

[DETAILS]

ENTRY DESCRIPTION

HEADING: Entry city, company name, phone numbers (up to two), entry address, and your website address.

PHOTO OR ILLUSTRATION: You must supply a photo or your own camera-ready illustration by July 20th, at the very latest. See Timeline.

MAP: Your entry will include a map like the one you draw on your entry form. Make sure you accurately label all roads, and your entry location. Your home will also be noted on our overall map using the copy from MapQuest or the Hudson's or King's Map Book you supply with your entry.

DESCRIPTION: Your project description can be up to approximately 550 characters in length. You can describe the features of the project and homeowner lifestyle, and information about your company. Please do not include names of any other firms (architects, interior designers, etc.) unless they are members of BATC. Your copy may be edited as per BATC editorial style and character limit.

UNAVAILABLE OR INCOMPLETE PROJECTS

CANCELLATION: Entry cancellations are allowed through June 24, 2010 with a signed request for cancellation letter. You will receive a refund of your entry fee less a \$200 administration fee.

After June 24, 2010, entries that cannot be shown due to construction or homeowner issues have two options:

SUBSTITUTING A DIFFERENT HOME: You may substitute a home with any other home through June 24. You may substitute another home within ONE MILE of your entry within the same city through July 20, 2010.

BANNERING: You may banner a home "NOT AVAILABLE FOR SHOWING" through July 20th. BATC must receive a letter noting that your entry will not be completed. Bannered homes will appear in the publication and online with the notation that the home is not open.

PLEASE REMEMBER that the Parade of HomesSM is an important event that has become well-known and trusted by the general public. Whenever we publish information that is not completely accurate it reflects upon our entire industry. Driving to a home that isn't open is frustrating for consumers. If you have an unexpected problem after the final banner deadline, please call BATC immediately for further instructions.

ICONS

MN GreenStar certified projects will include an icon denoting them as such.

SIGNAGE

- One 24"x30" metal yard sign per entry
- Six 22"x14" directional arrows per entry

Frames are not included in your sign package. Remodelers are responsible for installation of all signs, including sign posts and holders. You may purchase additional directionals (see information in your sign package or call Right-Way Signs at 651-697-7306). If you need posts or directional sign holders, see page 2. You must follow MNDOT requirements as well as any county and city sign placement guidelines. **All directional signs must be removed by October 4th.** Illegally placed signs, and signs left up after the event hurt all of us as these agencies have threatened to disallow any signs if violations continue. Included in your entry fee is a \$45 sign escrow fee which will be returned to you after your directional signs are returned to BATC. Signs must be returned by Friday, October 15, 2010.

Directional signs may be put up on Thursday, September 30th and must be removed by 5 pm Monday, October 4th.

GUIDEBOOK

Each entry will receive one (1) guidebook, which will be delivered to the designated remodeler contact approximately one week prior to the event with your sign package. If you require additional copies, please call BATC at 651-697-1954 (please, do not pick-up extra guidebooks from Holiday StationStores).

PROMOTION

Radio, newspaper, billboard and internet advertising will be used to promote the Remodelers Showcase.SM Additional publicity will be generated through our professional media relations specialist, who will pitch stories to the press. Our website, www.paradeofhomes.org will feature all entries as well as general information about your company. Please review your online pages and forward any changes on a print-out or on the enclosed Company Web Form.

PARKING GUIDELINES

Pay attention to parking and plan for parking needs. If streets are narrow, you should consider a shuttle from a nearby parking lot (get permission from the lot owner), or post "no parking" signs along one side of the street. In any case, if parking could conceivably be an issue, please contact your city's police, public safety or other representative to develop a plan.



[TIMELINE]

WEDNESDAY, MAY 19TH:

- Entry Deadline
 - \$2,545 per entry (There is an additional charge of \$50 per day, per company for entries received after May 19th, up to a maximum of \$250.)
 - BATC & BATC RemodelerSM Council members
 - Entry Form, Entry Fee, Map Copy due
- Cover Edit submissions and Dream Remodeled Home Entry Deadline (Deadline to enter for consideration for 2010 Parade of Homes Remodelers ShowcaseSM)

Checklist

- Entry Form
- Entry Fee
- Map

WEDNESDAY, JUNE 16:

- First proofs mailed

THURSDAY, JUNE 24:

- First proofs due
- Last date to withdraw (entry fee less \$200 returned). Written notification must be received by the BATC office on or before this date
- Deadline to move to another city

Checklist

- Signed Remodeler Participation Agreement
- Signed Homeowner Participation Agreement
- Submit Certificate of Liability Insurance & Copy of Contractors License

THURSDAY, JULY 8:

- Artwork photo due (to see on final proof)

Checklist

- Artwork sent to parade@batc.org

MONDAY, JULY 12:

- Final proofs mailed

TUESDAY, JULY 20:

- Final proofs due
- Deadline to banner "Not Available for Showing"
- Deadline to move within the same city
- All outstanding photos or illustrations due

Checklist

- Artwork sent to parade@batc.org

FRIDAY, AUGUST 27TH:

- Entries live on www.paradeofhomes.org
- Guidebook delivery to Holiday StationStores begins

FRIDAY-SATURDAY-SUNDAY, OCTOBER 1-2-3

- 2010 Fall Parade of Homes Remodelers ShowcaseSM
Friday, 12 noon-8 pm,
Saturday & Sunday, 12 noon-6 pm

MONDAY, OCTOBER 4:

- Directional signs removed by 5 pm

