

ABOUT THE SHOWCASE OF REMODELED HOMES

Benefits of Entering a Project in the Showcase

Now in its 21st year, the BIA's Showcase of Remodeled Homes provides a high impact program designed to promote your company and increase your business.

By entering a home improvement project, you can take advantage of the Showcase promotion to build your business. Check the cost of advertising and you'll agree that entering the Showcase is an excellent business decision.

The benefits of entering include excellent exposure, instant credibility, the opportunity to cultivate serious leads, and an awards program.

Your company will be included in all Showcase-related advertising including BIA publications, BIA website, Showcase tabloid featured in Suburban News Publications (SNP), The Columbus Dispatch and select radio stations.

Showcase Entries

An entry consists of ONE ADDRESS (regardless of whether you have multiple projects inside the home such as a kitchen, bath, addition, etc.). If you have more than one entry, please use a separate online registration form for each project.

All entries must be received by Friday, April 9, 2010. No entries will be accepted after this date.

Showcase Judging

The Showcase judging date is tentatively scheduled for Friday, April 30, 2010. Projects will be grouped according to value. Three judges will visit your project, and a representative from your company must be present to give the judges a tour. The remodeler rep has approximately 10 minutes to describe the project.

The project will be judged in 13 different categories (if applicable) including: General Appearance, Craftsmanship, Carpentry, Floor Finish, Wall/Ceiling Finish, Cabinetry, Exterior, Painting, Plumbing Fixtures, Electrical Fixtures, Design (if remodeler had influence), Livability and Functionality.

Each project will receive either a Gold, Silver, Bronze or Best of Show award. Awards will be presented at the Showcase Awards Ceremony which will be held at Marble & Granite Works on Tuesday, June 22, 2010.

Showcase Tickets

For every project entered, participating companies will receive 10 Showcase tour tickets and 10 single-site tickets to distribute as they wish (additional quantities may be purchased for half-price).

Materials Needed for the Event

The BIA will provide everything needed for the weekend of the Showcase.

Each project will be given the following materials for the event: Cash box with \$100 seed money for Showcase ticket sales; 100 tour tickets and 20 single-site tickets to sell; Showcase tabloids and maps to distribute to attendees; signage including 1 large Showcase sign, 3 directional signs (additional directional signs optional) and 1 award shield; and 1 sign listing the Platinum Sponsors.

Showcase Sponsorships

It is very important for the BIA to obtain sponsors in order to have adequate funds to promote the event by purchasing advertising. If you have any subcontractors or suppliers that may be interested in sponsoring the Showcase, please contact Amy Lively, amy@biahomebuilders.com or (614) 891-0575.

Questions?

Please contact Amy Lively at the BIA, amy@biahomebuilders.com or (614) 891-0575.



21st Annual Remodeling Tour: May 15-16, 2010

Entry Information

Deadlines

- Entry Materials/Payment Deadline (for all items except photos): **Friday, April 9, 2010**
- Photo Deadline: **Friday, April 23, 2010**

Entry Materials

- ✓ **Completed Online Entry Form for Each Project:** Entry components include project address, description, outstanding project features and subcontractor/supplier list.

The entry form is available at:
www.biahomebuilders.com/shows-and-events/showcase-of-remodeled-homes

- ✓ **Project Photos:** Entrants must submit one “before” photo and one “after” photo for each project. Photos should be in color with a resolution of at least 300 dpi and should be in a format such as .jpg or .tif. Photos must be e-mailed to Amy Lively at amy@biahomebuilders.com or provided to the BIA on a CD. If electronic versions of your photos are not available, hard copies may be submitted to the BIA.
- ✓ **Liability Insurance:** A copy of your company’s liability insurance must be submitted to the BIA.
- ✓ **Homeowner Waiver:** This waiver allows the project to take part in the Showcase. A waiver for each project signed by both the homeowner and a representative from the company must be submitted to the BIA.
- ✓ **Payment:** An entry consists of one address. The fees to enter a Showcase project are as follows: Interior Project First Entry = \$1,000, Interior Project Additional Entry = \$750 and Exterior Project = \$500. You may pay online at www.biahomebuilders.com/shows-and-events/showcase-of-remodeled-homes or fill out the information below and return this form to the BIA.

Payment Information

Number of Projects _____ Total Owed \$ _____

Method of Payment: Check (payable to “BIA”) VISA Master Card

Credit Card # _____ Exp. Date _____

Name on Card _____ 3-Digit Security Code (from cardback) _____

C.C. Mailing Address (include zip) _____

Signature _____