch turning radius). The kitchen must be accessible with a minimum 48-inch turning radius. There must be accessible electric switches on the first floor at a maximum height of 44 inches. Outlet height should be between 20 and 24 inches (dimension to the top of the box) per customer discretion. Submit plans for consideration by the March deadline for the Spring Parade of HomesSM and/or by the July deadline for the Fall Parade of HomesSM.

Staffing Group Preference

- Yes, please have the following organization staff my home: _____
 No preference

If you are associated with a non profit that would like to raise money for their organization, please contact Priscilla at events@hbaggr.com.

NOTABLE CHANGES FOR 2017

• **3D VIRTUAL TOUR**

Each entry will receive a 3D virtual tour as part of the entry fee. This tour will be used for promotional purposes and on each entry's web page following the Parade. To see what this tour might look like visit www.paradeofhomes.mygrhome.com/fp16_1/.

• **WOODEN NUMBER SIGN**

The wooden numbered sign is part of your entry fee. This sign must be returned to the HBA no later than June 23, 2017. If the sign is not returned by the due date, a \$50 fee will be assessed.

• **SUBCONTRACTOR/VENDOR LIST**

All builders must complete the Shop the Parade Subcontractor/Vendor List. Entries will not be accepted without submitting the list.

• **THE GUIDE BOOK WILL CONTINUE IN THE HORIZONTAL FORMAT**

To showcase the homes and our builders, the GUIDE book will be oriented in a horizontal format. A photo of the builders, a brief description of the company, a brief description of the home and a larger image of the home rendering is needed on the page.

• **HOME OWNER AGREEMENT**

The Home Owner agreement will be sent via email. The agreement must be signed and returned to the HBA.

Initials _____

2017 PARADE OF HOMES Member Rules & Regulations

I: BUILDER REQUIREMENTS

Builder agrees that every home entered in the 2017 HBA Parade of Homes is a newly constructed home, not previously occupied*, or the builder occupied the home as their primary residence for no more than three months, and will be open for viewing the entire duration of the HBA Parade of Homes.

Repeat entries are permitted only if the home was originally entered no earlier than three Parades (Spring or Fall) ago. An entry can be entered as a repeat only once. All participating homes must have been built by a licensed builder member of the HBA of Greater Grand Rapids.

SECTION A: ITEMS TO PROVIDE

Penalties and fines may be assessed based on failure to provide these items

1. On-site working toilet with toilet paper (not for public use.)
2. Table and two chairs for the volunteer staffing group. **Due to a limited number of volunteer staffing groups, it is not guaranteed that your home will have a nonprofit to staff and sell tickets during the parade. The HBA will make every effort to staff your home. In the event HBA is unable to secure a Volunteer Group, you will be notified a minimum of 3 weeks prior to the opening day of the Parade to discuss available options.**
3. Cell phone or land line available on-site all hours of the Parade in case of emergency.
4. At least one representative from Builder's company on-site in the Parade Home at all times during all Parade hours.

SECTION B: GENERAL PARTICIPATION REQUIREMENTS

1. Obtain a certificate of occupancy for each home(s) entered by the Parade opening day.
2. Be responsible for any additional expenses incurred by HBA of Greater Grand Rapids for any public relations issues in relation to Builder's Parade home(s), within 30 days of receipt of the invoice (example: a sign is needed should home not open on time, or any special notices or signage needed for explanation to the public).
3. Maintain business entity and Michigan residential builder's license in good standing throughout the Parade.
4. Prevent the use and consumption of alcohol on the premises of Parade home(s) during operating hours of the Parade.
5. Have no "Open House" events open to the general public during the Parade of Homes hours (May 20-June 4 and October 7-22, 2017).
6. Be responsible for the accuracy of all materials used to publicize its home entry, without limitation to the map to Parade home(s), and - listing.
7. Maintain an active, in good standing, builder membership at the HBA of Greater Grand Rapids throughout the duration of the Parade of Homes.
8. Pay in full any outstanding balance (either for membership dues, advertising, etc.) with the HBA of Greater Grand Rapids. Membership dues must be paid through June 2017 by May 1, 2017 for the Spring Parade, or through October 2017 by September 1, 2017 for the Fall Parade.
9. Listing in Parade Guide and in all publicity materials shall appear as company's membership name, which must match name of builder's license.
- 10. It is the policy of the Home Builders Association of Greater Grand Rapids that a builder company's full and complete name must be used in all Parade publications, advertising, and displays whenever the Parade Rate is given and shall not be applied solely to another company but may include both HBA member and non-member companies as a secondary advertiser in the adjacent facing ad or where/when applicable. This includes co-owned companies under the Parade builder company entered.**
11. Display the official Parade of Homes number sign outside of the Parade Home. (Note: must be placed in accordance with local sign ordinances - see your local government for rules). This sign will be furnished by HBA of Greater Grand Rapids and shall be returned after the Parade.
- 12. Abide by all advertising requirements (see SECTION V)**
13. Refrain from distributing free tickets or allowing unpaid entry to home(s) during the hours of the Parade promotion.
14. Provide access to home(s) for judging of the Awards of Excellence during a period of non-Parade hours if elected to participate.
15. Sign-off on home checklist administered by the volunteer staffing group prior to Parade opening day.
16. Attend either an orientation, or one on one meeting with HBA staff each year. The orientation is mandatory for any builder member company that has not entered a Parade of Homes since fall of 2014. For builder member companies who have entered homes in Parade of Homes after fall of 2014, the builder must send one representative to one of the scheduled refresher meeting (see deadlines) or schedule an individual refresher meeting with the HBAGGR staff.
17. Submit a list of subcontractors and vendors associated with the Parade entry. For builders with multiple entries, only one list need be provided.

II: FEE STRUCTURE & DEADLINES

The fees to participate in any of the HBA Parades of HomesSM are listed on the Builder Member Contract form and include a virtual tour of the home to be used on the HBA website. If any home is withdrawn from the Parade after the deadlines listed, not ready to be open to the public by opening day and time, or any other rule stated herein is not adhered to, the privilege of participating in future Parades may be lost

for as long as two (2) years, and additional fines and/or penalties may be imposed against the builder per the HBA Parade of Homes Committee. For any home to be withdrawn from the Parade, a written request from the builder must be submitted to the HBA of Greater Grand Rapids and signed off on by the HBA of Greater Grand Rapids staff. Absolutely no refunds are given after the late entry deadline.

Fall Parade of HomesSM Deadlines

Early Entry Deadline 5 p.m. on June 23, 2017

Parade Entry Deadline 5 p.m. on July 15, 2017

Final Entry Deadline and

Deadline for Changes & Substitutions 5 p.m. on July 21, 2017

III: REQUIREMENTS FOR EACH ENTRY

The following items must be submitted to the HBA of Greater Grand Rapids in order to be considered a complete entry met by the deadlines above:

1. Completed and signed Builder Member Contract. (pg 1)
2. Completed Information Sheet for each Parade home. (pg 2)
3. Full entry fees.
4. Proof of Liability Insurance naming the Home Builders Association of Greater Grand Rapids as additional insured for at least \$1,000,000 coverage, paid through last month of the Parade you are participating in.
5. Map for each Parade home with location clearly marked (plat maps are welcome) and written directions on the Information Sheet (pg 2).
6. Front elevation image in high resolution (300 DPI) EPS, TIF or JPG file format or a repeat rendering with notice of which Parade last utilized in digital format; rendering will be pictured in GUIDE as it is submitted. **No renderings will be redrawn or altered.**
7. ¼" finished scale floor plan(s) as required by Green Built or Universal Design designations if applicable.
8. "The List" subcontractor/vendor associated with the homes.

IV: HOME REQUIREMENTS

Any size and style of home is welcome in the Parade of HomesSM if submitted by a licensed builder member in good standing of the HBA of Greater Grand Rapids. There is no stipulation on location or price range of the home. All homes entered must be completed by opening day and time of the Parade in which home is entered.

SECTION A: FINISHING REQUIREMENTS

1. Have Parade home(s) completed by the event opening, and open to the public the entire duration of either the Spring or Fall Parade of Homes.
2. The "primary living areas" must be open for viewing by the public.
3. The front and side yards must be landscaped with the rear yard in the final grade stage.
4. Driveways, sidewalks and garages must be free from hazardous debris.
5. Landscaping must be done with a "finished look" including shrubs or flowers by the home, giving it an aesthetically pleasing appearance. Plain dirt from the street to the house is not acceptable.
6. The Parade home may not be situated on a piece of property open commercially to the public (i.e. built in a mall, courtyard, parking lot or sales lot).

SECTION B: FLOOR PROTECTION REQUIREMENTS

Builders must choose one of three **Floor Protection options**:

1. Visitors may tour home with shoes on.
2. Visitors will be provided with footies to go over shoes at Builder's home. (For good hygiene, safety and aesthetic appeal, Builders are strongly encouraged to purchase new footies each Parade.)
3. Visitors will need to remove their shoes to enter Builder's home.

SECTION C: PARADE SIGNAGE REQUIREMENTS

The official wooded HBA Parade of Homes number sign must be used outside of the Parade Home (Note: must be placed in accordance with local sign ordinances - see your local government for rules). This sign will be furnished by HBA of Greater Grand Rapids and is expected to be returned. Should the sign not be returned **June 23, 2017** for the Spring HBA Parade of Homes and **November 3, 2017** for the Fall Parade a \$50 fee will be assessed. In addition:

1. Builders may use a sign, not to exceed 16 square feet, with their corporate name and information and one exterior realtor sign if the home is for sale.
2. Signs may be used prior to the Parade of Homes indicating that it is a "Future Parade Home" and/or realtor signs indicating the home is for sale.
3. Beginning the morning of the Parade of Homes only official Parade signs, one exterior realtor sign indicating the home is for sale, member advertising signs, and Builder signs may be used. Nonconforming signs will be removed by the Parade Committee and/or HBA of Greater Grand Rapids staff.
4. The Builder shall have the option to purchase directional signs that are to be used to indicate the best way to get to the home from the nearest main road. The Builder is also responsible for placement and collection of these signs. All signs must be removed by the Friday following the end of the Parade. Note: Builder is responsible for compliance with local sign ordinances and regulations.

V: HOME ADVERTISING REQUIREMENTS**SECTION A: MEMBER ADVERTISING**

All interior & exterior advertising/signage are allowed at the Builder's discretion. **A \$500 deposit per Parade entry is required at time of entry, and must be paid by the builder entering the home or remodel.** The deposit will be returned to the builder after the event concludes, based on the percentage of home-advertisers that are active members of the Home Builders Association of Greater Grand Rapids. Advertising includes, but is not limited to: interior signs, exterior signs, brochures, business cards, banners, etc. For example, if the home has 10 advertisers, and 7 of which are HBAGGR members, then the builder would receive 70% (\$350) of their deposit back after the event.

If the Parade home is an active for sale listing and represented by a Realtor, the one exterior realtor sign indicating the home is for sale and the one page realtor home information sheet are permitted without being included in the member/nonmember advertiser list, and will not be factored in as an advertiser that would impact the deposit returned to the builder.

The builder or builder's representative must sign off on an advertiser list with the volunteer staffing group before the final day of the event. Any advertising posted in home will be noted on the advertiser list and provided to the staff at the HBAGGR. The list provided to the HBA will be used to determine the ratio of member to nonmember advertisers, and to calculate the deposit amount returned to the builder.

If the advertiser list is not signed by the builder or builder's representative, then the builder will not receive any amount of the deposit back after the event.

If the builder does not have any advertising in the home, other than the builder company information, the full deposit will be returned after the event.

SECTION B: PARADE HOME PUBLICITY

Builder agrees to abide by all publicity rules. No Parade entry may be used for public fundraising or builder promotional activities or events prior to it first being shown to ticketed Parade participants. After the first day of the Parade the builder is permitted to hold private showings or private events providing the event does not fall on a scheduled Parade day.

VI: GENERAL TERMS**SECTION A: INDEMNIFICATION**

Builder agrees to indemnify, save and hold HBA of Greater Grand Rapids forever harmless from any and all liability, fees, penalties, causes of action, suits, costs, legal fees, claims, judgements or damage arising out of any injury to persons or property or any violation of any law or ordinance occasioned by the negligence or omission of Builder its agents, officers, directors, members, employers and/or contractors in relation to Builder's participation in the Parade of Homes. To strictly comply with the applicable terms and conditions contained in this agreement between HBA of Greater Grand Rapids and Builder. By participating in the Parade of Homes, Builder for and on behalf of itself, its employees, agents, officers, directors, members and invitees, releases and waives any and all claims, demands or actions against HBA of Greater Grand Rapids and its respective officers, directors, employees and agents resulting from any act or omission of Builder, its employees, agents or invitees.

SECTION B: OTHER REGULATIONS

Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the discretion of HBA of Greater Grand Rapids. HBA of Greater Grand Rapids shall have sole authority to interpret, amend, and enforce these rules and regulations; provided Builders receive notice of any amendments when made. Each Builder, its employees, officers, directors, members and agents agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto. Builders or their representatives who fail to observe these conditions of contract or who, in the sole discretion of HBA of Greater Grand Rapids, conduct themselves unethically may be immediately dismissed from the Parade without refund or other appeal.

SECTION C: NON-COMPLIANCE

Failure to comply with any of the rules, agreements, terms or conditions of this contract could result in a ban on participation in the Parades of Homes for up to two (2) years, as well as additional financial penalties. Imposition of the penalties is solely at the discretion of the HBA Parade of Homes Committee and the HBA Board of Directors. All penalties and fines will be assessed after consideration given by the Parade of Homes Committee. Penalties not paid by the issued timeline will result in suspension of HBA of Greater Grand Rapids membership status and benefits until all fines are paid in full.

VII: REMODEL REQUIREMENTS**SECTION A: ADDITIONAL REMODEL ENTRY REQUIREMENTS**

Entries for the Spring 2017 Parade of Homes must be a project(s) that was started after September 1, 2016 and completed by 1 pm October 6, 2017. This project (s) constitutes a change in shape, form or function of a residence, and has not been a prior Parade of Homes.

Submit a "before" photo with entry and understand that an "after" photo of project will be taken by a HBAGGR photographer no later than eight (8) weeks prior to the beginning of the Parade. After photos must be submitted no later than **August 18, 2017** in order for them to be included in the Guide. If project is unavailable to be photographed during the time specified, an alternative option must be provided by the builder. These photos will appear in the **GUIDE** and on the website.

I have read and understand the terms and conditions of the Rules & Regulations *Initials* _____



HBA PARADE OF HOMES - ADDITIONAL ITEMS





Order Form

Builder/Company Name _____

Contact _____

Phone _____

Email _____

AVAILABLE SIGNAGE	QTY	Material/Cost	Total Cost
<p>ARROW SIGNS Copy: Parade of Homes with an arrow. Comes with H-stake. Specs: 18" x 24" With with red lettering available in two materials.</p> 		Check One: <input type="checkbox"/> Wood \$52 <input type="checkbox"/> Coroplast \$22	
<p>STAKES Additional metal T-stakes area available at \$15 each..</p>		<input type="checkbox"/> Metal \$15	
<p>FUTURE PARADE HOME Copy: "Future Parade Home by" with space for company name and phone number. Specs: 24" x 24" comes with metal "T" stake</p> 		<input type="checkbox"/> Wood \$70	
<p>THIS HOME BUILT BY HBA MEMBER Copy: "This home built by HBA Member" with space for company name and phone number Specs: 24" x 24" comes with metal "T" stake</p> 		<input type="checkbox"/> Wood \$70	
BOOTIES			
<p>Shoe covers come only in Universal size and includes 300 covers per case.</p>		<input type="checkbox"/> Universal (\$40)	
NAME TAGS			
<p>Copy: Your Name, Company name and logo Specs: 2 15/16" x 1 3/16" Option of pin, clip or magnetic fittings. Scratch and fade-proof polyurethane coating.</p>  <p>NAME ON TAG: _____</p>		Check one (\$20) <input type="checkbox"/> Magnetic <input type="checkbox"/> Pin <input type="checkbox"/> Clip	

Please place this total on your Builder Member contract under "Summary of Fees."



HBA PARADE OF HOMES OFFICIAL GUIDE

Builder Advertising Agreement

Company Name: _____ Contact Name: _____

Phone: _____ Email: _____

UPGRADE OPTIONS (See reverse side for examples of upgrade options)	
Option 1: Upgrade from 1/2 to Full Page Sketch	\$195
Option 1a: Upgrade from 1/2 to Full Page Sketch using Early Entry incentive	\$0
Option 2: Full Facing Ad Page	\$395
Option 3: Full Page Sketch and Full Facing Ad Page	\$590
HBA Builder Member Advertising Full Page (Builder not participating in the parade with a home)	\$750

HOME ADDRESS	UPGRADE OPTION	TOTAL
SUBTOTAL		

ADVERTISING DESIGN FEES	RATE	QUANTITY	
Quarter page ad & smaller	\$35		
Half page ad & larger	\$65		
Photography	\$75/hr		
SUBTOTAL			

Please place this total on your Parade Entry Contract under "Summary of Fees" on page 1

TOTAL DUE	\$
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AD SPECS		DEADLINES	
Image Area	10.125"w x 7.5"h	2017 Fall Parade GUIDE	Friday, August 18, 2017

Camera ready materials must be provided in a digital format. The preferred format for four-color digital advertisement is hi-res Adobe Acrobat PDF file format.

- All fonts and images must be embedded.
- All images embedded in files must be a minimum of 300 ppi (pixels per inch) or 300 dpi (dots per inch).
- Color images must be CMYK.
- One time proofing will be provided to make minor corrections. \$50 for the second proof, \$100 for each additional proof.



SHOP THE PARADE

Subcontractor/Vendor List

Please provide the subcontractors/vendors for each Parade home entered. Entries will not be accepted without contractors.

Builder/Company Name _____

Parade Contact _____

Home Address _____

	Company Name	Contact Name	Phone Number
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Suppliers
Appliances _____

Audio-Video Retailer _____

Building Materials _____

Carpet & Floor Covering _____

Decorative Hardware _____

Garage Doors _____

Home Furnishings _____

Lighting Fixtures _____

Window Coverings _____

Subcontractor/Trade Professionals

Architects/Designers _____

Brick, Stone & Masonry _____

Carpentry _____

Concrete & Cement _____

Drywall & Plaster _____

Electrical Contractors & Suppliers _____

Insulation _____

Interior Design/Designer _____

Kitchen & Bath _____

Landscaping & Lawn Sprinkling _____

Painting _____

Plumbing & Septic _____

Siding & roofing _____

Professional Services

Title Company _____