

COME TO THE *Parade*
WHERE YOUR *Dreams* BECOME *Reality*
FEBRUARY 17-26, 2006



EXHIBITION
BROCHURE



Now Accepting Exhibit Space Reservations

The 2006 St. George Area Parade of Homes, presented by Far West Bank and Southern Utah Home Builders Association, is more than a home show, it's a nationally known award-winning event hosting thousands of visitors in search of the latest in current building, decorating, and landscaping trends. Visitors are looking for new and innovative products and they want to learn about the extraordinary services that are available. **Over 30,000 visitors attended the 2005 St. George Area Parade of Homes!**

- ◆ Exhibit in Utah's premier home show and receive excellent marketing exposure! Exhibitors participate year after year because they receive superior exhibiting results!
- ◆ Display your products and services and reach interested consumers. Exhibitors are located in the garages of each Parade home and thousands of interested attendees will see your business as they exit each home.
- ◆ By exhibiting you will promote your company, meet one-on-one with attendees and set your company apart from the competition.

Who attends the St. George Area Parade of Homes? Homeowners, Home Builders, Business Professionals, Trade Contractors, Realtors, Remodelers, and anyone else who is interested in home improvement and design ideas . . . **That covers just about Everyone!**

**Exhibit in the 2006 St. George Area Parade of Homes and Get The Results You Expect.
2005 Exhibition Spaces Nearly Sold-Out, So Reserve Your Prime Exhibition Space Today!**

2005 Exhibitors

A-1 Services	Desert Valley Mortgage, LLC	McNaughton Fine Art Company	Snow College - TBSU
A-Core Concrete Cutting, Inc.	Designs by Gina	Mike Dumas Copper Designs	So. Utah Federal Credit Union
Action Finance & Mortgage LLC	Dixie Tubzz	Morgan Stanley	Spectrum, The
Albie's Custom Upholstery	Dream Weaver Specialties, Inc.	Mountain Alarm	Sport Court of So. Utah
Allied-Pacific Environmental Corp.	Eagle Precast Company	Mr. Lightbulb	St. George Mortgage
Alpine Gas Fireplaces	Elite Fire Systems	Mountain Air of Dixie	Stephen Wade
American Family Insurance	Elite Security	Mountain West Development	Stilson's Central Vacuum
Amerimac Mortgage	Ence Homes	National City Mortgage	Stock Building Supply
ANB Financial	Entrada Realty	New Age Reel Screens	Summit Development Alliance
Antico Designs In Stone	European Plaster & Stone	NHB Construction Corp.	Sunburst Shutters Las Vegas
Ash Creek Builders, Inc.	Far West Bank	Oasis Sales Gallery	SunCor Development Co.
ATS Building Systems	First Horizon Home Loans	Outdoor Kitchen Concepts	SunFirst Bank
BBQ Hut	Flagstar Bank	Perflex Construction	SunRiver St. George
Big City Insulation, Inc.	Garne Rooms USA	Perma Pac	Sunset Pools & Landscaping
Blind Guy, The	Garage Crafters	Plant World Nursery	Sunshade Enclosures LLC
Bureau of Land Management	Gearhart Woodworking Co., Inc.	Pure Escape Spas	Trendwest
Burton Lumber Company	Hafen's Pools & Spas, Inc.	Pure Tech Water Conditioning	Utah Outdoor Kitchens
C. Blake Homes, Inc.	Harristone	Questar Gas Co.	VanCamp Financial
Cedar Hollow Landscape	Home & Yard Pottery	Qwest	Vision Electronics, Inc.
Century 21 at The Rockies	Interlock Paving of Utah	Re/Max First Realty	Visual Imagery
Chartreuse Designs	Kane County	Red Desert Realty, LC	We Do Windows, Inc.
Cheetah Electrical Systems	KDT Construction, Inc.	Rhino Sport of Utah	Westgate Resorts
Classical Glass, Inc.	Keystone Construction & Design	Riverwoods Mill, Inc.	Whitewater
Cleaning Supplier, The	Landforms Design	Rose Concrete Coatings	Window Research & Design
Clear Creek Family Ranch	Larry's Pools & Spas	Sage Outdoor Decor	Wood F/X Corporation
Construction Innovations	Lexie Olivia Interiors	Satellite Wizards	Woodcarver Heirlooms
Custom Installation & Design, Inc.	Lifesource Water Systems, Inc.	Segway of Southern Utah	Zephyr Stone Precast
D. Miller Electric	Majestic Mortgage	Signature Alert	
Davenport Foundation Repair	Mass Mutual	Signature Homes of Utah	
David Gabriel Collection	MaxHouse, Inc.	Slater Transfer & Storage	

Garage Exhibition Spaces

2006 Garage Exhibition Space Set-up/Take-down Dates & Times. No set-up or take-down allowed during regular exhibition hours.

EXHIBITING DATES

Entire 10 Days
(February 17-26)

First 5 Days
(February 17-21)

Last 5 Days
(February 22-26)

SET-UP/TAKE-DOWN DATES

Set-up Feb. 16
Set-up Feb. 17
Take-down Feb. 26
Take down Feb. 27

Set-up Feb. 16
Set-up Feb. 17
Take-down Feb. 21

Set-up Feb. 22
Take-down Feb. 26
Take-down Feb. 27

TIMES

10:00 a.m. - 5:00 p.m.
7:00 a.m. - 9:30 a.m.
7:00 p.m. - 9:00 p.m.
7:00 a.m. - 9:00 a.m.

10:00 a.m. - 5:00 p.m.
7:00 a.m. - 9:30 a.m.
7:00 p.m. - 9:00 p.m.

7:00 a.m. - 9:30 a.m.
7:00 p.m. - 9:00 p.m.
7:00 a.m. - 9:00 a.m.

Spaces Available

Sizes are subject to change

<u>BUILDER</u>	<u>Space</u>	<u>Qty.</u>	<u>Space</u>	<u>Qty.</u>	<u>Space</u>	<u>Qty.</u>	<u>Space</u>	<u>Qty.</u>
AJ Construction, Inc.	8x8	(2)	10x8	(2)	12x10	(1)		
Ash Creek Builders, Inc.	8x8	(4)	10x8	(1)	10x10	(1)		
Bangerter Homes of So. Utah	8x8	(2)	10x10	(1)	12x10	(2)		
Bracken Custom Homes	8x8	(3)	10x8	(1)	10x10	(2)		
C. Blake Homes	8x8	(3)	10x8	(2)	10x10	(1)		
Ence Homes	8x8	(1)	10x10	(3)				
Gemstone Homes, Inc.	10x8	(3)	12x8	(1)				
Jensen & Sons Construction	8x8	(3)	10x8	(3)	12x10	(1)		
Keystone Construction & Design	8x8	(2)	10x8	(2)				
Legacy General Contracting	10x8	(2)	12X8	(2)				
Mountain West Development	8x8	(1)	10x8	(1)	10x10	(3)		
Premier Development	10x10	(2)	12x10	(2)				
Pride Homes, Inc.	8x8	(2)	12x10	(2)				
Research Homes, Inc.	8x8	(1)	12x8	(2)	Custom	(2)		
Richardson Homes, Inc.	10x10	(2)	12x8	(1)	12x10	(2)		
S & S Homes	8x8	(2)	10x8	(1)	10x10	(2)		
Signature Homes of Utah	8x8	(1)	10x10	(3)	12x8	(1)		
Specialized Constr. & Development	10x8	(2)	10x10	(2)	12x8	(1)		
Split Rock Fine Homes	8x8	(1)	10x10	(3)	12x8	(1)	12x10	(2)
Steve Dockstader Construction	8x8	(2)	10x10	(1)	12x8	(1)	12x10	(3)
Sun Hill Homes	12x8	(4)						
SunCor Development	8x8	(1)	10x8	(1)	10x10	(1)	12x10	(1)
SunRiver Construction	8x8	(4)	12x10	(1)				
T & M Construction	10x10	(2)	12x8	(1)	12x10	(2)		
The Dammeron Corp.	10x8	(1)	10x10	(3)				

Garage Floorplans Available By Calling SUHBA Office At (435) 674-1400





Application For Exhibition Space

Presented By: Southern Utah Home Builders Association & Far West Bank
 Return to SUHBA - 321 N. Mall Drive #E201, St. George, UT 84790
 (435) 674-1400 • Fax: (435) 674-2866 • www.paradehomes.com

February 17 - 26, 2006
10:00 a.m. to 7:00 p.m. Daily

Option 1
 Full 10 Days (Feb. 17-26)

Option 2
 First 5 Days (Feb. 17-21)

Option 3
 Last 5 Days (Feb. 22-26)

EXHIBITION SPACE PRICING

SUHBA Member Pricing					
	<u>8 x 8</u>	<u>10 x 8</u>	<u>12 x 8</u>	<u>10 x 10</u>	<u>12 x 10</u>
Option 1	\$500	\$650	\$750	\$800	\$950
Option 2	\$400	\$550	\$650	\$700	\$850
Option 3	\$300	\$400	\$475	\$500	\$600

Non-Member Pricing					
	<u>8 x 8</u>	<u>10 x 8</u>	<u>12 x 8</u>	<u>10 x 10</u>	<u>12 x 10</u>
	\$650	\$800	\$950	\$1,000	\$1,200
	\$550	\$700	\$850	\$900	\$1,100
	\$400	\$500	\$600	\$650	\$775

Note: Option 1 pricing (Full 10 Days) is based on reserving exhibition space up front for entire length of Parade. If exhibitor reserves only first 5 days and later wants to extend to 10 days, they will pay Option 2 + Option 3 pricing minus \$100.

Please reserve the following spaces for your use in the garage of your choice during the 2006 St. George Area Parade of Homes. Space reservation is subject to SUHBA and Builder approval. Exhibitor will receive a confirmation fax once reservation form is processed.

Exhibitor Name _____

Product / Services To Be Displayed _____

Please list the Parade Builder Name and Space Size

1st Choice (Builder & Space Size) _____

2nd Choice _____

3rd Choice _____

	Cost
Booth Reservation: Option # _____ Size _____ Quantity _____	\$ _____

Less Multiple Booth Discount - \$50.00 (Only one discount per exhibitor) (\$ _____)

Table & Chair Options (Exhibitor may provide own table and chairs):

One Table - \$25.00 (___8' table or ___6' table) One Chair - \$3.00 Table Cloth/Skirting - \$15.00 \$ _____

Total Amount Due: \$ _____

Total Paid With Application (Minimum 50% Deposit Per Booth is Required): \$ _____

Remaining Amount Due By January 13, 2006: \$ _____

Exhibit Space Agreement

Return to: Southern Utah Home Builders Association
321 N. Mall Drive #E201, St. George, UT 84790
(435) 674-1400 • Fax: (435) 674-2866 • www.paradehomes.com

In consideration I/we agree to pay the Southern Utah Home Builders Association or its assigns, on order, the sum of \$ _____, the total cost of exhibit space requested. A minimum of 50% of cost per booth/exhibit accompanies this application/agreement. I/we further agree to pay the balance due on or before 1/13/06. If balance due is not received by deadline, all previous monies and exhibit space shall be forfeited. SUHBA membership must be current as of February 1, 2006, for SUHBA member space discounts to apply. Parties agree that if there is a forfeiture as outlined herein under "TOTAL AMOUNT DUE" the Parade Committee shall be entitled to sell the space identified within this application/agreement and shall have no further responsibility to exhibitor or have any responsibility to refund initial deposit.

ALL PAYMENTS TO THE 2006 PARADE OF HOMES ARE NON-REFUNDABLE.

After January 13, 2006 all unpaid space will be released for reassignment. All booths will be assigned on a first come, first served basis depending on the time and date your completed application with your deposit is received at the SUHBA office. The following is the correct lettering of our company as it should appear on any sign or publication.

Company Name _____ Contact _____

Mailing Address _____ (City) _____ (State) _____ (Zip) _____

Telephone _____ Mobile _____ Fax _____ Email _____

Business License # _____ Check Enclosed _____ Bill Credit Card _____

Visa _____ Master Card _____ Discover _____ Credit Card # _____ Exp. Date _____

Signature _____ Print Name on Card _____

It is agreed that the 2006 Parade of Homes Committee will provide to the exhibitor space only as indicated for an exhibit in the 2006 Parade of Homes in various garages attached to featured Parade homes.

1. All exhibitors must be an established business with a current business license. SUHBA reserves the right to determine the eligibility of any firm or product. Exhibitors are responsible to collect and pay all applicable taxes for products sold at event.
2. Exhibitor will be fined if set-up/take-down occurs during regular exhibition hours. No early take-down of booths is permitted.
3. Parade Exhibition Hours: Exhibition hours will be February 17th through February 26th, 10:00 am to 7:00 pm daily. Note: It is recommended that exhibits be staffed at all times during show hours, but not required.
4. Exhibitors must remove exhibits as indicated on the set-up and take-down schedule.
5. Garage exhibition spaces are measured OUTSIDE dimensions. Exhibits must be constructed so that their outside or extreme width and/or depth does not exceed size of space purchased as indicated on this application agreement.
6. Sidewalls, space dividers and/or exhibits along sides of exhibit space may be NO HIGHER than 4'.
7. Exhibitor shall not assign or sublet any part of exhibit space herein contracted without written consent of SUHBA. Nor shall exhibitor allow any other individual, firm, business or organization to exhibit or be promoted by name or name sign within exhibitor's exhibit space without written consent of SUHBA.
8. Insurance desired by the exhibitor to insure against loss of or damage to exhibit must be placed by exhibitor at exhibitor's expense.
9. Exhibitor will remove all excess display material, packing/storage cases, etc., from exhibit space. Exhibit space must be kept neat, orderly and clean at all times. Exhibitor will check space daily to ensure neatness.
10. The SUHBA reserves the right to determine the eligibility of any firm or product; to make space assignments and arrangements as necessary in the 2006 Parade of Homes Committee's opinion.
11. If, in the event of emergency, it becomes necessary to postpone or cancel the Parade of Homes for any reason, all monies paid by the Exhibitor to the Parade of Homes for space will be refunded and the Exhibitor shall and does hereby waive any claim for damages. In the event the exhibitor wishes to cancel participation, the SUHBA will make no refund of monies paid. Furthermore, should the Parade committee be unable to resell exhibit space, exhibitor shall make payment of the balance due.
12. Exhibitor agrees to indemnify and hold harmless the Southern Utah Home Builders Association (SUHBA), the 2006 Parade of Homes Committee and/or their assigns for any claim for damages of loss, or any claim, cause of action or cost whatsoever in connection with the 2006 Parade of Homes.

Exhibitor Signature _____ Print Name _____ Date _____