



HOME IMPROVEMENT TOUR

NARI is busy making plans for the Fall Home Improvement Tour to be held Saturday and Sunday, May 4 & 5, 2019.

We anticipate having at least 15 projects. The **NARI** Home Improvement Tour will receive excellent media coverage including radio and print advertising.

This is year two of our new feature, a 32-page advertising Tour supplement in Housetrends Magazine. Tour entries will each have a full page to display your entry project and company information. We believe this has been a successful addition to the tour and hope you see the benefit as well.

2019 showcase hours will be 10 am to 5 pm on Saturday and Noon to 5 pm on Sunday with admission fee of \$10 collected at the first project an attendee visits. Attendees will receive a ticket, which will allow them to enter other NARI Home Improvement Tour projects. We will also offer a single-entry ticket priced at \$3.

Please note: A photographer's release must be submitted for use of photos in promoting the show, etc.

Whether your specialty is bathrooms, kitchens, roofing, dens, recreation rooms, landscaping, siding, basements, or complete additions this is an opportunity for you to have prospects visit your completed projects, see your quality work, and have you bid on and carry out their home improvement ideas.

Entry Fees are as follows:

First project: \$1,200 Entry Deadline March 1, 2019
Additional projects: \$1,000 Entry Deadline March 1, 2019

Homes in the NARI Home Improvement Tour must be projects completed in the last three years. The committee's goal is to display projects by qualified members that will enhance the image of professional remodelers while providing NARI members with an excellent opportunity to reach their target market. We urge you to take advantage of this opportunity.

The final deadline for the project entry is March 1, 2019 (no exceptions). Photo Deadline is March 20, 2019. This will allow for advanced promotion, so we suggest you make your commitment early. Enclosed are the following: Application and Contract; Project Data Sheet; Photographer's Release; Project Guidelines & Advertising Tips Sheet.

Please return the Application and Contract and the Project Data Sheet to the NARI of Central Ohio office with your down payment as soon as possible and no later than March 1, 2019

Please contact the NARI office at (614) 895-3080 for additional information.
We look forward to your participation.



HOME IMPROVEMENT TOUR

APPLICATION AND CONTRACT FOR PROJECT ENTRY

Saturday, May 4, 2019 10—5 pm
Sunday, May 5, 2019 Noon—5 pm

THIS AGREEMENT dated _____ by and between the NARI Home Improvement Tour/NARI of Central Ohio
month/day/year

285 N. State Street, Suite 102, Westerville, Ohio 43081 Ph. (614) 895-3080, and

Entrant named: _____
Company Name City/State

The NARI Home Improvement Tour (Tour) agrees to permit Entrant to enter a project in the 2019 NARI Home Improvement Tour to be held at location submitted by the Entrant, with the Tour opening May 4, 2019 and continuing through Sunday, May 5, 2019. Entrant requests to enter the following project(s) in the Tour:

PROJECT ENTRY FEE
First Entry: \$1,200 by March 1, 2019 Entry deadline
Additional Project entries: \$1,000 each by March 1, 2019 Entry deadline

ENTRY ADDRESS ENTRY FEE

MAKE CHECKS PAYABLE TO: NARI of Central Ohio

Minimum 50% Deposit: _____

Balance due March 1, 2019: _____

HOME IMPROVEMENT BEING ENTERED: Complete the attached sheet describing the project(s) to be entered.

IMPORTANT: Any companies participating in the Tour must be a member of NARI of Central Ohio.

ADVERTISING: Each participant should be prepared to provide advertisers to support the advertising efforts of the tour.

Deposit: No entry will be accepted unless deposit accompanies application.

PAYMENT SCHEDULE: Payment for entry shall be as follows: One half (50%) or more at the time application is received. Balance on or before March 1, 2019.

RETURN ORIGINAL along with YOUR PAYMENT, to NARI of Central Ohio, 285 N. State Street, Suite 102, Westerville, Ohio 43081. Retain a copy for your files and information. shari@trustnari.org

ENTRANT (Company) NAME PHONE

Your Name and Title Your Signature

Balance due March 1, 2019: _____ Do Not Write In This Space
Accepted by NARI Home Improvement Tour: _____
Date: _____



HOME IMPROVEMENT TOUR

2019 TOUR RULES AND REGULATIONS

This is part of your agreement. Read it carefully.

1. This application form constitutes merely an offer to enter into a contract with NARI of Central Ohio to enter a completed home improvement project in the NARI Home Improvement Tour. The completion and tendering of this form and/or payment of all or any part of the applicable cost shall not create a contract binding upon NARI of Central Ohio until such time as the application has been formally accepted by NARI of Central Ohio.
2. NARI of Central Ohio expressly reserves the right to reject any application and return any payment accompanying such application for any reason which NARI of Central Ohio may deem appropriate, or for no reason whatsoever. NARI of Central Ohio shall have absolute and exclusive discretion to determine which applications shall be accepted and which applications shall be rejected, and any application may be rejected with or without cause.
3. Any application which is accepted by NARI of Central Ohio shall, upon such acceptance, become a binding agreement between NARI of Central Ohio and exhibitor.
4. By tendering this application and upon this acceptance thereof by NARI of Central Ohio, entrant expressly agrees to be bound to the following:
 - a) All rules, regulations, and requirements described on these documents.
 - b) All rules, regulations and requirements set forth in any written materials pertaining to the NARI Home Improvement Tour which may be promulgated by NARI of Central Ohio at any time hereafter.
 - c) Any verbal instructions given by any authorized representative of NARI of Central Ohio during the course of the NARI Home Improvement Tour.
5. Any entrant who fails to comply with any of the terms of this agreement between NARI of Central Ohio and entrant, including rules, regulations, and requirements as described above, shall be liable to NARI of Central Ohio for all damages resulting therefrom, provided further, however, that nothing herein shall prevent NARI of Central Ohio from seeking specifically to enforce the terms of the agreement, including such rules, regulations, and requirements, in lieu of, or in addition to, seeking money damages for any breach. In any event, entrant shall be liable to NARI of Central Ohio for any expenses incurred by NARI of Central Ohio as a result of any breach of the agreement between NARI of Central Ohio and entrant, and such expenses shall include, without being limited to all court costs and actual attorney fees.
6. No refunds will be given, and all monies deposited will be forfeited, if contract is canceled by Entrant after June 1, 2018, regardless of cause.

Irregular Advertising — The Showcase is limited to NARI of Central Ohio members that have contracted and paid for an entry in the Tour.

Insufficient Funds—Checks returned for insufficient funds or closed accounts shall be charged a \$35 returned check charge. If debtor fails to act within 10 days, the returned check and returned check charge shall be turned over to legal counsel for collection and debtor shall be responsible for all court and attorney fees.

Liability & Insurance

- A) Each Entrant must make provision for the safeguarding of his/her/its goods from the time they are placed in his/her/its entry location until they are removed by the Entrant. NARI of Central Ohio will not be responsible for or guarantee to Entrant, the safety of project entry property or materials against fire, accident, theft, or any personal or property loss or injury whatsoever.
- B) It is agreed that Entrant shall assume all liability for damage to project location caused by his/her/its entry and shall indemnify NARI of Central Ohio from and against any liability that might ensue by reason of his/her/its entry or presence in the Tour.
- C) Each Entrant shall carry comprehensive general liability coverage including, but not limited to, premises, operations, and contractual liability of no less than \$500,000 for each occurrence, together with statutory worker's compensation insurance, if applicable, with a limit of no less than \$100,000. Certificates of insurance shall be furnished to the NARI office no later than March, 2019.

In the event the location entered in the Tour by the Entrant is unavailable whether for the entire event or a portion of the event as a result of fire, flood, tempest or any other such cause or as a result of governmental intervention, malicious damage, acts of war, strike, lock-out, labor dispute, riot, or any other cause or agency over which the Tour has no control, or should the Tour decide that because of any such cause it is necessary to cancel, postpone, or re-site the Tour, the Tour shall not be liable to indemnify or reimburse the Entrant in respect to any damage or loss, direct or indirect, as a result thereof.

Staffing Entry—Each entry must be staffed at all times during Tour hours. Each company is responsible for staffing its entry 15 minutes prior to Tour opening and during Tour hours.

Project Signage—It is the responsibility of the Entrant to research regulations regarding signage in the communities in which the project entry is located and abide by those regulations regarding signage at or around the project entry site.

Amendments—Tour management shall have the full power in the interpretation and enforcement of all contract regulation contained herein and the power to make such amendments thereto, and such further rules and regulations as shall be considered necessary for the proper conduct of the event.



HOME IMPROVEMENT TOUR

DATA SHEET

This information will be used in the newspapers and magazines to promote the event. Please keep information concise and brief.

May 4 & 5, 2019

PROJECT TYPE: _____

MUNICIPALITY: _____

PROJECT ADDRESS: _____

[For NARI use only*]

*HOMEOWNER'S NAME: _____

*HOMEOWNER'S PHONE #: _____

**DETAILED PROJECT DESCRIPTION: (30 words or less)
(include after picture –via e-mail or dropbox link)**

Entry Deadline: March 1st Photo Deadline: March 20th

COMPANY NAME: _____

PHONE: _____ Email: _____

SIGNATURE OF PERSON PREPARING DATA SHEET: _____

DATE: _____

Photographer's Release and Agreement

The following release must be completed by the photographer

Being the legal owner of the photographs taken of the premises at _____

(project address)

for the National Association of the Remodeling Industry awards competition, I hereby consent to and authorize the National Association of the Remodeling Industry, its chapters, affiliates, agents and/or its assigns (collectively "NARI") to photograph, use, print, reprint, and publish any and all of my photographs and reproductions thereof on a royalty-free basis. These photographs may be reproduced in any print or electronic medium (now existing or hereafter developed). I further consent that the photography taken by me and submitted as part of this entry, with or without accompanying editorial matter, may be used for the purpose of promoting NARI and its programs and services, without limitation, in any publications, displays and exhibitions.

I hereby confirm that any enhancement of these photographs has been limited to alterations in brightness, contrast, or sharpness. No items have been added, modified or removed from the photographs through photo enhancement techniques.

I hereby release NARI and its agents from any and all liability arising out of or in connection with any use of the photographs.

My signature below constitutes my verification that the information regarding the project is truthful and accurate and that I understand that the entry may be disqualified for any breach of this verification.

ACCEPTED AND AGREED:

By: _____
(signature of owner of photographs)

Company Name: _____

Address: _____



PROJECT GUIDELINES & ADVERTISING TIPS

Regardless of whether you're a first-time exhibitor or a seasoned veteran, the following is a checklist of "things to do" and ideas to consider as you prepare for the 2019 NARI Home Improvement Tour May 4 & 5, 2019.

SELECT A PROJECT

Since you do such fine work, making a decision on which project(s) to enter in the NARI Home Improvement Showcase may be difficult. Consider these factors when identifying the project(s) you will enter:

Has the project received an award (i.e., NARI Contractor of the Year, CotY award)?
Does the project have features that represent the variety of work that you do?
Where is the project located? Is access convenient via major streets and/or highways?
Will the homeowners be open to having consumers visit their home?

WHO TO CONTACT FOR ADVERTISING

Companies participating in the NARI Home Improvement Tour must **be members of NARI of Central Ohio. Advertisers in the show program do not have to be members of NARI.** NARI asks each show participant to help provide leads for advertising to help reduce costs and enable us to provide more advertising for the event. Those leads should be ones with whom you have a working relationship. Contact those with whom you do business, including...

- Suppliers
- Subcontractors
- Financial Services Institutions
- Insurance Companies
- Professional Service Providers (i.e., architects, interior designers, and home inspectors)

In addition, place an ad for your own company to reinforce your message and explain further the services that you offer.

LEADING UP TO THE SHOWCASE

- Do a mailing around the vicinity of your project.
- Send complimentary tickets to prospects and to neighbors around the project location.
- Check with municipality regarding parking restrictions and sign locations.
- Determine directional sign locations.
- Gather brochures and business cards to distribute at the Showcase locations.
- Gather before and after photos of other projects.
- Give a gift to the homeowners – a coupon for future work, “handyman services” for a day, flowers, chocolates, restaurant or store gift certificates, overnight hotel accommodations, theater or sporting event tickets, etc. to thank them for allowing you to use their home and to give them something to do the weekend of the NARI Home Improvement Showcase.
- Obtain booties or plastic mats for walkways in the home.
- Do a walk through with the homeowner/employees staffing the project.
- Determine an “in and out” route for attendees – block off restricted areas.
- Make sure you have enough employees for the Showcase.
- Agree with the homeowner regarding their participation, what rooms in the house are on display, and putting away heirlooms.
- Determine how you will respond to the questions of price of the project – provide a broad range and indicate final cost is determined by several factors, outlining the factors and how they affect cost.

DURING THE SHOWCASE

- Make sure those that enter have tickets. “Is this the first project you are visiting?” Have a cash box and tickets ready to sell at the entrance to the project.
- Ask how they heard about the showcase.
- Have promotional materials on your company available for distribution.
- Take photos.
- Have a sign-in book for guest to send more information.
- Consider having light refreshments available for attendee.
- Consider having a promotional contest to give a product or gift certificate away.
- HAVE FUN!

AFTER THE SHOWCASE

- Pick up signs.
- Thank your advertisers.
- Follow-up with homeowners on how the event went.
- Have a meeting with staff that worked the Showcase to obtain comment/feedback. Prepare a summary of comments to review for subsequent events.
- Turn in directional signs and ticket money to the NARI office.