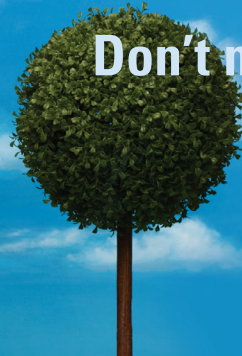


PRESENTING

# THE BIG W.O.O.

Don't miss your *Window Of Opportunity!*



**NEW HOME**  
*Your Plans Start Here.™ Show™*

**SIGN UP  
EARLY**  
and enjoy

- 1 Month **FREE**
- Year-round promotion
- Entry into 2 shows – *Fall & Spring*

*A 35% savings over competing shows!*

Fall 2009 | Oct. 9 – Nov. 1  
Spring 2010 | Dates Pending

*Historically low interest rates.  
Government incentives for buyers.  
New progressive marketing strategies.*

# THE BIG W.O.O. IS NOW. (window of opportunity)

**We enthusiastically invite you to join other local builders as participants in the "The Big W.O.O.," an annual two-show event offered by the New Home Show. Our Fall kick-off event runs October 9 - November 1, with registration deadlines fast approaching.**

## ***What's The Big W.O.O.?***

The Big W.O.O. (Window of Opportunity) is an exciting new annual marketing program developed in conjunction with our builder constituencies. Though it's been a tough year for new home sales, economists predict the slide in demand is coming to an end. Our new marketing initiatives are designed specifically to help you capitalize on the coming economic rebound!

## ***A Fresh Approach***

Look inside to see how we can help you remind consumers that RIGHT NOW they have a unique opportunity to build their dream home *at a price they may never see again*. We've eliminated stale marketing tactics, kept proven ones and shifted efforts to fresh strategies that embrace the communication preferences of today's consumers. We've also highlighted new initiatives and spelled out exactly what your entry delivers.

***Don't miss your window. Join The New Home Show's "Big W.O.O." today!***

**PLEASE CALL 651.770.1319  
FOR INFORMATION.**

We look forward to hearing from you!

## **YOUR WINDOW OF OPPORTUNITY**

*Take advantage of new strategies that encourage buyers to act before current interest rates and buyer incentives change. Your one-time entry gives you access to a year's worth of marketing materials that allow you to:*

- Maximize your marketing impact while minimizing costs through cooperative promotions
- Show and sell new home models in 2 shows (Fall and Spring) for 35% less than competing shows
- Highlight your home in a printed and downloadable guidebook
- Reach today's buyers where they live—online via strategically placed banner advertising, targeted emails, Twitter, Facebook, LinkedIn and more
- Promote your homes on our website and see which models get the most interest with custom tour lead tracking and click measurement

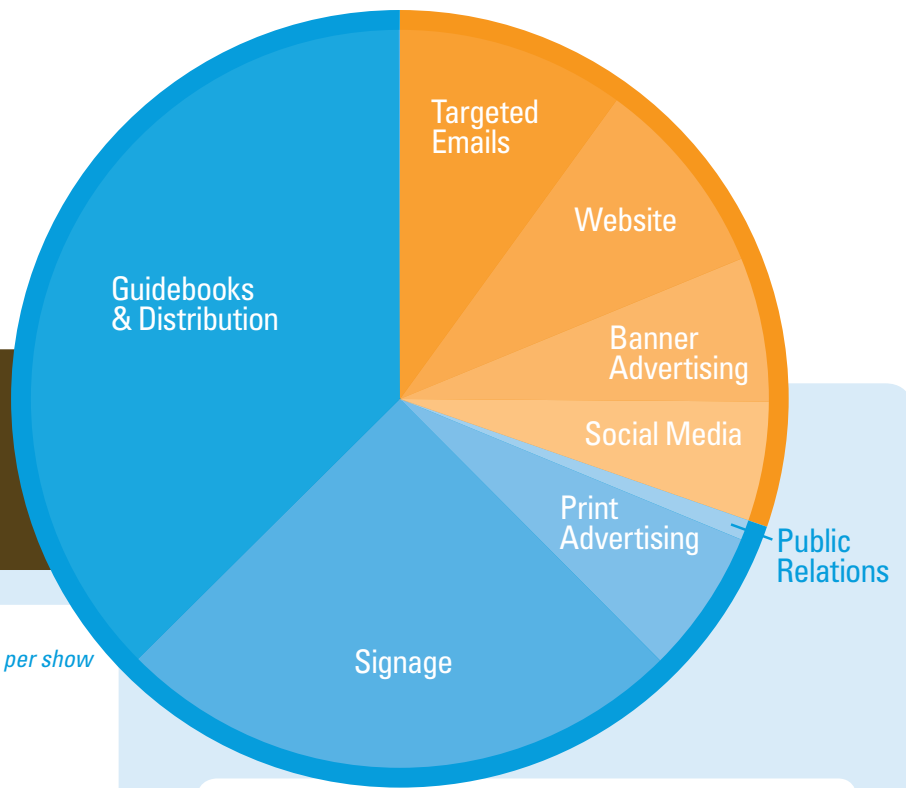
## ***EARLY BIRD DEADLINE***

**Sign up by August 14,  
2009, and get 1 FREE  
month of promotion for  
every home entered.**

**LOOK INSIDE FOR DETAILS**



## What does your entry fee include?



### Traditional Marketing Tactics *per show*

#### Yards & Directional Signs

- One large lawn sign for each entry
- Four directional signs with each entry
- Management of signage for duration of show

#### Printed Guidebooks

- Design/production of 200,000 + color guidebooks
- Distribution at builder models and major coffee, fueling station or fast food franchises
- Targeted insertion in area newspaper(s)
- Viability of additional insertion quantities and mailing increases with number of entries

#### Print Advertising

- Full-page Real Estate Book advertisement (35,000 mags at 800 distribution points)
- Full-page Homes.com advertisement
- Full-page Home Seller advertisement (30,000 consumers at 1,300 distribution points)

#### Public Relations

- Pitch real estate and local media about the unique aspects of the New Home Show

### ADDITIONAL BUILDER BENEFITS

- Feature existing or "to be built" homes
- Payment plan for today's economic realities
- Flexibility to swap out models and promote current inventory throughout the year
- Opt-out clause allowing builders to withdraw listings with notice
- Ask about our electronic only promotional option

### Electronic Marketing Tactics *per show*

#### Banner Ads

- new** • 100,000 + impressions via local newspaper websites and other potential media outlets

#### Scheduled Consumer Eblasts

- new** • 200,000 + targeted consumers who have expressed interest in new home construction

#### Scheduled Realtor Eblasts

- new** • Approximately 10,000 Minnesota Realtors

#### Website

- Monthly Updates
- new** • Downloadable guidebooks
- Custom online tour-building tools
- Enhanced search engine optimization
- new** • Tour lead tracking and click measurement
- Feature up to 10 images of your home or neighborhood
- Link to virtual tours and websites

#### Social Media

- new** • Facebook, Twitter and LinkedIn

NOTE: The proposed promotional strategy is subject to change based on the total number of New Home Show participants. 06/30/09

**OUR COMMITMENT** Since its inception in 1998, the New Home Show has maintained a commitment to working with builders, bringing innovative strategies and tactics to homebuilder marketing. The founding members consisted of a consortium of builders and our company for the purposes of generating viable consumer traffic to model homes, extending the selling season, reducing dependence on competing shows and retaining a voice in the marketing strategy.

FAX ENTRY TO: 651-770-2294

EARLY BIRD ENTRY DEADLINE: AUGUST 14, 2009 • FINAL ENTRY DEADLINE: AUGUST 21, 2009

# NEW HOME SHOW

Your Plans Start Here.™

Don't miss your  
Window of Opportunity!

## THE BIG W.O.O.

Full Show Entry Form

### MODEL HOME/NEIGHBORHOOD ENTRY INFO

One entry per form. Please copy this form for additional model entries or obtain entry forms from:  
[www.newhomeshowus.com/resources/](http://www.newhomeshowus.com/resources/)

Neighborhood Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Numbers to be Listed: 1st \_\_\_\_\_  
2nd \_\_\_\_\_

Model Home Price \$ \_\_\_\_\_

Others From \$ \_\_\_\_\_

Website \_\_\_\_\_

Virtual Tour Link \_\_\_\_\_

Preferred Model Hours \_\_\_\_\_

Model Description: *Maximum five bullet points for description. Imagewerks Marketing reserves the right to edit content to fit.*

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

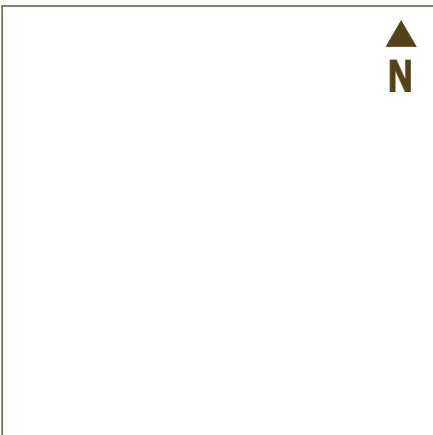
Was this home in a previous **New Home Show**?  YES  NO  
If YES, specify tour date and number \_\_\_\_\_

Is this home association maintained?  YES  NO

Please list other builders in your neighborhood \_\_\_\_\_

Please provide your company logo and up to ten photos and/or floor plans (color if available). Email electronic files to [entries@newhomeshowus.com](mailto:entries@newhomeshowus.com)

### MAP AND DIRECTIONS



Draw a map to your model home or attach a copy of Hudson or Kings Map. Include street names, major roads and mark the model location with an "X".

WRITTEN DIRECTIONS TO YOUR MODEL:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### BUILDER INFORMATION *Completion of this area required*

Builder Name \_\_\_\_\_

MN Bldr License # \_\_\_\_\_

WI Bldr License # (if applicable) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Web Address \_\_\_\_\_

Contact Person \_\_\_\_\_

2nd Contact Person \_\_\_\_\_

Email \_\_\_\_\_

### SOCIAL MEDIA INFORMATION *Not required*

Please check which social media networks your company participates in:

Facebook: *Username* \_\_\_\_\_

Twitter: *Username* \_\_\_\_\_

LinkedIn: *Username* \_\_\_\_\_

### PAYMENT INFORMATION

**PAYMENT IN FULL – ONE YEAR (TWO SHOW) PARTICIPATION**  
\$3,900 with check or credit card payment

**PAYMENT PLAN – ONE YEAR (TWO SHOW) PARTICIPATION**  
\$1,950 down + \$325 per month for 6 months (credit card only)<sup>1</sup>

**EARLY BIRD DEADLINE DISCOUNT (Deduct \$325)<sup>2</sup>**  
Deadline is August 14, 2009

TOTAL DUE \_\_\_\_\_

COMMITMENT DATE \_\_\_\_\_

APPROVED BY SIGNATURE<sup>3</sup> \_\_\_\_\_

TITLE \_\_\_\_\_

**SELECT PAYMENT TYPE:**  CHECK  VISA  MASTERCARD

Make checks payable to: Imagewerks Marketing  
Mail to: Imagewerks Marketing, 1600 Gervais Avenue, Suite 8, Maplewood, MN 55109

Name as it appears on card \_\_\_\_\_

Number: \_\_\_\_\_ 3 digit code: \_\_\_\_\_

Expiration date: \_\_\_\_\_

Signature: \_\_\_\_\_

<sup>1</sup> By choosing the Payment Plan, I hereby authorize the initial payment of \$1,950 plus six additional monthly payments of \$325 each. I understand that my credit card will be automatically charged each month.

<sup>2</sup> To qualify for the Early Bird Entry Discount, entries must be received on or before the Early Bird deadline.

<sup>3</sup> This agreement must be signed by an authorized representative of the participating company. By subscribing to the New Home Show, participants hereby acknowledge that they are making a two- (2-) event, twelve- (12-) month commitment that begins on the published start date of the first New Home Show event following their commitment date. Builders may exit the New Home Show by giving 6 months notice within a 30-day period of time from the published end date at each of the two (2) New Home Show events. Notice must be served in writing by an authorized representative of the participating company and mailed or delivered to The New Home Show, c/o Imagewerks Marketing, 1600 Gervais Avenue, Suite 8, Maplewood MN 55109.

Please call 651-770-1319 with questions.

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EARLY BIRD ENTRY DEADLINE: AUGUST 14, 2009 • FINAL ENTRY DEADLINE: AUGUST 21, 2009

# NEW HOME

Your Plans Start Here.™ *Show*

Don't miss your  
Window of Opportunity!

# THE BIG W.O.O.

Electronic Only Entry Form\*

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Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Numbers to be Listed: 1st \_\_\_\_\_  
2nd \_\_\_\_\_

Model Home Price \$ \_\_\_\_\_

Others From \$ \_\_\_\_\_

Website \_\_\_\_\_

Virtual Tour Link \_\_\_\_\_

Preferred Model Hours \_\_\_\_\_

Model Description: *Maximum five bullet points for description. Imagewerks Marketing reserves the right to edit content to fit.*

- \_\_\_\_\_
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- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

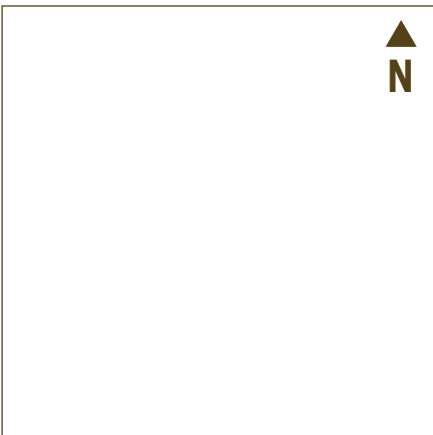
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City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Web Address \_\_\_\_\_

Contact Person \_\_\_\_\_

2nd Contact Person \_\_\_\_\_

Email \_\_\_\_\_

## SOCIAL MEDIA INFORMATION *Not required*

Please check which social media networks your company participates in:

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**PAYMENT IN FULL – ONE YEAR (TWO SHOW) PARTICIPATION**  
\$2,388 with check or credit card payment

**PAYMENT PLAN – ONE YEAR (TWO SHOW) PARTICIPATION**  
\$1,195 down + \$199 per month for 6 months (credit card only)<sup>1</sup>

**EARLY BIRD DEADLINE DISCOUNT (Deduct \$199)<sup>2</sup>**  
Deadline is August 14, 2009

TOTAL DUE \_\_\_\_\_

COMMITMENT DATE \_\_\_\_\_

APPROVED BY SIGNATURE<sup>3</sup> \_\_\_\_\_

TITLE \_\_\_\_\_

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Name as it appears on card \_\_\_\_\_

Number: \_\_\_\_\_ 3 digit code: \_\_\_\_\_

Expiration date: \_\_\_\_\_

Signature: \_\_\_\_\_

\* Participants in the "Electronic Only" show will not be featured in the guidebooks or receive signage packages.

1) By choosing the Payment Plan, I hereby authorize the initial payment of \$1,195 plus six additional monthly payments of \$199 each. I understand that my credit card will be automatically charged each month.

2) To qualify for the Early Bird Entry Discount, entries must be received on or before the Early Bird deadline.

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