

PARADE OF HOMES SIGN OPTIONS

Business Card Holder (Left)

Qty 1 \$57 ea.
 Qty 2-4 \$44 ea.
 Qty 5+ \$38 ea.

Flyer/Business Card Holder (Middle)

Qty 1 \$79 ea.
 Qty 2-4 \$64 ea.
 Qty 5+ \$58 ea.

Exterior Sign (Right)

Qty 1 \$68 ea.
 Qty 2-4 \$59 ea.
 Qty 5+ \$53 ea.



PARADE OF HOMES 2018 PRICE LIST

EXTERIOR SIGN— 18” x 24” bronze aluminum w/ white copy on 4’ black stake

1 \$68.00 EACH
2-4 \$59.00 EACH
5+ \$53.00 EACH

INTERIOR SIGN— 7.5” x 10” bronze acrylic card holder w/ white copy

1 \$57.00 EACH
2-4 \$44.00 EACH
5+ \$38.00 EACH

INTERIOR FLYER SIGN— 7.5” x 10” bronze acrylic card holder w/
brushed aluminum plaque and black Copy

1 \$79.00 EACH
2-5 \$64.00 EACH
5+ \$58.00 EACH

NEW CUSTOMER DESIGN FEE ADD \$75.00

NON MEMBERS ADVERTISING FEE \$75.00 *per sign

A 20% Fee Will Be Added For Orders Placed After Feb 8th

ALL P.O.H. SIGNS ARE C.O.D.!!!!!!

**All advertising fees collected by Rainbow Sign and Banner are reimbursed to S.U.H.B.A. in full.*

***Questions regarding signage policy refer to Mari at S.U.H.B.A. 674-1400.*



SIGNAGE POLICY

All Parade Homes will be free of interior and exterior signage except where approved and produced by the Association. NO SIGN in violation of the Association's signage specifications will be allowed in Parade Homes. Rainbow Sign & Banner will be producing the specified interior and exterior signs allowed to be displayed in each Parade Home. It will be the responsibility of each participating subcontractor and supplier to order and purchase their own signs (if they desire signage recognition in a Parade Home) from Rainbow Sign & Banner.

Trade contractors and suppliers may have signs meeting the Association specifications displayed in the Home upon payment of the appropriate advertising fee being paid to the Association. Members displaying SUHBA specified signs in prior Parades will be allowed to display those existing signs in the 2018 show without charge providing their membership is current, all monies owed to the Association are paid in full, and the signs are in good condition, as determined by the Association. Signage that fails to meet the Association's approval will be replaced at the cost of the trade contractor or supplier. Participating nonmembers must pay an advertising fee to the Association prior to displaying approved signage should they choose to use the signs produced for previous years' show. A 2018 sign registration sticker will be placed on their sign at the Home by the Sign Committee. The signs will have a business card holder attached to them so the vendors' business cards may be distributed to the public (this is the only means by which business cards may be distributed in the homes). No 3x5 cards or other types of brochures or flyers (except in full size 11" sign) will be allowed in business card holders. Brochures in full size 11" signs cannot extend more than two inches.

Exterior signs will meet the same criteria as interior signs (including realtor signs). Exterior sign use will be limited to businesses such as landscapers, realtors, financing agencies, decorative cement contractors, roofers and fence companies. Signs purchased for exterior use will not have business card holders attached but may have their telephone number included on the sign. A business must have product in a Parade Home to place their signs in or outside the home. The Builder may exclude any sign he feels inappropriate for his Home. All signs relating to products and work in the home will be displayed in the Home at a location to be determined by the Association and will conform to the Association's recommendations. The Builder is encouraged to allow suppliers and trades to tastefully place signs relative to their products throughout the home. The Association discourages the practice of grouping signage together in a laundry room or other room. The Builder may limit the number of signs. Builder should communicate his/her desires to suppliers/trades early in the process so the vendor may plan accordingly. Builder is responsible for ensuring that those exhibiting signs in the Parade Home comply with the signage policies and requirements. Builder may forfeit the Parade deposit if the signage policy is violated at any time during the Parade in relation to the Parade Home.

NO LETTER TRAYS, BUSINESS CARD HOLDERS, HANDOUTS, FLYERS, BROCHURES OR ANY OTHER TYPE OF ADVERTISING OR PROMOTIONAL MATERIAL NOT APPROVED BY THE ASSOCIATION WILL BE DISPLAYED IN PARADE HOMES (except as provided above). Parade builders will be allowed to distribute builder brochures in the Home. The Builder Brochure will contain no advertising (paid for or otherwise) other than builder or marketing agent as it pertains to Home or subject property.

The signage policy will be enforced during the Parade by the Association and the Builder. A violation of the policy could result in a monetary penalty to the Builder and a billing to the violating party for the advertising value assessed.

The Builder understands that all directional signs are the responsibility of the Association and may not be relocated without its consent. Any missing signs should be immediately reported to the Association office.

The cost to purchase or place a sign in a Parade Home will be determined and refer to the 2018 Parade of Homes Signs Price List.

*All advertising fees collected by Rainbow Sign & Banner are reimbursed to SUHBA in full.

Upon completion of the Parade of Homes, all interior/exterior signs will be available for pick-up at the SUHBA office between March 1, 2018 and April 1, 2018. All remaining signs left at the office after April 1, 2018 will be placed in storage for the year at a cost of \$10 per sign.

SIGNAGE DISPLAYED IN OR ON THE PREMISES OF PARADE HOMES

The contract and policy for individuals advertising their services and/or products in or on the premises of the Parade homes requires that only those businesses who are members of SUHBA be identified in the Parade home without charge. All entities advertising in the home must be identified correctly should their product appear in the show.

The following policy which will be enforced is as follows:

1. All signage located in or on the premises of the Parade homes must be a SUHBA member or be a non-member who has paid the advertising fee.
2. No agreements, either verbal or in writing, may be initiated by the Parade builder with any person or business allowing signage out of compliance with this policy.
3. Should a Parade builder wish to credit the work of his company's "EMPLOYEES" in or on the Parade home premises the following criteria MUST be met or the signage will be considered out of compliance with the policy.
 - The services/product/results of workmanship displayed in or on the premises of the Parade home may only be identified as the name of the Parade builder's company and employee name.
 - If the Builder chooses to identify the individual names of employees who performed the service/product/result on display in or on the premises of the home, the employee must be a "bona fide" employee being paid by the company identified as the Parade Builder. This definition would be defined as individuals listed on Builder's payroll reports to verify actual employment by the Builder (as opposed to 1099 or contract labor).
 - If the individual employee is identified in the signage, they must NOT have a business for profit owned by the employee they are advertising in addition to their employee status. Should they perform other services for hire for any other individual or entity they MUST pay the non-member advertising fee or join the association in the business name they generate revenue from and pay the member fee.