



# Associate Member Discount Program & Parade of Homes Preview Event 2012 REGISTRATION FORM

Participating in the Associate Member Discount Program offers a unique opportunity to Associate Members of the AHBA to promote their company's products and services to AHBA Builders who participate in the Annual Parade of Homes. Through this program, Associates offer discounts and incentives to builders entering a home in the 2012 Parade of Homes. The program kicks off each year with an event for Builders where participating Associates set up product displays and network with Builder participants. The Parade of Homes Preview Event will be held on February 16, 2012 from 5:30-7:30pm and only Associates participating in this program are allowed to display. The exposure and recognition for participating Associate companies continues through an eight month advertising package until October 31, 2012. **For additional details of this program, please see page 2** for the benefits of participating, what is included in this advertising package and additional terms and conditions. To sign up for this program, please complete and return the registration form below with payment by February 14, 2012. Discounts will not be accepted after this date.

## ASSOCIATE MEMBER DISCOUNT PROGRAM REGISTRATION

Member Company: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Description of Discount offered to ALL 2012 Parade Builders: \_\_\_\_\_

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At the Parade of Homes Preview Event on February 16, each participating company may offer a special giveaway OR a special discount in addition to their standard discount listed above. Only those Builders who attend the Preview Event will be eligible for the special giveaway drawings or special discounts. Check which one you would like to offer below (only choose one) and provide a description. **See page 2 for additional details, terms and examples.**

Preview Night Giveaway       Preview Night Discounts and Offers

Description of "Preview Night Giveaway" OR "Preview Night Discounts and Offers" \_\_\_\_\_

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### Total Cost to Participate: \$75.00 per company (due at time of registration)

Payment Type:     Check Enclosed     Visa     MasterCard

Card Number: \_\_\_\_\_ Cardholder Name: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ V-Code (3 digit on back of card): \_\_\_\_\_ Email: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City/ST/Zip: \_\_\_\_\_

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

Send Completed Form and Payment to the AHBA:

**DEADLINE:** To participate in the Associate Member Discount Program, your completed Registration Form and Payment must be received by the AHBA Office by **Tuesday, Feb.14 by 5:00pm.**

PARADE  
of HOMES™

# Associate Member Discount Program: Details, Inclusions, Terms & Conditions

## INCLUSIONS:

- **Listing on AHBA Parade of Homes Website under Associate Member Discount Page** – Your company name, contact info, discount description, color logo and link to company website. Listing will be released on February 17, 2012 and runs through October 31, 2012.
- **Inclusion in AHBA Newsletter *Blueprints*** – Company name listed during the following months: March, June, July, October and November in Parade of Homes Feature Section.
- **Inclusion in Parade of Homes Preview Event** – The Parade of Homes Preview Event will feature any Associate Member companies offering an Associate Discount through the AHBA program. Associates will be given a 3 foot area on **top** of a table to display brochures, handouts, discount information, product & service information, etc. All materials must fit on **top** of the table space provided. No additional area will be given for large display's, etc. Signage will be permitted if attached to the 3 foot table space in front of display, not to exceed table height. The event will be held on February 16, 2012 from 5:30 to 7:30pm at the DoubleTree Biltmore. All AHBA Builder Members will be invited to attend and any builder member who attends and participates in this event, will be eligible for a \$200 discount on their 2012 Parade of Homes entry. This incentive for the builders to attend is an effort to get as many builders as possible in front of the Associates who commit to offering a discount. Contact the AHBA directly for questions concerning display regulations.
- **Inclusion in Builder Letter** - All AHBA Builder Members and Prospective Builder Members will receive a letter by mail, following the event, letting them know about the types of discounts, participating associate companies, how to get involved, Parade deadlines, etc.
- **Recognition at AHBA Fall Gala & Awards Reception** – Inclusion in Gala awards presentation on October 17, 2012.

## DISCOUNTS, PREVIEW NIGHT GIVEAWAYS AND SPECIAL OFFERS

- Each participating company offers a discount that may be used by ANY builder entering a home in the AHBA's 2012 Parade of Homes. Examples of discounts offered in the past: Free Estimates, 10% off installation, 10-20% off packages, etc. Discount description must be somewhat detailed. For example, generic descriptions such as "Ask Bob for discount details" will not be accepted.
- Discount descriptions will be released to the general membership on February 16 at the Preview Event and available online starting on February 17 through October 31, 2012.
- All negotiations for redeeming discounts are negotiable between the Associate Member Company and the builder, the AHBA does not get involved with the actual discount negotiations, etc. Associates participating in the program are only required to offer the discounts on the builders 2012 Parade Home(s) unless otherwise stated in discount offered.
- Participating Associate Companies have the option to offer a "Preview Night Giveaway" OR "Preview Night Discounts/ Offer/Incentive" to builders who attend the Parade of Homes Preview Event on February 16 and visit your table top. Please check which one you will be providing along with a brief description on the registration form on page 1. For builders to be eligible for either your Preview Night giveaway or Preview Night discount, builders MUST visit your table top. See directly below for specific details and examples.
- **Preview Night Giveaway:** *For example, you could give away a gift card to a restaurant or one of your products, tools, an iPod, etc. Giveaway items must be valued at a minimum of \$25. Builders will enter their names at your table top and drawings will be announced by AHBA Staff from the podium by 7:15pm and the winner will be directed to your table to pick up the item. Builder must be present to win!*
- **Preview Night Discounts and Offers:** *For example, you could offer various discounts, free installations, free consultations, etc. to builders. Simply do this by printing out your discounts and offer(s) on paper and place them in a "grab bag" or "fish bowl." When builders visit your table, they can draw from the "grab bag" for a special offer/discount or incentive. These offers can be specific to entries in the Parade of Homes or for use anytime—it is your choice! These "grab bag" drawings will be handled directly from your table, they will not be announced from the podium during the event.*

## BENEFITS OF PARTICIPATING:

- Valuable exposure for your company to a targeted market of Builders and networking face to face with Builders at the Parade of Homes Preview Event!
- You will receive a complete list of Builders who attend the Preview Event including builder name, company name, phone.
- All participating companies in this program will be eligible for a 10% discount off any advertising or sponsorship packages in the 2012 Parade of Homes Publication!
- All participating companies in this program will be entered in a special drawing on the night of the Parade of Homes Preview Event for a FREE half page ad in the 2012 Parade of Homes Publication, **valued at \$\_\_\_\_\_.**

***DEADLINE TO PARTICIPATE: 5:00pm on Tuesday February 14, 2012***