

Save thousands on marketing your inventory in an HBA two weekend event



April 27-29 and May 4-6
Friday 2pm to 6pm
Saturday 10am to 5 pm
Sunday 12pm to 4pm

the **BIG** move **HOMES ON PARADE**

New home builders in the HBA are teaming up to bring consumers The Big Move. An incredible new home sale with incredible prices and incentives - for 6 days only!

Marketing

- 2 week focused campaign for Radio & Print
- Magazine with your home and features
- Website listing of your home

In this packet

- Rules & Regulations
- Fees
- What HBA Provides for you
- Builder responsibilities
- Agreement / Registration

Entry Fee: \$750* for 1st home entered

Entry Deadline: Thursday, March 31, 2012

- Additional discounts apply for multiple homes submitted by the same builder
- Builders must be a Member in Good Standing
- Non-member rates will reflect an increase of \$545 for the first entry for a one-year membership fee

MARKETING FEATURES TO CONSIDER:

- ◆ **Magazine:** Full color picture and features to be listed in THE BIG MOVE Magazine.
- ◆ **Website:** All marketing will drive consumers to the website to view the homes, features and incentives being offered by the participants. HBA website currently attracts over 6,000 new visitors every month.
- ◆ **NO Admission fee:** local charity will be benefactor of donations accepted in the homes

2012 contract

Rules and Regulations:

The following rules and regulations, as established by the Home Builders Association of Greater Southwest Illinois (HBA), hereby apply to all participants in the HBA 2012 event; THE BIG MOVE. By completing the Builder Entry Form and submitting the required entry fee to the HBA, each participant agrees to abide by these rules and regulations for the duration of THE BIG MOVE.

Fees

There is no obligation to enter the home nor is there a penalty for failing to doing so by March 31, 2012.

You must submit a down payment check for 1/2 of the entry fee (via check or a credit card) when turning in a completed contract to the HBA office by March 31, 2012. Final payment is due by April 15, 2012 for all entries less the down payment already made. Payment in full for any entry can be made any time prior to the deadlines listed above. Payments submitted shall be made payable to "HBA" as follows:

Substitute entry

A participant may substitute an entry in THE BIG MOVE until Monday, April 10, 2012.

Multiple Unit entry

For structures with more than one unit (ex. Duplex, condos, multifamily, etc.) there will be no additional fee per additional unit you wish to have open in addition to your main entry. You will still receive one listing for that structure in the Magazine. If you wish each unit to have its own page and own supplies (signage, magazines, etc.), then the charge per additional unit will be the same as an additional entry.

Additional entry

One additional entry submitted by the same builder will be charged at a rate of \$500 for the second home and if a builder enters 3 (three) or more homes a rate of \$250 will be applied to those additional entries for the third home.

Refunds/Penalties

- \$20 penalty for unreturned signage - per sign
- \$200 penalty for any withdrawal from THE BIG MOVE (April 1 thru April 9, 2012)
- \$500 penalty for Homes late withdrawal after April 10, 2012 for marketing placement in THE BIG MOVE Magazine and HBA Website template

Withdraw/Refund:

The last day to withdraw an entry without penalty is March 31, 2012. The amount received back for a withdrawal entry after this date is based on the work done on the entry to that point. If an entered home would possibly be withdrawn, please let the HBA know to prioritize the book designer work on the marketing information last. If the home is withdrawn and the Magazine/Website template has already been worked on the entry fee will not be refunded.

Providers of Products or Services in Your BIG MOVE Home

The HBA Board of Directors strongly encourages all builder participants to use fellow members as their suppliers and sub-contractors on THE BIG MOVE projects. It is up to the builder's discretion as to the amount and type of signage allowed. Builders should encourage vendors to join HBA. Projects may be shown furnished, partly furnished or unfurnished and must be in finished trim stage at a minimum.



Trust in the HBA marketing to attract thousands of consumers to view your home

What HBA Provides for your Entry Fee

Media Advertising for THE BIG MOVE designed to promote participating Builders in print and electronically.

House Supplies: A hole punch (to punch out your house number when people arrive with tickets), yard signage, and two (2) directional signs for use during THE BIG MOVE. THE BIG MOVE items should be picked up Tuesday, April 24 or Wednesday, April 25, 2012. All of these items are to be returned by 4:00 pm on Tuesday, May 8, 2012. Additional directional signs are available, however if all signs are not returned, the builder will be charged \$20 per sign.

THE BIG MOVE Magazine: A full color picture and features listing of each home entered in THE BIG MOVE. HBA has a standard format for these pages. HBA uses the information you provide in this contract along with a rendering/picture you provide. Descriptions of the home(s) must accompany drawing/picture submissions with word count between 100-150 words. A final proof will be provided for approval by the Builder/Remodeler. All materials listed for the Plan Book must be submitted and approved by Friday, April 6, 2012. Each participant will be provided with numerous magazines. Each participant is responsible for picking up the magazines from the HBA office.

What Builders Provide

Map: builder must submit a detailed map to your BIG MOVE home. The map is used to direct consumers to your home in the Plan Book.

Marketing Materials: The participant will provide HBA camera-ready renderings or pictures of each home, name and address of home, sales price, subdivision name, a written description and the company logo. This information must be received by April 6th, 2012 to prevent delays in advertising.

Liability Insurance: participant shall provide a minimum of \$500,000 liability insurance coverage for each entry. Home Builders Association of Greater Southwest IL shall be listed as an additional insured during the period of THE BIG MOVE. To obtain a certificate of insurance, contact your insurance company.

Finished home: New homes in the HBA BIG MOVE must be, at minimum, finish trim stage to complete with decorating optional for new construction. The homes shall be neat and free of potential hazards to the public. Homes can be occupied, please remember that the builder is responsible for liability in all homes.

Presence: by yourself or an adult representative on the premises during all BIG MOVE hours.

Supply Pick-up: between 8am and 5pm on Tuesday, April 24 or Wednesday, April 25, 2012.

Seating is required for the public to put on and take off their shoes or put on/take off shoe coverings.

Supplies return: signage, hole punch and other items provided at the start of the event must be returned to HBA by 4pm on Tuesday, May 9, 2012 as well as the cash collected for charity and all registered tickets. Failure to return the signage will result in an invoice for \$20 per sign

Mandatory Meeting for participating contractors in THE BIG MOVE

Final Mandatory Meeting of ALL participating builders representatives
will be held at 3pm on April 18th at the HBA office.



Builder acknowledges that this Agreement is with regard to the public display of the home in cooperation with the HBA and other participants. No joint venture, partnership or agency relationship whatsoever is established between Builder, HBA and other participants in THE BIG MOVE. Neither Builder nor Builder's agents or employees shall make any representation on behalf of the HBA, nor THE BIG MOVE Committee. Builder shall specifically not make any representation to any person or entity that entry of the Home in THE BIG MOVE represents any endorsement by the HBA or THE BIG MOVE Committee as to the quality or fitness of the Home.

I, the undersigned, an authorized representative for the builder listed below, hereby applies to participate in the Home Builders Association of Greater Southwest Illinois (HBA), THE BIG MOVE on April 27-29 & May 4-6, 2012 and agrees to abide by the rules and regulations established by HBA as attached.
(Please submit a separate entry form for each entry.)

Company: _____

Contact Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Fax:** _____ **Mobile:** _____

E-mail: _____

THE BIG MOVE Home Address: _____

City: _____ **Zip:** _____

Subdivision: _____

Attached hereto is my check in the amount of \$ _____

Date: _____ **COMPANY** _____

BY _____

ITS _____

Return Entry Form and full Entry Fee to:
Home Builders Association of Greater Southwest Illinois, 6100 W. Main St., Maryville, IL 62062
Email: tbutler@hbaswil.org Phone: 618.343.6331 Fax: 618.343.6335