



FALL 2017

Showcase OF HOMES

- Builders Call to Entry -

**EVENT DATES: Thurs. Oct. 19th through Sunday Oct. 22nd
and Thurs. Oct. 26th through Sunday Oct. 29th**

**All Builder Entries Due on or before Sept. 1st,
2017**

First Entry: \$1,100
All Additional Entries: \$950.00

To obtain a digital copy of this entry form
visit our Website www.mcbia.org

Your participation in the 2017 *MCBIA Fall Showcase of Homes*[™] represents an unparalleled opportunity to be part of a long running and high profile event that will deliver more qualified buyers to your door than you'll see at any other time of the year! Join us and be part of the proven marketing & advertising campaign designed to generate excitement about this event and exceptional consumer traffic while providing you with a full year of exposure about your company and your home building.

**Have
Questions?**

**Contact Our Parade
Committee Chair
Jackie Suarez
352-978-6075**

MARION COUNTY BUILDING INDUSTRY ASSOCIATION

2017 FALL Showcase OF HOMES™

Entry in the 2017 Fall Showcase of Homes™ is open to all state licensed Builder/Developer members of the Marion County Building Industry Association (MCBIA).

*** Entries may consist of any site-built house on any site in Marion County, including existing models. Homes under contract or that have been sold in the last 90 days are eligible with written consent of owner.**

EVENT DATES/TIMES

The Event dates are Thurs. Oct 19th – Sun. Oct 22nd & Thurs. Oct 26th – Sun. Oct 29th 20167 (two consecutive 4-day weekends). The model hours will be open daily from 11:00 AM to 5:00 PM. The following is the responsibility of the Builder/Developer:

- ◆ During these dates and times, each Entry house must be open and staffed by the Builder/Developer or representative.
- ◆ Builder/Developer is responsible for the actions of their representative during this event.
- ◆ Builder/Developer is responsible for obtaining security and parking for each house entered.

PRICING

The MCBIA makes every effort to clearly state the house price to the public and we encourage all questions prior to submittal of the entry. We rely on you to properly price your home. You are required to provide us with the pricing of your entry as that price will be the same as shown in the OSB Buyer's Guide publication.

ENTRY PACKETS

Each house entered must include:

1. Entry fee and completed entry form
2. Front elevation & floor plan suitable for publication.

ADVERTISING

The Showcase of Homes™ entry will be in several advertising mediums, including a special publication (the Buyers Guide) published by the Ocala Star Banner. Advertising guidelines are as follows:

- ◆ To provide correct information and meet print deadlines, it is important to adhere to all deadlines set forth by these publications.
- ◆ Builders and Developers entered in the Showcase may

advertise their models.

- ◆ If a Builder member does not have a house in the showcase, but wishes to place an advertisement, they are limited to advertisements that do not show any specific models, maps, special features, prices or addresses of any specific houses.
- ◆ In order for Builders/Developers to advertise in the Ocala Star Banner publication, you must be an MCBIA member.

You will be emailed a proof of your entry layout, you are responsible for any changes or corrections at that time.

SIGNAGE

The MCBIA makes every effort to communicate with the local City and County government to avoid removal of directional signs; however, it is the discretion of the local government to decide to grant individual permission for signage use. We highly recommend to not place directional signs in the right of way and to put them up only during the hours of the Parade.

- ◆ Uniform identification signs and directional signs (4 per house) will be provided by the MCBIA.
- ◆ Additional directional signs available for purchase, first come first serve basis.
- ◆ It is the responsibility of the Builder/Developer to pick up, place, and take down all event signs. All signs must be removed by Monday, October 30th following the end of the Fall Showcase. Failure to do so may result in a fine issued by the Florida Department of Transportation and/or Code Violation fee.
- ◆ Both directional and entry signs provided by the MCBIA can only be used for houses entered in the Showcase. If these signs are used for a house not entered, the Builder Developer will be invoiced for an additional entry.
- ◆ All houses will need to have a final Certificate of Occupancy to be eligible for exhibition. Any homes not completed prior to the start of the Showcase of Homes will not be issued signs. If the home is completed during the Showcase of Homes, signage will be issued.

LIABILITY/HOLD HARMLESS

For the MCBIA Fall Showcase of Homes™, the following will apply:

- ◆ The MCBIA will not be liable for any loss or damage to houses, property, or persons, for any cause whatsoever that may arise from participation in the 2017 Fall Showcase of Homes™.

- ◆ The MCBIA makes no guarantees as to attendance or acceptance by the public. The Builder/Developer agrees to indemnify and hold harmless the MCBIA and its officers, directors and staff.
- ◆ The MCBIA Showcase of Homes™ is a copyrighted event. All materials, signs, etc. used for this event are the exclusive property of the Florida Home Builders Association and cannot be used for reasons other than stated in this contract. Use of the Showcase of Homes™ in advertising shall always carry the trademark symbol and not misrepresent participation in the event.
- ◆ There will be no refunds for any reasons. Your signature on the official entry form indicates complete compliance with the standards/rules set forth for the 2017 Fall Showcase of Homes™.

LEGAL ACTION

Houses will need to have final Certificate of Occupancy to be eligible for exhibition during the Showcase of Homes™. To ensure the Parade houses are completed on time and to enforce all other rules listed, the MCBIA may take disciplinary action against any participating Builder/Developer who does not fulfill this contract and comply with the rules and regulations. Action taken may include up to a \$1,000 fine and disqualification from participating in future Parade of Homes™.

Dates to Remember:

- ◆ **Sept. 1st 2017 – ENTRY DEADLINE**
- ◆ **THURS. OCT 19TH, 2016 – First day of Showcase**
- ◆ **SUN. OCT 29th , 2016 – Last day of Showcase**



Entry Application Page 2 of 2

Company Name, Subdivision, Model Name, Property Address, City, Zip

Contact Phone # During Event Hours, Name of Primary Contact Person During Event, Builders License #

Rendering (please attach separately)

Floor Plan (Please attach separately)

Description-35 word maximum (Please type or Print Clearly)

Directions- Be specific/no attachments (Please type or Print Clearly)

As Shown Selling Price

PRICE: * with lot * without lot
* This price to be printed in the OSB Buyer's Guide publication



Oct. 19 - 29, 2017
Fall Showcase of Homes

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Official Builder Entry Form

COMPANY NAME _____ DIRECT PHONE# _____

COMPANY ADDRESS _____ CITY _____ ZIP _____

CONTACT PERSON _____ PHONE _____

E-MAIL _____

MODEL NAME _____ SUB-DIVISION _____

BUILDERS LICENSE # _____

SIGNATURE: _____ Date: _____

(By signing this form you hereby agree to all rules & regulations of the MCBIA' s 2017 Fall Parade of Home

ENTRY REQUIREMENTS

All Entries Must Be Received By September 1st, 2017

First entry: \$1,100

All Additional Entries: \$950 each

ENTRY INSTRUCTIONS

All completed entries (2 pages for each house entered), together with the applicable entry fee (*make checks payable to MCBIA*), and photo ready elevation and floor plan must be received on or before September 1, 2017. Your applications may be mailed to the post office box as shown below. If you wish to pay by credit card, call the MCBIA at 694-4133.

**MCBIA
P.O. Box 128
Ocala, Fl. 34478**

Questions? Call Parade Chair Jackie Suarez at (352) 978-6075 or MCBIA at 352-694-4133.