



2012 ULTIMATE OPEN HOUSE ENTRY INFORMATION

April 28-29 & May 5-6, 2012

Presented by the HBAMP | 15555 SW Bangy Rd. Suite 301 | Lake Oswego, OR 97035 | 503.684.1880

The Ultimate Open House arrives just in time each spring to kick-off the home-buying season. On the weekends of April 28-29 & May 5-6, 2012, eager home shoppers will grab their show guidebooks, jump in their cars and visit over 50 newly-finished homes in every neighborhood throughout Portland.

The goal of the Ultimate Open House is to create a marketplace to connect builders with their customers and increase sales. To do this we have created a system of business tools including a new home tour, an integrated marketing campaign, a listings website and a guidebook that raises awareness among potential customers, provides consumers access to product and facilitates action to sale.

EVERYTHING YOU NEED TO KNOW TO PARTICIPATE IN THE 2012 ULTIMATE OPEN HOUSE IS INCLUDED IN THIS GUIDE. PLEASE READ IT THROUGH CAREFULLY AND CALL HALLIE OR NICOLE AT 503-684-1880 IF YOU HAVE ANY QUESTIONS OR NEED ADDITIONAL INFORMATION.

DEADLINES

We recommend that you enter by the deadline even if you haven't finalized all the details for your entry. Include as much information as possible as well as a note of explanation.

February 15, 2012

Early Registration Deadline

March 7, 2012

Regular Registration Deadline

March 21, 2012

Final Guidebook Proof* (date subject to change)

April 24, 2012

Mandatory Builder Meeting/Sign Pick Up*

*Missing these deadlines could result in the forfeit of the deadline deposit

GENERAL INFORMATION

ENTRY DEADLINE DAY

Early Registration Deadline:

February 15, 2012

Regular Registration Deadline:

March 7, 2012

DATES & HOURS

Friday, Saturday and Sundays only

April 28-29 & May 5-6, 2012

11:00am – 5:00pm

ELIGIBLE BUILDERS

An eligible builder must be a member of the Home Builders Association of Metropolitan Portland in good standing. An eligible entry is an unoccupied new construction home (home, condo, loft, town home or lot) in the Multnomah, Washington, Clackamas, Columbia or Yamhill counties.

ENTRIES MUST HAVE:

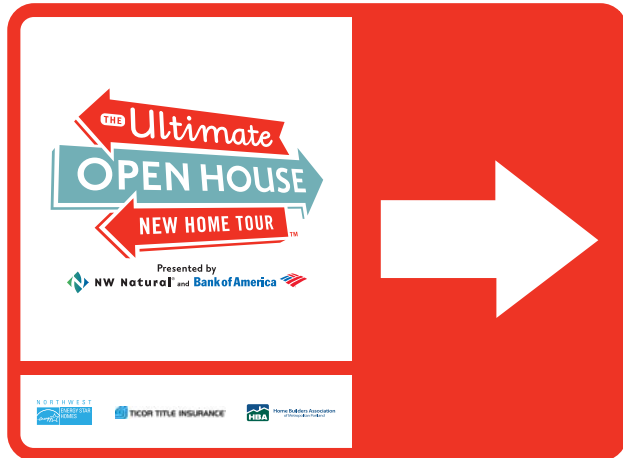
- One completed entry form for each entry - Can be completed in hardcopy or online.
- Primary image and floor plan for each entry – Must be submitted electronically.
- Non-refundable Entry Fee – See payment list for correct fee based upon date of entry.
- Signed Rules and Regulations - One per builder, regardless of number of entries.
- Certificate of Insurance for \$1,000,000 in general liability with HBA named as additional insured, valid through dates of show.
- Complete list of all subcontractors and suppliers who worked on the home or provided material for the project.

HBA CONTACTS

Hallie Gentry, Director of Shows
hallieg@hbapdx.org

Nicole Bailey, Show Coordinator
nicoleb@hbapdx.org





HOW TO ENTER

ONLINE

Entering online is the preferred method of entering and gives the builder the most flexibility to control the information that will be shown on the Ultimate Open House website. To enter online go to www.UltimateOpenHouse.net, and click on the "Builders" tab in the upper right hand corner. Click on the link titled "Ultimate Open House Builder Login", and click "Register Now". Enter your information, follow the steps and save. Once you are directed to the login page, enter your username and password. From there you can purchase your listings, as well as access your account and other UOH resources.

HARDCOPY

If you are not comfortable entering online simply fill out the attached entry form and return it to the HBA office. You will still have the ability to update your entry information online at a later date if you so choose.

PHOTOS, RENDERINGS, FLOOR PLANS, AND LOGOS

A primary image must be submitted for each entry. The primary image must be a photo or rendering and will be used in the guidebook and on the UOH website.

Photos, renderings, floorplans and logos must be submitted online, by email, or disk by March 7, 2012. Art must be in one of these formats (listed in order of preference) EPS, PDF, JPEG or TIF. All art should be 200 DPI, 150 line screen and high resolution. Do NOT send 72 DPI internet art. It looks good on the screen but does not re-produce well in print.

MARKETING FEATURES

Media support in the form of newspaper, television and radio commercials generates buzz preceding the show, driving traffic to featured homes and encouraging Portland consumer to consider investment in a new-construction home.

THE GUIDEBOOK

The Ultimate Open House Guidebook is produced by E&M Publications. Each Ultimate Open House entry (except lots) is guaranteed a 1/2 page listing in the guidebook which will include: primary image, address, driving directions, price and builder contact information.

THE WEBSITE

UltimateOpenHouse.net has a strong presence on the Internet; the place 90% of home buyers begin their search for a new home. The website will link your company logo to your house listing and provides direct access to your website. Your listing page includes the address, a house description, driving directions, features, primary image, floor plan, photos and contact information.

ADVERTISING CAMPAIGN

TV, radio, newspaper and internet advertising will be used to promote The Ultimate Open House. Additional publicity will be generated through an extensive public relations campaign.

SIGNAGE

Each UOH entry is provided one house sign and six directional signs. Builders are responsible for installation of all signs and may purchase additional directional signs. You must follow all sign rules and regulations for the city in which your entry is located. Homes that are energy efficient, better for the environment, and/or feature nature friendly development practices may qualify for additional signage. More information will be available after you confirm your participation in the Ultimate Open House.



2012 ULTIMATE OPEN HOUSE PRICING OPTIONS

Choose how to make the UOH work for you.

Presented by the HBAMP | 15555 SW Bangy Rd. Suite 301 | Lake Oswego, OR 97035 | 503.684.1880

☐ IDEA HOME (FORMERLY HOST SITE) - \$3,995

All the benefits of a single family detached, PLUS...

Idea Homes will participate in our TBD promotion designed to increase foot traffic, grow brand awareness and facilitate sales

Consumers will be direct to start their home tour at participating idea homes through UOH media efforts

Additional entries are \$1,000 each

Upgrade to a full page in the guidebook



Guidebook listing

☐ SINGLE FAMILY DETACHED - \$2,195

*Call for multiple home pricing

1/2 page guidebook listing including:

Rendering/photo
Address of home
Price

Directions
Builder name
Contact information

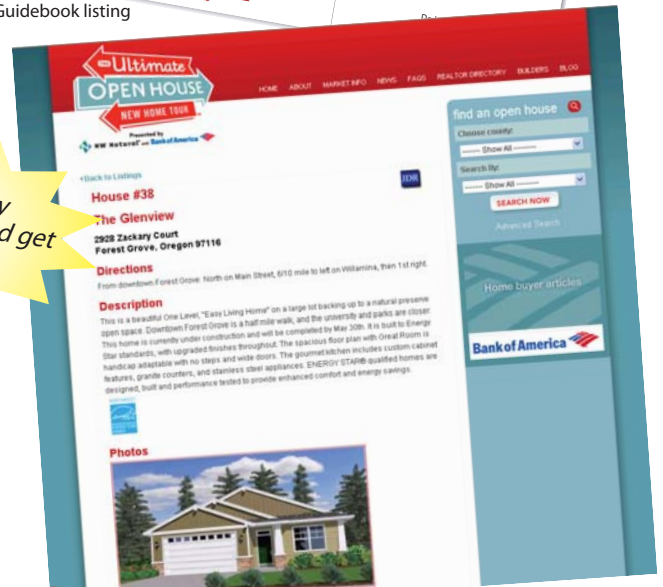


UOH website listing including:

Rendering/photo
Floor plan
8 photos
Address of home
Price

Directions
Builder name
Contact information
Link to your website

House sign and six directional signs



web listing

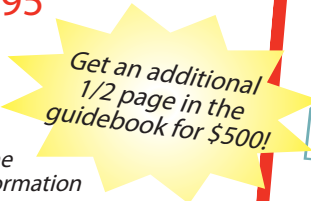
☐ COMMUNITY/CONDO - \$2,495

*Showcase a community or building

1/2 page guidebook listing including:

Rendering/photo
Address of home
Price

Directions
Builder name
Contact information



UOH website listing including:

Rendering/photo
Floor plan
8 photos
Address of home
Price

Directions
Builder name
Contact information
Link to your website

House sign and six directional signs



directional sign

☐ LOT ENTRY - \$750

THE ULTIMATE OPEN HOUSE OFFICIAL ENTRY FORM

One form must be filled out for each home/lot on the tour
Fax to the HBA at 503-684-0588

BUILDER INFORMATION

BUILDER MEMBER COMPANY		BUILDER NAME	
ADDRESS		CITY/STATE/ZIP	
PHONE	CELL PHONE	FAX	
E-MAIL		COMPANY WEBSITE	
PRIMARY CONTACT (FOR MEETING NOTICES , PROOFING, ETC.)		EMAIL	PHONE
PUBLIC CONTACT/REALTOR (FOR GUIDEBOOK)		COMPANY	PHONE
ADDRESS		EMAIL	

ENTRY HOME INFORMATION

ENTRY NAME (EXAMPLE "THE HOOD" OR "THE SHASTA")			
ENTRY ADDRESS		CITY/STATE/ZIP	
DEVELOPMENT NAME		LOT SIZE	COUNTY
MLS#		HOME COMPLETION DATE	
CATEGORY	<input type="checkbox"/> PRODUCTION HOME <input type="checkbox"/> CONDO	<input type="checkbox"/> CUSTOM HOME <input type="checkbox"/> TOWN HOME	<input type="checkbox"/> HOMESITE (LOT) <input type="checkbox"/> LOFT
EXACT HOME PRICE			
TOTAL SQ. FOOTAGE (INCL. UNFINISHED AREAS)		TOTAL BEDROOMS	TOTAL BATHROOMS
GAS EQUIPMENT: <input type="checkbox"/> FURNACE (AS PRIMARY HEAT) <input type="checkbox"/> RANGE <input type="checkbox"/> FIREPLACE <input type="checkbox"/> TANK WATER HEATER <input type="checkbox"/> TANKLESS WATER HEATER <input type="checkbox"/> OTHER			
CERTIFIED: <input type="checkbox"/> LEED <input type="checkbox"/> EARTH ADVANTAGE <input type="checkbox"/> ENERGY STAR <input type="checkbox"/> GREEN ROOF			
LOW IMPACT DEVELOPMENT PRACTICES: <input type="checkbox"/> PRESERVE MATURE TREES <input type="checkbox"/> PLANT NATIVE PLANTS <input type="checkbox"/> SWALES <input type="checkbox"/> POURIOUS PAVEMENT			
I WOULD LIKE MORE INFORMATION ON: <input type="checkbox"/> EARTH ADVANTAGE <input type="checkbox"/> ENERGY STAR <input type="checkbox"/> LOW IMPACT DEVELOPMENT PRACTICES			
SCHOOL DISTRICT	ELEMENTARY	MIDDLE	HIGH

ENTRY HOME DESCRIPTION & FEATURES

The description and highlights you provide below will be used to promote your home and the Ultimate Open House through our professional media relations specialist, who will pitch stories to the press. Completing this section of the entry packet thoroughly is an important step to allow you to get maximum exposure and the biggest bang for your buck from the Ultimate Open House.

Write a brief description about the home (70 words or less)

List up to five highlights of the Home/Lot - listed on website only (20 words per feature maximum)

1.

2.

3.

4.

5.

DRIVING DIRECTIONS TO HOME (START WITH A MAJOR HIGHWAY AS A POINT OF REFERENCE) 40 WORDS

GOOGLE MAPS CROSS STREET

PRIMARY IMAGE, RENDERINGS & FLOOR PLANS

Primary image, renderings, floorplans and logos must be submitted electronically or on disk by March 7, 2012. Art must be in one of these formats (listed in order of preference) EPS, PDF, JPEG or TIF. Art should be 200 DPI, 150 line screen, high resolution. Do NOT send 72 DPI internet art. It looks good on the screen but does not re-produce well in print. Email all art in one message to saraho@hbapdx.org. Please make the subject line Your Company Name - Artwork.

If rendering and floor plan (art) are not provided electronically or on disk by the due date (March 7, 2012), the HBA cannot guarantee placement in the Ultimate Open House Guidebook or Website and the participant will forfeit the \$250 deadline deposit.

PAYMENT FORM

Entries will not be processed without full payment.
Entry fees are non-refundable.

	EARLY REGISTRATION <i>(Prior to February 15)</i>	REGULAR REGISTRATION <i>(After February 15)</i>	# OF ENTRIES	TOTAL
Idea Home	\$3,995	\$3,995	_____	_____
Single Family Detached	\$1,795	\$2,195	_____	_____
Community/Condo	\$2,195	\$2,495	_____	_____
Additional 1/2 page (optional)	\$500	\$500	_____	_____
Lot Entry	\$650	\$750	_____	_____
TOTAL				\$ _____

* Late registrants may not receive all values shown (i.e. Guidebook listing).

No entries will be accepted after March 23, 2012.

CHECK ENCLOSED (MADE PAYABLE TO HBA) IN THE AMOUNT OF \$ _____

- CHARGE TO MY:
- VISA
 - MC
 - AMEX

CARD NUMBER EXP BILLING ZIP CODE

NAME ON CARD

COMPANY NAME

SIGNATURE

THE ULTIMATE OPEN HOUSE™

RULES and REGULATIONS

Please return an initialed and signed copy of this R&R with your Official Entry Form. Only one copy of this signed R&R needs to be submitted per builder company, regardless of number of entries.

PROMOTIONAL EVENT

- I understand that the Ultimate Open House™ (Tour) is a promotional event to spur the sale of new homes to the public. I also understand that entry into the Ultimate Open House is not a guarantee of the sale of my home/lot.
- I understand that communication with the Ultimate Open House Committee and Home Builders Association of Metropolitan Portland (HBA) is critical for the success of our promotional event.
- A Tour entry may not be used for any other event (i.e. charity, magazine feature, another tour or showcase) before the Ultimate Open House without written permission by the Ultimate Open House Committee.
- The HBA shall retain the right to photograph the exterior and interior of each tour home and have the exclusive right to utilize said photographic products in promotion of the Tour.
- Special promotions such as cooking demonstrations or other home-related product demonstrations must be approved by the Ultimate Open House Committee.
- Participants must be open to sponsors of the show having prominent display space in home and/or garage, product placement and representation in home.

ENTRY SPECIFICATIONS

- The home/lot that I am entering in the 2012 Ultimate Open House will not be occupied during the Tour and will be open for the entire Ultimate Open House event during ALL official Tour days and hours.
- A home is defined as "House in a residentially zoned area or located on a residential zoned property and situated on a permanent foundation."
- In no case shall the builder have the right to assign its rights to this agreement or to participate in the tour to any other party.

ENTRY REQUIREMENTS

- I am a member in good standing with the Home Builders Association of Metropolitan Portland (HBA).
- I verify that I have NOT been the subject of an adverse final order issued by the Construction Contractors Board within the past 36 months preceding this application date.
- Builder agrees buyer will not occupy Tour home prior to close of Tour.
- I understand the materials need to be submitted to the HBA, C/O The Ultimate Open House, 15555 SW Bangy Rd, Suite 301, Lake Oswego, OR 97035 or hallieg@hbpdx.org by 5:00pm on the deadline date.
- I understand that one Entry Form must be filled out for each home/lot on the tour.
- Renderings and floor plans must be clearly labeled. Changes to the renderings and floor plans after the entry has been submitted may be subject to additional fees.

DEADLINES & DATES

- I have read, understand, and agree to adhere to all the deadlines and dates outlined on the Checklist & Deadlines Page.

HOUSE PROOF – GUIDEBOOK & WEBSITE

- I understand that a proof of the information that will make up my listing in the Guidebook will be sent electronically to me by the E&M Publications. I will return the proof to E&M by the date specified. If a signed proof is not returned to E&M by this date, E&M and the Ultimate Open House staff are under no obligation to contact me and any mistakes in the Guidebook publications are my sole responsibility and liability. I further understand that the Ultimate Open House Committee retains the right to edit any information it deems inappropriate for publication in

the Ultimate Open House publications.

- The HBA is not responsible for incorrect information not proofed.
- Builder agrees to hold HBA harmless for any and all errors and omissions created by any contracted marketing and/or advertising departments, divisions or agencies.

SIGNAGE POLICY

- I understand that if I sell my home after the Guidebook deadline and the buyers will not allow access and it will not be available for viewing or it is "not complete," I must order appropriate signage from the Ultimate Open House Committee and it must be picked up from the HBA office before the start of the event. This signage shall be posted across the face of the Ultimate Open House entry sign that must be placed in the front yard of the home.
- It is the builder's/developer's responsibility to ensure Open House signage is within city ordinances. Please be aware of the signage ordinances enforced in the cities where your entry home/lot is located. Some cities require advanced permits before Open House arrows or banners may be mounted.
- Ultimate Open House signage may only be placed on homes/lots that have been entered in the Open House. No signage may be used to direct the public to other homes by builder that are not entered in the tour.
- Each builder is allowed to use one builder company sign in front of the home.

FEES/REBATES

- Entry Fee: For marketing, printing, advertising, operational, logistical and promotional expenses of the Tour, I agree to pay a non-refundable registration fee outlined in the Tour Registration & Payment Form.
- Deadline Deposit: I understand that if all Ultimate Open House entry information is received by the due dates, I respond to all requests for information from the HBA by specified dates and times, my home/lot is ready for viewing on the opening day of the Tour and remains open throughout the Tour, and attend mandatory builder meetings, my entry will be considered complete and I will receive my \$250 deposit.
- Deposits will be issued after the event closes. Disputes will be handled by the Ultimate Open House Committee and their decision is final.

INSPECTIONS

- I understand that entry homes may be inspected by the Ultimate Open House Committee to determine potential for completion by show dates. At the time of site inspection, if the Ultimate Open House committee finds my home too far behind schedule, they are authorized to remove the home from the tour, no refunds will be given.
- I understand that "ready for viewing" by the public is defined as: The exterior complete and primary "living areas" open for viewing. The interior, exterior, driveways, sidewalks and garages will be safe and free from debris.
- For purposes of this agreement, the home shall not be considered complete until the above has been met and a valid occupancy permit is issued by the appropriate jurisdiction.
- The Builder agrees that HBA has the right to inspect the home at any time during the construction process and during the Tour.
- The Ultimate Open House™ Committee strongly encourages the homes to be furnished, which will contribute to the overall success of the event; however, decorating the entry home is strictly the decision and responsibility of the builder. The home maybe shown unfurnished, partly furnished or furnished.

PERSONNEL

- Builder agrees to provide, at Builder's expense, representatives in the Home at all times during the Ultimate Open House show dates and hours. The Builder's personnel will ensure protection of the property, the

home, any personal property on the property, and any persons on the property during the Ultimate Open House. Further, builder agrees to cooperate with HBA in preventing unauthorized persons from entering the home during the Tour dates.

- The HBA will not be providing booties or runners for the homes.

PENALTIES

- I understand that if my home is not ready for viewing by the public on the opening day and time of the Ultimate Open House and was not withdrawn in writing by March 30, 2012, the privilege of participating in future Ultimate Open Houses may be lost to me for as long as one year.

CANCELLATION OF THE ULTIMATE OPEN HOUSE

- The parties acknowledge that the Ultimate Open House may be cancelled for any unforeseen reason. In the event the Ultimate Open House is cancelled, HBA agrees to return the entry fee paid by the builder. HBA will have no other obligation or liability to the builder.

SAFETY

- Open House participants must prevent access to areas of the home or lot which may be unsafe or hazardous. Safety rails on open sides or stairways, landings, porches and other similar areas must be installed. All unsafe and hazardous materials must be stored. The consumption of alcohol and smoking in any entry during the Open House will not be permitted.
- If your house will not be completely finished, but you still wish to open it to attendees, it is the builders responsibility to investigate and adhere to city codes for public traffic through an unfinished home. Notification must be given to HBA, and it will be the decision of HBA and/or the Ultimate Open House Executive Committee on whether the home can be open.

INDEMNIFICATION

- I do hereby certify that: I am a bonded and insured builder/ developer and registered with the State of Oregon for the home/lot that I have entered in the Ultimate Open House event.
- I do hereby certify that: The home to be placed in the 2012 Ultimate Open House is the result of an original design or that I have obtained the legal rights to use the design from the copyright owner and to the design as represented in the structure, plans, specifications, and drawings for the home. I further represent that I have not pledged, assigned, or encumbered the rights to the design and that such design does not violate any copyright, property, or common-law rights of others. I hereby indemnify and hold harmless the HBA from any and all claims of third parties, including, but not limited to, copyright infringement or conversation, which may be asserted as a result of the inclusion of the home in the Ultimate Open House or the inclusion of renderings or floor plans of the home in any publication of the HBA or in conjunction with the 2012 Ultimate Open House.
- I agree to indemnify and hold the HBA harmless from and against all claims, losses, costs, damages, expenses and liabilities for bodily injury, death or property damage, arising out of or in connection with any and all occurrences on or about the home/lot, caused in whole or in part by the other.
- I agree to carry a minimum \$1,000,000 liability insurance policy in effect for each entry during the time of the Ultimate Open House.
- I will provide a copy of a Certificate of Insurance to the HBA with the HBA and the Ultimate Open House noted as additional insured. The certificate of insurance is required by April 1, 2012.
- Should events beyond the reasonable control of the HBA or myself, such as strikes, acts of God, or civil disturbances materially affect either party's ability to perform, this agreement shall be terminated without prejudice.

Member Company Name	
Signature of licensed builder or authorized representative	
Print Name	
Phone	License Number