



Energy Efficient New Home Tour April 19-21, 2024 Greater Portland, Oregon

Showcase your work in the
**HOMES OF TOMORROW
TODAY TOUR** presented by
Portland General Electric



HOMES OF TOMORROW TODAY TOUR



HomesofTomorrowPDX.com



Partner in the HBA's home tour of newly constructed homes throughout the Portland region! Showcasing the best in sustainable building practices, it will set the benchmark for how future homes will be built to reach and exceed environmental demands and buyers' needs. Help advance the efforts to build top-quality energy-efficient, comfortable, durable, sustainable and cost-competitive homes in our region!

ELIGIBLE HOMES + BUILDERS

- Homes, at a minimum, must have an Energy Trust EPS (Energy Performance Score) of >10% above code
- Preference will be given to homes >25% above code and zero energy or zero energy ready homes
- Portland General Electric service territory will be a consideration for homes included on this tour.
- Homes must have either primary space heat or primary water heat fueled by electricity
- Homes should be solar ready or solar installed. Preference given to homes also featuring EV charging stations, battery storage, advanced wiring, smart thermostats and additional features
- New construction home, built within the last 24 months

- Homes with significant "green" or "sustainable" features, outside of these base requirements will have a pathway to apply for consideration (with special consideration of the official entry committee)
- The HBA's Home Performance Council official entry committee has the final approval rights of all homes on the tour

ENTRY REQUIREMENTS

- Submit a completed entry form at <https://bit.ly/3Kg50Cv>
- Signed Rules & Regulations, per builder
- Paid entry fee – see pricing sheet for options
- Provide artwork, specs and logo for each entry
- A Certificate of Insurance, per builder
- Staff home during the tour

DEADLINES AT A GLANCE

- **Final entry deadline**
March 15, 2024
- Marketing ads and content for the official guide, website and mobile app deadlines will vary and are due February 2024.
(details to come via email)
- **Entry fee:** \$1,250 per home
Discounted rate for multiple homes, see HBA for details.
- **How to enter:**
Scan the QR code or visit <https://bit.ly/3Kg5OCv>



Event dates:

April 19-21, 2024

11 am – 5pm each day

Tickets: \$25

Purchase online –

www.HomesOfTomorrowPDX.com

For more information on this show or ways to engage and partner during the show, contact Home Building Association of Greater Portland:

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Why Participate?

- Showcase your energy efficient features in your homes
- Inclusion in an event marketing campaign valued at approx. \$100,000+, targeting home buyers with sustainable and energy efficient interests
- Print ad and advertorial options in the Official PGE Homes of Tomorrow Today Tour Guide distributed at each home, sponsor locations and more (approx 5000+)
- Featured promotions and special events surrounding the sustainable home on the tour, including both virtual and live events
- Inclusion on the new PGE Homes of Tomorrow Today Tour website, social media channels and in an email marketing campaign targeting more than 40,000 consumers interested in home
- Opportunities for media interviews, segment inclusion and organic news coverage, to tell your story of your sustainable efforts
- Inclusion in the new tour event mobile app (opportunities for ads within app also) that proves turn-by-turn directions to each home
- Each home entry receives event-provided signage (plus directional signs)
- Builders will be included in creative partnerships, custom promotions, traffic-driving event marketing efforts by a coalition of key building science and sustainable partners



HOME BUILDING
ASSOCIATION
OF GREATER PORTLAND
OFFICIAL SHOW



HOME
PERFORMANCE
COUNCIL