

HOMERAMA 2008

at The Ranch at The Palisades

October 4-26

MARKETING
OPPORTUNITIES

FEATURING AN EQUESTRIAN LIFESTYLE



PLANBOOK AD DEADLINES

SPACE RESERVATION DEADLINE: **August 15, 2008**

DIGITAL MATERIALS SUBMITTED BY: **August 27, 2008**

AD MATERIALS RETURNED TO YOU AFTER: **October 26, 2008**

All Special Positions are available on a first-come, first-serve basis; so book your ad well in advance because they sell out quickly.

Rates are non-commissionable.

COPY (TEXT) & ART DEADLINE FOR AD PREP: **August 1, 2008**

The Planbook prints at 150 line screen, therefore, any scans (i.e. eps or tif files in grayscale or color) must be at high resolution (scanned at 300 ppi). Photos taken with digital cameras must be shot so that they can be used as high resolution photos in your ad. Line art should be 1200 dpi. CMYK process inks will be used—exact PMS matches cannot be guaranteed.

Home Builders Association of Charlotte
1850 E. Third Street • Suite 345
Charlotte, NC 28204

Print-Std
U.S. Postage
PAID
Charlotte, NC
Permit #2091

advertise in **PRINT**
In The HomeArama 2008 Planbook

AD RATES

BLACK & WHITE ADVERTISING*

	Member	Non-Member
Full Page	\$1,800	\$1,900
Half Page	\$1,500	\$1,800
Qtr. Page	\$1,200	\$1,275

FULL COLOR ADVERTISING*

	Member	Non-Member
Full Page	\$2,300	\$2,600
Half Page	\$1,800	\$2,100
Qtr. Page	\$1,400	\$1,700
First Page	\$3,100	\$3,400
Last Page	\$2,400	\$2,800
Inside Frt. Cvr.	\$3,100	\$3,400
Inside Bk. Cvr.	\$3,100	\$3,400
Back Cover	\$3,800	\$4,800
Ctr. Double	\$5,000	\$5,500

ADVERTISING DIMENSIONS

(width and depth in inches)

FULL PAGE	7 x 10
Half Page Vertical	3 3/8 x 10
Half Page Horizontal	7 x 4 7/8
Quarter Page	3 3/8 x 4 7/8
Book Trim Size	8 1/2 x 10 7/8

Allow 1/8" on all bleed sizes
* Rates do not include artwork,
film or color separations.

ACCEPTABLE MATERIALS FOR YOUR ADS:

DIGITAL PLATFORMS: MAC or PC, MAC preferred

REMOVABLE MATERIAL: CD or Email

APPLICATIONS:

InDesignCS3, Illustrator, Photoshop. If your ad was created in Illustrator, Quark or Freehand, please save a copy of the ad as a pdf or eps document to send to us. Be sure to send in copies of the fonts and art/photos used in your ad creation. PDF documents must be created with high resolution art & photos, saved as press optimized in your program or Distiller & accompanied by a color proof. NO low- resolution photos (those taken with a digital camera at below 300ppi) & NO FPO's art or photos in ad. High resolution scans or art must be in place in your final ad that you send to us. Include art, fonts and any other materials needed for the ad to print (ex. eps or tif files), make sure you save with bleed and crop marks on document, and a color proof if your ad is in color.

- You will be billed for any work required to get your ad ready for the printer.
- WE NO LONGER ACCEPT NEGATIVES FOR ADS
- LASER COPIES will not be accepted as your ad submission.

Contact Diane Virkler to learn more about
advertising for Charlotte's 2008 HomeArama.
P: 704.376.8524 F: 704.376.6125 E: diane@hbacharlotte.com

The Home Idea Pavilion *rules & regulations*

TENT: The tent is a “Freespan” wind resistant structure with a hard-surface floor.

PAYMENTS AND REFUNDS: No Exhibitor will be permitted to set up until all outstanding indebtedness is paid. No deposit refund will be made if an Exhibitor cancels less than thirty (30) days prior to the show. Cancellation must be in writing. Exhibitors who cancel less than 30 working days before the show will be responsible for the full cost of their space. No refund on booth space will be made to any Exhibitor who is asked to leave the show because of illegal operations or violation of show rules or city ordinances.

BOOTH SIZE: Approximately 8' x 10' Booth(s) furnished to exhibitors will have draped background eight feet high and side rails three feet high. Exhibits cannot exceed 8' high. Electricity is available.

ELECTRIC: One 110 volt electrical outlet is provided inside the booths. 220 volt outlets are available upon request at a cost of \$100 each.

TABLES: Draped tables and two chairs are provided.

SET-UP TIME: The Exhibit Tent will be available beginning at Noon, Oct. 1, and all exhibits must be in place by Oct. 2 at 5pm. Preview party opens the show Oct. 3. Throughout the show, exhibitors are responsible for maintaining their booth and keeping it free of any trash.

EXHIBIT REMOVAL: Tear down and removal of exhibits can begin immediately following the close of the Show and must be completed by Noon on the Monday after the show. Due to the potential safety hazard to visitors and other exhibitors, no dismantling of exhibits will be permitted prior to closing on the final Sunday.

ASSIGNMENT OF SPACE: Space will be assigned in the order applications are received. Exhibitors cannot sublet or assign any part of their space without the knowledge and consent of HBAC.

SECURITY: The Home Builders Association of Charlotte will provide security during the show and make every attempt to protect Exhibitor displays, but The Association will not be responsible for, nor will it guarantee the Exhibitor against loss of any kind.

PROPERTY AND LIABILITY INSURANCE: Property and Liability Insurance for each exhibit is to be carried by the Exhibitor at his/her own expense; proof of such insurance may be requested and/or required by The Home Builders Association of Charlotte. In the event of severe weather, it is the Exhibitor's responsibility to take all the necessary precautions to secure their exhibit and display items. The Home Builders Association of Charlotte will not be liable for loss or damage due to severe weather.

DAILY SET-UP: Exhibitors will be permitted access to their booth for the purposes of performing maintenance or replenishing handout literature, etc., daily prior to the opening of the show. Once the show opens to the public, no vehicles will be permitted inside the gate and no personnel will be admitted to the tent area without an exhibitor's pass.

SIGNAGE: A company sign will be provided. HBAC encourages souvenirs, free gifts, and advertising giveaways by the exhibitors.

SPACE CHANGES: The Home Builders Association reserves the right to alter or relocate booth positions for whatever reason it deems necessary. All disputes, arising from any cause, among Exhibitors shall be adjusted by The Home Builders Association of Charlotte.



PLANBOOK SPACE AGREEMENT

Please reserve the following ad space
for our firm in the 2008 planbook.

WHO Advertises in the Planbook?

- Decorators
- REALTORS®
- Landscapers
- Builders
- Furniture Companies
- Suppliers
- Remodelers
- Anyone & Everyone involved
in the housing industry

Advertiser's name _____

Contact/Agency name _____

Phone _____ FAX _____

Email _____

ART PREPARATION

[check one]

Ad will be furnished digitally
(as hi-res pdf or on cd) by
our agency [an ad proof must
accompany all ads].

Ad copy will be furnished
to you and we wish you to
design a simple ad for a fee.

Space reservations accepted
through August 15, 2008

MAIL TO:

HomeArama, Home Builders
Association of Charlotte
1850 E. Third Street
Suite 345
Charlotte, NC 28204

FAX TO:

704.376.6125

EMAIL TO:

diane@hbacharlotte.com

If any legal steps are taken to retrieve
this indebtedness, all costs will be at the
advertiser's expense, including reason-
able attorney fees. No materials can be
returned before October 26, 2008

PLEASE MAKE A COPY OF
THIS AGREEMENT FOR
YOUR RECORDS

AD SIZE

- Cover position
- 1/2 page horizontal
- 1/4 page
- Special position
specify: _____
- Full page
- 1/2 page vertical

COLOR REQUIREMENTS

- Full Color
- Black and white
(advertiser will be billed
for any additional prep
changes we have to make
to their ads)

AD COST

Ad amount	\$ _____
Other:	\$ _____
Total cost of ad	\$ _____
Minus Deposit	\$ _____
Paid	\$ _____
Total Charges	\$ _____
Balance Due	\$ _____

BILLING INFO

___ Bill our firm ___ Bill agency ___ Payment Enclosed

Firm _____

Contact Person _____

Billing address _____

City State Zip _____

Authorized by _____

Title _____

Phone _____

Email _____

Date _____

HOMARAMA 2008

at The Ranch at The Palisades

THERE'S SOMETHING FOR EVERYONE!

MARKETING OPPORTUNITIES

Since 1984, Charlotte has looked to the Home Builders Association of Charlotte's presentation of HomeArama for a preview of the latest ideas in new home design and decorating. Today, the event has grown into Charlotte's Premier Home Tour. The visitor count is over 30,000.

Each year, we offer a number of marketing opportunities to promote YOUR company in the community. Whether it's sponsoring an event like Preview Night, advertising in the Planbook, and/or showing your products in the Home Idea Pavilion, this is the show for you to support, because HomeArama is the show Charlotte looks forward to.

Choose your marketing opportunities to meet YOUR needs. For additional help, see the Event Planner. Then, make your commitment to participate in the marketing event of the year. Contact 704-376-8524 for more information.

MARKETING STATISTICS

According to research, the over 30,000 people who attend HomeArama represent an upscale audience with a high degree of disposable income – over half of our visitors earn more than \$60,000 a year. Additionally, research shows the majority of these visitors attend HomeArama to get ideas for new homes, remodeling, decorating, entertaining and many other home improvements. The Planbook is given free to visitors as they enter HomeArama. Research tells us people save the Planbook to use as a reference tool.

Published only once a year, this book is every visitor's guide to the show. An ad in the HomeArama Planbook will showcase your product or service in front of this interested, upscale audience at Charlotte's Premier New Home Show event. So don't miss the chance to reach the people you need to reach with exposure that goes on for years.

EARN TICKET DISCOUNTS

Show tickets: Complete your HomeArama marketing experience by giving tickets to your clients, prospects, and employees. Prior to the opening and throughout the show, you can purchase discount tickets (1-25) at the specially discounted price of \$12 each. For quantities of 26-50 the price is \$10 each, and tickets in quantities over 50 the price is \$8 each. Prices subject to change without notice.

PREVIEW NIGHT:

October 3, 2008
6:00pm - 9:00pm

SHOW:

October 4 through October 26
10am - 7pm Tuesday - Sunday
(Closed on Mondays)

SPONSORSHIP *opportunities*

SHARE THE LIGHT ON PREVIEW NIGHT...

Be a Preview Night Sponsor and Reap Big Rewards

PREVIEW NIGHT EVENT SPONSOR \$10,000 OR EXCLUSIVE PREVIEW NIGHT SPONSOR \$30,000

- Logo on Preview Party Invitation
- Recognition at the Preview Party
- 20 Preview Party Tickets
- Signage at Party
- 20 Tickets to HomeArama
- Full Page Color Ad in Planbook
- Booth in the Home Idea Pavilion
- Recognition in the Charlotte Observer
- Recognition in the BLUEPRINT



WINE SPONSOR* \$3,500

Receive extra-special exposure at Preview Night. Sponsorship includes a 1/2 page, color ad in the HomeArama Planbook.

CHAMPAGNE SPONSOR* \$2,500

Meet and greet 2,000 Preview Night guests with a glass of champagne. Don't miss the chance to greet and network at this event.

BEER SPONSOR* \$3,000

Meet and greet 2,000 Preview Night guests with a glass of beer. Don't miss the chance to greet and network at this event.

DESSERT SPONSOR* \$3,000

Be the sweetest sponsor company at Preview Night when YOUR company serves the goodies.

** Name/logo on Preview Night invitation (if sponsorship purchased before invitation printing deadline) and 2 tickets to Preview Night.*

PREVIEW NIGHT TICKETS:

Be sure to join the elite group of Association members who celebrate a fun-filled evening of fabulous homes, food, and drink.

2008 SPECIAL SHOW DATES TO REMEMBER

Preview Night	October 3
REALTOR Day	October 7
Builder Day	October 8
Girl's Night Out	October 15
Chef's Day	October 22
Designer Furnishings Sale	October 27

Two for One Tickets will be available on Tuesdays and Thursdays

Discount tickets can be purchased
at Harris Teeter stores

more **SPONSORSHIP** *opportunities*

HOMEARAMA SPONSORSHIPS

PRESENTING SPONSOR

CALL FOR PRICES

- Designed into the official HomeArama Ad Copy and included in all Advertising
- Recognition on all Promotional Pieces including News Releases and Tickets
- One Full Page 4-Color Ad in the Planbook
- 500 Magazines for own distribution
- Name and Logo included on hbacharlotte.com with link to Partner Website
- Exhibit Space in the Home Idea Pavilion
- Recognition in the BLUEPRINT
- Premium official HomeArama Signage displayed within the Event Area
- 10 Preview Party Tickets and 50 Admission Tickets to the Event

PLATINUM SPONSOR \$7,500

- Signage at the Show
- 20 Tickets to HomeArama
- Full Page Color Ad in Planbook
- Booth in the Home Idea Pavilion
- 2 Preview Night Tickets
- Logo in Television and Print Advertising
- Recognition in the Charlotte Observer
- Recognition in the BLUEPRINT and hbacharlotte.com

GOLD SPONSOR \$5,500

- Signage at the Show
- 10 Tickets to HomeArama
- Full Page Color Ad in Planbook
- Logo in Television and Newspaper Advertising
- Recognition in The Charlotte Observer
- Recognition in the BLUEPRINT and hbacharlotte.com
- 2 Preview Night Tickets

TICKET SPONSOR \$5,000

- Logo on General Admission and VIP Tickets (more than 30,000 tickets are printed and distributed to HBAC members and to Harris Teeter stores)
- 2 Preview Night Tickets
- 10 Tickets to HomeArama
- 1/2 Page Color Ad in the Planbook
- Logo in the Print Advertising
- Recognition in the BLUEPRINT and hbacharlotte.com

BAG SPONSOR \$3,500

- Logo on clear Bags given to visitors
- 2 Preview Night Tickets
- 10 Tickets to HomeArama
- Half-Page Color Ad in the Planbook
- Logo in Print Advertising
- Recognition in the BLUEPRINT and hbacharlotte.com

T-SHIRT SPONSOR \$1,500

- Corporate Logo on T-shirts
- 2 Preview Night Tickets
- 10 Tickets to HomeArama
- Quarter Page Color Ad in the Planbook
- Recognition in the BLUEPRINT and hbacharlotte.com

GOLF CART SPONSOR \$3,000

- Corporate Logo on the front of the Golf Carts used by staff and volunteers at the HomeArama Site
- Recognition in the BLUEPRINT and hbacharlotte.com
- 2 Preview Night Tickets
- 10 tickets to HomeArama
- Quarter Page Color Ad in the Planbook

**Builder Day SPONSOR • REALTOR Day SPONSOR
Chef's Day SPONSOR • Car SPONSOR • Girl's Night Out SPONSOR**

Contact Diane Virkler for more information or to request a Sponsorship Agreement Contract be sent to you.

P: 704.376.8524 F: 704.376.6125 E: diane@hbacharlotte.com

The Home Idea Pavilion

STANDARD BOOTHS

\$2,100 members • \$2,300 nonmembers

SWING BOOTHS*

\$800 members • \$900 nonmember

*Swing booth locations will be determined by show management.

A Swing Booth is occupied for 5-6 days. See your marketing representative for details.

SPECIAL BONUS:

Those of you who participate as an exhibitor and advertise in the HomeArama Planbook will receive a 10% discount on your Exhibit Tent space.

BOOTH SETUP:

October 1 beginning at Noon. Set up must be completed by Thursday, October 2 at 5pm.

CANCELLATION:


If it becomes necessary to cancel the show, in the event of an emergency, all money paid by the exhibitor for space will be refunded. A deposit of 50% of the booth price must accompany the application. The total cost of exhibit space must be paid in full on or before set up of the booth.

HOME IDEA PAVILLION PLACEMENT

The Home Idea Pavilion is placed at the entrance to HomeArama.

Therefore, every visitor must pass by your exhibit. This is an excellent opportunity to showcase your product or service to this highly interested audience. You may choose to put an informative display in your booth, or you may maximize this marketing opportunity by staffing your booth with informed sales representatives.

NOTE: Exhibitors get two (2) free tickets per booth to the Preview Party, and ten (10) free tickets to the show.



Call Diane Virkler at 704.376.8524
and Reserve YOUR Space!
F: 704.376.6125
E: diane@hbacharlotte.com

HomeArama Home Idea Pavilion

SPACE AGREEMENT *(Please type or print)*

1. Name of Exhibiting Firm: _____

HBAC Member _____ HBAC Non-member _____

2. Address: _____

3. City, State, Zip: _____

4. Telephone: _____ 5. Fax: _____

6. Email: _____

7. Emergency phone (after 5 p.m.) _____

8. Name of individual to receive show correspondence and address,
if different from above: _____

9. Product to be displayed: _____

10. Exhibitor name as it should appear on booth identification sign and on
printed exhibitor list: _____

11. Booth space requested 1st _____ 2nd _____ 3rd _____

12. Electrical Service @ \$100.00 per 220v/30amp connection: (110v/20amp is
included at no charge) _____ 200v/30amp

I agree to the conditions, rules and polices as set forth in the Show Rules and I agree to pay \$ _____, the total rental amount for booth(s) requested plus any electrical service ordered. I understand that a 50% deposit must accompany this agreement I understand that space rental fees must be paid in full, thirty (30) working days prior to the show or booth space and deposit will be forfeited, and I will become liable for the full rental fee. Exhibitors who cancel less than 30 working days before the show will be responsible for the full cost of their space. I acknowledge that I have read, understood and will abide by the Show Rules that are part of this agreement. I also understand that if any legal steps are taken to retrieve this indebtedness, all cost will be at exhibitor's expense, including reasonable attorney's fees.

Authorized by* _____
Signature

_____ date: _____
Title

Accepted by: _____
HBAC Show Representative

*Authorizer is ultimately responsible for all booth rental charges.

*Checks should be made out to: Home Builders Association of Charlotte
Send to: 1850 E.Third St., Ste 345, Charlotte, NC 28204*

Show is managed by Home Builders Association of Charlotte
P: 704.376.8524 / F: 704.376.6125 / Web:hbacharlotte.com

Please Note: Show rules and regulations as printed in this brochure are part of this agreement. Read them carefully.

