



Tour of Homes 2008

featuring builders in:

Lake County
McHenry County
Kane County
DuPage County
Kendall County
Cook County



Toll Brothers, Hampton model,
Hawthorn Woods Country Club

APRIL 26, 27 • MAY 3, 4 • MAY 10, 11

NEW BENEFITS WILL BOOST YOUR TRAFFIC!

Benefits Include:

- **Chicago Tribune**
16-Page Color Insert, plus
2 double truck ads (2 2-page spreads)
- **Daily Herald**
16-Page Color Insert
- **Pioneer Press**
16-Page Color Insert
- **Northwest Herald**
16-Page Color Insert

ENTRY DEADLINE: MARCH 3, 2008

No refunds will be issued
for entry withdrawals

HOURS 11 a.m. - 5 p.m.

Homes must be open and staffed
from 11:00-5:00 every day of the
HBAGC Tour of Homes.



2008 Home Builders Association Tour of Homes

An Invitation to Participate

The 2008 Home Builders Association Tour of Homes is a scattered site showcase of homes in Lake, McHenry, Cook, DuPage, Kendall and Kane counties featuring homes for sale in every price range. The Home Builders

Association of Greater Chicago Tour of Homes offers members and non-member builders a chance to be a part of a proven and successful marketing program reaching hundreds of thousands of new home buyers.

PROMOTIONAL ADVANTAGES

- Over 550,000 Tour Guides distributed by the Chicago Tribune, Daily Herald, Pioneer Press and Northwest Herald will carry your message.
- Three weekends to exhibit your home(s) to the public.
- Professional on-site and directional signage.
- Targeted advertising in your market area.
- Extensive public relations efforts.
- Links to Pioneer Press, Daily Herald, and HBAGC's websites.
- HBAGC Tour of Homes on the Internet.
- Photo of your model and complete home description in the Tour Guide.
- Editorial coverage of HBAGC Tour of Homes in Daily Herald, Pioneer Press, Northwest Herald prior to the event.

WHY IT PAYS TO PARTICIPATE

Your listing in the HBAGC Tour of Homes Guide costs you \$1,650. You receive thousands of dollars worth of advertising and thousands of dollars in promotional support plus an amazing circulation.

Insert Info:	Circulation
Chicago Tribune	150,000
Daily Herald	150,000
Pioneer Press	150,000
Northwest Herald	100,000
Sub Total	550,000

Editorial Coverage and Advertising:

Daily Herald (invaluable PR)	100,000
Northwest Herald (invaluable PR)	100,000
Pioneer Press (invaluable PR)	100,000
Chicago Tribune (2 double truck ads)	300,000
Sub Total	600,000

TOTAL CIRCULATION 1,150,000

Awards Program NEW & IMPROVED

All homes are eligible to participate in the Awards Program. Homes are judged by a team of experts and awards are distributed at our Annual Banquet. By participating, builders will receive peer recognition while the general public gains assurances that they are making a wise decision and a sound investment in an award-winning home. Judging categories for the program are:

- Exterior Architecture
- Interior Architecture
- Kitchen
- Master Suite and Bath
- Landscaping
- Floor Plan
- Interior Merchandising
- BEST OVERALL HOME

All participants are entitled to a \$50 discount in the Key Awards Program.

For information on the Key Awards Program please check appropriate box on the Builder Entry Form.

2008 Home Builders Association Tour of Homes

Builder Entry Form

Contact Name _____ Phone _____
Second Contact _____ Phone _____
Company Name _____ Fax _____
Mailing Address _____

Entry (a separate form must be completed for each entry)

Entry Model Name _____ Development Name _____
Address of Entry _____
City, Town, Zip _____ Phone _____
Entry is: Single family home Multi-Family (condo, townhome, attached villa)
Selling price of entry as built (must include options) _____
Starting price of homes in community (for guide/promotions) _____
Web Address _____ or link to model page _____
Special offers during HBAGC Tour of Homes will be _____

Please send me some information on the Key Awards Program

Signage (a \$15 charge is required for each additional sign requested) • 5 included

of additional signs requested _____ at \$15 per sign = \$ _____ total additional signage.

Fee Information (the entry fee includes one ticket per builder to attend the Awards banquet)

Entry Fee: \$1,650 for first entry • Second Entry: \$1,350 • Additional Entries: \$950 • Non-members \$2,200 per model

All builder members of NAHB and their affiliates qualify for the rates listed.

Payment (entry fee must accompany this form)

Credit card information: _____ American Express _____ Master Card _____ Visa
Name on Card: _____ Exp _____ Security Code _____
Check enclosed in the amount of \$ _____ Signage \$ _____

Remittance Return this form with payment to:

HBAGC • 1841 W. Army Trail Road, Addison, IL 60101

Phone: (815) 814-2166 • Fax: (815) 333-0428 • E-mail: hbagc@comcast.net

Deadlines (registrations will not be accepted after March 3, 2008)

I hereby enter and agree to have available for public viewing the above listed unoccupied home in the 2008 HBAGC Tour of Homes. Enclosed is my check in the amount of \$ _____. The promotion, advertising, and administration will be handled by the Home Builders Association of Greater Chicago (HBAGC) who will not be responsible for any damage or wear and tear of model or its contents. I agree to provide a Certificate of Insurance in the amount of \$1,000,000, naming HBAGC and its affiliates as an additional insured, by April 18, 2008.

Signature _____ Date _____

Builder Entry Specifics

Entry must be an unoccupied new home or sales center, completed on April 26, 2008 in order for the judging to take place.

Entrants are required to provide the following information:

- A completed entry form by March 3, 2008
- Certificate of Insurance by April 18, 2008

Upon receipt of builder entry form and entry fee, we will provide:

- Letter of confirmation
- Information sheet

Participating builder responsibilities:

- Staffing of entrant's home during Tour hours (11:00 a.m. to 5:00 p.m.)
- Furnished models are not required, but strongly recommended
- Landscaping is encouraged
- Completed sidewalks, walkways, and driveways are encouraged
- Installation of signs by 9:00 a.m. on April 26, 2008 (each builder is responsible for determining local ordinance regarding sign placement)



HERE'S A Golden Opportunity TO REACH OUT TO POTENTIAL NEW HOME BUYERS...