

Entry Description: Use this area (150 words or less) to describe key sales points. Include information that is not obvious from the photo/illustration. If your model is up for sale at a reduced price, note that.

Builder Profile: You'll have the opportunity to share information about your company in the parade magazine. A simple way to provide text is to use the "About Us" language from your website if you have one. Word count is limited to 100 words.



Graphic (Rendering or Photo): You can either supply a rendering or a high-resolution photo. Your image will appear in the parade magazine and on our website.

How to take the best photo: Shoot your home from an angle that minimizes driveway/garage. Make sure the yard area is clean and

the dumpster and porta-potty are out of the frame. Shoot an East-facing home in the evening and a West-facing home in the morning to keep the sun at your back.

Directions: Keep newcomers in mind when providing directions to your home. Start from a major thoroughfare and indicate initial directions north, south, east or west and then provide left or right directions.

Signage: Parade of Homes signs will be provided by MAB. Builders are responsible for returning all signs. They must be removed and returned by 3 PM on Friday, September 20th, 2019.

Parking Guidelines: Please plan for parking needs. If the street is narrow you could post "No Parking" signs along one side of the street. If you foresee that parking will be an issue at all, please contact the Minot Police Department to develop a plan.

Marketing: The magazine will be posted at the Minot Association of Builders' website www.minotab.com and will be available at each Parade home the day of the Parade.

Promotional Support: Consider using our associate members that specialize in marketing, advertising, ad specialties, photography, home décor and staging to help you promote and present your Parade home. Visit the Membership Directory online at www.minotab.com for contact information.

Ticket Sales: Tickets are \$5 for adults and children 10 and under are admitted free. **All builders and advertisers will receive (2) tickets earmarked for social media giveaways.** *Tickets will be delivered to your business by September 2nd. You may purchase additional tickets for additional giveaways to help promote our event!*

STAY ON TRACK BY FOLLOWING THESE GUIDELINES!

Thank you for participating in the 2019 MAB Parade of Homes! The following deadlines must be observed to have Builder's information accurately shown in the official magazine and on the MAB website.

	REGISTRATION DEADLINE - ENTRY APPLICATION AND FULL PAYMENT DUE TO THE MAB: ***Incomplete entries will not be accepted.
AUG. 2nd	Complete and signed Parade of Homes contract Parade of Homes payment (Non-refundable) Proof of liability insurance, contractors license and building permit Written description and directions Company logo List of subcontractors per home (if more than one entry)
AUG. 7th	Advertisements due for official Parade magazine.
AUG. 9th	HOME PHOTO MUST BE SUBMITTED BY THIS DATE
AUG. 14th	Sold home cancellation deadline to quality for \$200 credit
AUG. 16th	Builder approval and sign-off of Parade magazine home listing page(s) proof(s)
SEPT. 10th	Certificate of Occupancy due
SEPT. 10-13th	Sign and flag pickup at the MAB office, 9 AM to 3 PM (Builders must have turned in C.O. to pick up signs and flags)
SEPT. 14th	Homes open 10 AM to 4 PM - 2019 MAB Parade of Homes!
SEPT. 20th	Signs, flags and all other MAB items due back to MAB office

SUBMIT THE FOLLOWING ITEMS TO CONTACT@MINOTAB.COM BY AUGUST 2nd TO COMPLETE YOUR ENTRY:

- Entry Contract
- Home Entry Information
- Parade of Homes Payment
- Home Description
- Written Directions
- Home Photo(s)
- List of subcontractors per home (if more than one entry)
- Proof of liability insurance, contractors license and building permit
- Company Logo
- Home Photo: **DUE AUGUST 9th, 2019**

2019 PARADE OF HOMES PRINT ADVERTISING RATES

AD SIZE	SPECIFICATIONS	INVESTMENT
Full Page	5.25" x 8.25"	\$600.00
Half Page	5.25" x 4.105"	\$350.00
Quarter Page	2.6" x 4.105"	\$200.00

SPECIAL POSITIONS	SPECIFICATIONS	INVESTMENT
Back Cover	5.25" x 8.25"	\$750.00
Inside Back Cover	5.25" x 8.25"	\$650.00
Inside Front Cover	5.25" x 8.25"	\$650.00
Front Cover Bottom Banner	5.5" x 1.75"	\$500.00
Back Cover + Front Cover Bottom Banner	5.25" x 8.25" and 5.5" x 1.75"	\$1,000.00
Middle Natural Opening (2 available)	5.25" x 8.25"	\$650.00

THINGS TO KNOW:

RATES ARE FOR CURRENT MEMBERS OF THE MINOT ASSOCIATION OF BUILDERS.

Contact Erika at 701-852-0496 for non-member rates

ALL SPECIAL POSITION PLACEMENTS ARE ISSUED ON A FIRST COME, FIRST SERVE BASIS.

MAKE CHECKS PAYABLE TO:

Minot Association of Builders
606 Burdick Expressway West—Suite B
Minot, ND 58701

SUBMIT ADS TO CONTACT@MINOTAB.COM

DETAILS

The Minot Association of Builders is pleased to present the production of the unique *Parade of Homes Magazine* for the 2019 Parade of Homes.

This **FULL COLOR**, high-grade glossy paper publication is a great opportunity for you to showcase your business to potential buyers and remodelers. The Parade magazine will be a digest (5.5" x 8.5") size publication that will be available at Parade homes as well as online before and after the Parade.

This publication informs the buying public on building trends, financing, decorating, remodeling, home accessories and much more. Your advertising is an investment that very likely will direct prospects your way.

DEADLINES

Ad Reservation
8/7/2019

Artwork Due
8/12/2019

Publication Date
9/14/2019



MORE INFO:

contact@minotab.com
701.852.0496

Business Name: _____

Business Contact: _____

Business Address: _____

Phone Number: _____ Email: _____

Advertisement Size: FULL PAGE HALF PAGE QUARTER PAGE SPECIAL PLACEMENT IF SPECIAL PLACEMENT, indicate specific place in ad placement

Ad Placement: _____ Investment: _____

Special Instructions: _____

Customer's Signature _____

SUBJECT TO CONDITIONS STATED BELOW:

- A. All advertisements are subject to cancellation if payment is not made 2 weeks after advertisement request.
B. Agreements for covers cannot be cancelled.

2019 ENTRY | September 14th CONTRACT | Parade of Homes

Entry Contracts MUST be returned to the MAB office by August 2nd.
One form must be completed for each home. Registration available online at www.minotab.com/parade.

Builder Information: (Enter all information EXACTLY as it should appear in the Parade publication)

Builder's Company Name _____
Builder's Company Address _____
Name of Contact Person _____ Phone _____
Contractors License Number _____
Cell (for use during the Parade) _____ Contact's Email _____

Parade Home Information:

Name of Development or Subdivision _____
Street Address of Entry _____ City _____
Date Building Permit Issued _____ Exact Model Home Price: \$ _____ Undisclosed Price
(Prices cannot be changed after August 9th, 2019. No homes accepted with undisclosed price unless pre-sold)

ENTRY FEES: AUGUST 2nd, 2019 DEADLINE

\$300 (MAB Member Price) for First Home
\$150 for Each Additional Home

\$600 (Non-Member Price) for First Home
\$200 for Each Additional Home

Fees must be paid with contract submission.

Payment Type: Check Enclosed Credit Card Pay Online

Name on Card _____

Billing Address _____

Number of Homes Entered _____ Total Amount Paid _____

Circle One: Visa MasterCard Discover Amex

Card # _____

Expiration Date _____ 3 Digit Security Code _____

I would like a receipt via: Mail Email

SUBMIT THE FOLLOWING ITEMS BY AUGUST 2nd TO COMPLETE YOUR ENTRY:

- This Entry Contract
- Parade of Homes payment
- Proof of liability insurance, contractors license and building permit
- 150 MAXIMUM Word Description
- Simple Written Directions
- Home Photo
- Company logo
- List of subcontractors per home (if more than one entry)
- Home Photo: **DUE AUGUST 9th, 2019**

Deadlines are firm and necessary to ensure accuracy in the Parade magazine, tickets and advertisements. Please carefully consider the price you are submitting for each model home. Price changes will not be accepted after August 9th, 2019.

I have read and understand the foregoing agreement for participation in the 2019 Fall Parade of Homes and agree to abide by the Rules and Regulations set forth.

Signature _____ Company _____ Date _____

The actual Builder, not a representative, must sign this contract. The Builder is personally responsible for any information contained on this form. This contract is legal and binding.



606 BURDICK EXPRESSWAY WEST SUITE B MINOT, ND 58701

PHONE: 701-852-0496

EMAIL: CONTACT@MINOTAB.COM

2019 Parade of Homes

HOME ENTRY INFORMATION



The entry information needs to be submitted by August 2nd, 2019. Please note price changes will not be accepted after August 9th, 2019. Photos of your home may be submitted until August 9th, 2019. **PLEASE EMAIL HOME PHOTOS TO CONTACT@MINOTAB.COM.** Deadlines are firm and necessary to ensure accuracy in the Parade magazine, tickets and advertisements. Please carefully consider the price you are submitting for each model home. Price changes will not be accepted after August 9th, 2019.

Company Name _____

Subdivision Name _____

Entry Address _____ City/State/Zip _____

Home Square Footage _____

of Bedrooms _____

of Bathrooms _____

Garage details
(number of stalls) _____

Listing Price
(The price can not be changed after August 9, 2019) _____

Home Description (Please describe your home in 4-6 clear, concise bullet points. Your description may be edited by staff for grammar, typos and space constraints. 150 words maximum please!)

- _____
- _____
- _____
- _____
- _____
- _____

Directions (Please type in the directions to your entry. Begin from a major thoroughfare indicating initial direction north, south, east, or west and then transition to left or right turns. PLEASE MAKE DIRECTIONS AS SIMPLE AS POSSIBLE.)

Company Profile (Please provide a 100-word written profile of your company; similar to the "About Us" section of websites. Include information about the type of homes you construct, what differentiates your company from others, styles or features you specialize in, price points, etc.)

Subcontractors Please provide a list of subcontractors, decorators, designers, etc. below. We appreciate this information to verify membership and if the opportunity exists, recruit them into our association.

SUBMIT THE FOLLOWING ITEMS TO CONTACT@MINOTAB.COM BY AUGUST 2nd TO COMPLETE YOUR ENTRY:

- Entry Contract
- Home Entry Information
- Parade of Homes Payment
- Home Description
- Written Directions
- Home Photo(s)
- List of subcontractors per home (if more than one entry)
- Proof of liability insurance, contractors license and building permit
- Company Logo
- Home Photo: **DUE AUGUST 9th, 2019**

PARADE OF HOMES PRICING

Entry Fees: First Home = \$300 (Member Price), \$600 (Non-Member Price) Each Additional Home = \$150
Contract Deadline: August 2nd, 2019 (\$50 daily late fee. \$250 max.)

PARTICIPATION IN THE PARADE IS SUBJECT TO THE FOLLOWING CONDITIONS:

Eligibility

1. If parade participants are MAB members, they must be in good standing (i.e. no outstanding accounts receivable and dues are current).
2. Building permits on the home(s) must have been issued after January 1, 2017
3. The Undisclosed Price category is for pre-sold homes only. The purpose of this category is to allow builders to showcase their homes without revealing the purchase price out of respect for the homeowner.
4. Parade homes must have certificate of occupancy prior to the first day of the Parade.
To ensure that a home is complete and safe for those touring during the Parade, a certificate of occupancy is required and should be emailed to contact@minotab.com before the start of the Parade. The contract language states:

The entry must be complete by September 10, 2019. A complete entry is one in which the Builder has secured a Certificate of Occupancy from the city. This means building, electrical, plumbing and mechanical inspections have been approved. No refund will be made for an incomplete Entry. All homes must be open to the public during all Parade hours during the days of the Parade.

5. Builders may enter as many homes as they wish, providing they pay required entry fees.
6. Participants must sign a contract with MAB for each home entered agreeing to abide by the rules and regulations established by the Parade Committee. No homes will be accepted without signed contract.
7. Builders enter the Parade in good faith, with every intention of completing their home prior to the Parade. If, for some reason, the home cannot be completed, the MAB office must be notified in writing by August 14th, 2019 to remove the entry from the Parade of Homes Magazine and to qualify for a \$200 credit that will be applied to the Parade next year. If the Builder wishes to withdraw his/her entry after the August 14th, 2019 deadline, the entry fee will not be refunded and their home may still appear in the Parade of Homes Magazine. Incomplete homes will not be included in the Parade. All Parade homes must be completed prior to the Parade.

Pricing of Homes/Sale of Homes

8. Homes will be placed and listed in price categories by the Parade Committee: the Undisclosed Price category is for pre-sold homes ONLY.
9. The quoted price shall be the selling price including the lot and ALL options, upgrades and additions featured in your Parade Home. These include, but are not limited to, all levels finished, upgrades to woodwork, wall finishes, countertops and floor coverings, and landscaping such as lawn, sod, trees, planters, etc.
10. The price for the home submitted by the Builder and listed in the Parade of Homes Magazine, must be near the reproducible price of the house and lot entered as shown. The MAB understands that material costs vary throughout the year. Participants agree to offer their Parade Home or duplication of their Parade Home for sale for no more than the price appearing in the Parade of Homes Magazine on an equally-valued lot (lot cost and required site improvements) through the last day of the event. Promotional prices may be offered in the text description.
11. Participants will not be able to make price changes after August 9th, 2019.
12. Participant agrees that if the Parade house sells after signing this contract and prior to the start of the Parade, it may only be included in the Parade with the consent of the new owners. If either the participant or the new owners wish to withdraw the home from the Parade, participant understands **no refund will be given after August 14th, 2019.**

Official Signage and Subcontractor Signage

13. All subcontractors, decorators, designers, etc. must be in good standing with MAB (if they are members) in order to display promotional signs and materials. Please

encourage your subcontractors that are not members to join.
14. Only official MAB Parade yard signs, participant yard signs and member subcontractors signs will be allowed in the front of each entry.
15. The Parade Committee will place and pick up arrow signs. The Builder will pick-up and return the official Parade Home signs to the MAB office by September 20th, 2019.

Liability

16. Participant agrees to accept the sole responsibility for security of his/her home(s), both during construction and while used as a showcase home.
17. Participant must hold liability insurance indicating **bodily injury coverage of \$1,000,000 and property damage limits of \$1,000,000. Certificates of Insurance must be sent to the MAB in advance of the Parade of Homes indicating proper coverage.**

Miscellaneous

18. The final decision on all matters of general policy of the Parade shall be made by the MAB Board of Directors based on recommendations of the Parade Committee.

Ticket Sales

19. Tickets will be available for pre-sale starting September 2nd, 2019.
20. Tickets provide entry into all homes and are valid for the entire day.
21. Admission charged to the public is \$5 per adult ticket.

Post-Parade Rules

23. All Official MAB Parade signs must be returned by the Builder by September 20th, 2019.
24. Reported violations of the Rules and Regulations will be reviewed by the Parade of Homes Committee and may result in suspension from participation in the Parade of Homes, if recommended to the MAB Board of Directors and approved.

The Builder also agrees to the following terms ("Terms"):

1. Damages due to errors or omissions concerning Builder's entry, maps, Builder's information in the Parade advertisements or any related advertising, press releases, etc., are limited to a maximum of a refund of the Builder's application fees.
2. Neither MAB, any members of the Parade Committee, nor their Board of Directors, officers or employees will be responsible for any death, injuries to a person, or for loss or damage to property that may occur from any cause whatsoever related to or arising or resulting directly or indirectly from Builders participation in the Parade or its Entry. Builder, for itself, its directors, officers, employees, agents, and invitees, expressly release the Released Parties from any and all claims, demands, damages, losses, actions or causes of action of whatsoever kind of any such loss, damage, death, or injury and assumes responsibility for the same and agrees not to hold the Released Parties or person responsible or liable.
3. Builder agrees to assume, defend, protect, indemnify, and hold harmless the Released Parties against any and all claims, demand, damages, losses, expenses, actions or causes of action of whatsoever kind, including, but not limited to: any claim for death, injuries or damages to persons, loss or damage to property, or copyright infringement ("Claims") related to or arising or resulting directly or indirectly from Builder's participation in the Parade or its Entry unless such Claims are the result of the actions or fault of the Released Parties or any other fails to defend, the MAB has a right to conduct a defense. The MAB shall also be entitled to recover from the Builder the full amount of all losses sustained as a result of any such Claim including recovery for the attorney fees and costs of defending against any such

Claim. In the event that the property being shown by the Builder is not owned by the Builder and damages occur, the Builder will pay for any and all damages caused by the Entry or Entry property and place all the property destroyed or damaged in its original condition.

4. Builder authorizes MAB to utilize the Builder's Application information, logo or trademark and contact information for inclusion in the Parade magazine and other purposes. Builder represents that it has ownership rights and copyrights to all photos, trademarks, logos and images provided to the MAB.

Promotional Opportunities

The Parade Committee shall do everything possible to ensure that the Builder receives all possible benefit from the media to better showcase his/her home(s).

Parade of Homes Magazine: Entry fee grants the Builder a spot in the Parade of Homes magazine. All Builder layouts will be uniform in design and at the discretion of MAB. Each Builder feature will include a picture or rendering of the home, price, description and directions.

Photos: Builders are in charge of providing their own photos for the magazine. Please remember to use the highest quality setting on your digital camera.

Media Advertising

The overall goal of the Parade of Homes is to promote home building, home ownership and you, our members. However, there are some promotional guidelines that must be followed:

- Listing with MLS is permitted.
- Builder is responsible for the actions of his/her Realtor.
- Newspaper, radio, TV or other promotional advertising is allowed. However, all advertising must properly list the Minot Association of Builders as the official sponsor of the Parade of Homes. The official Minot Association of Builders parade logo can be provided at your request.
- The MAB may take exterior and interior photos of any Entry during Parade hours and Builder allows their use for marketing purposes.
- Builder must have ownership and copyrights, if applicable, to all photos, logos and other images as well as any construction plans provided to the MAB.

Home Staging

Builders are encouraged to have homes furnished, complete with window treatments and pictures or wall hangings. Staged homes are proven to sell faster, and it provides a better overall experience for the buyer—just like they're stepping into their new home. The MAB also suggests that (weather permitting):

- Driveways be poured, or at least covered in plywood or graveled to facilitate access to the home.
- Sidewalks be completed where required, and
- Landscaping be done, such as shrubs and/or trees in the front yard. (Not a requirement)

Remember, curb appeal is the buyer's first impression. Make it a good one!

Events & Activities On Site

Events and activities that detract from the mission of the Parade of Homes are prohibited from being conducted at home sites without prior consent by the Parade of Homes Committee. If you plan to host events or activities that include but are not limited to food service or sales, children's games, or contests, please contact the MAB office.