



**2012 Parade of Homes
SIGNAGE POLICY**

All Parade homes will be free of signage except where approved and produced by the Southern Utah Home Builders Association (“Association”). NO SIGN in violation of the Association’s signage specifications will be allowed in Parade Homes. Rainbow Sign & Banner will be producing the specified interior and exterior signs allowed to be displayed in each Parade Home. It will be the responsibility of each participating subcontractor and supplier to order and purchase their own signs (if they desire signage recognition in a Parade Home) from Rainbow Sign & Banner.

SUHBA members who placed signs in a Parade Home in a prior year will be permitted to reuse the signs (if in good condition) of previous years at no charge (if their membership is current at time of Parade). SUHBA will request any sign with visible signs of deterioration be replaced. A 2012 sign registration sticker will be placed on their sign at the Home by the Sign Committee. The signs will have a business card holder attached to them so the vendors’ business cards may be distributed to the public (this is the only means business cards may be distributed in the homes). No 3x5 cards or other types of brochures or flyers will be allowed in business card holders.

Exterior signs will meet the same criteria as interior signs (including realtor signs). Exterior sign use will be limited to businesses such as landscapers, realtors, financing agencies, decorative cement contractors, roofers and fence companies. Signs purchased for exterior use will not have business card holders attached but may have their telephone number included on the sign. A business must have product in a Parade Home to place their signs in or outside the home. The Builder may exclude any sign he feels inappropriate for his Home. The Builder is encouraged to allow suppliers and trades to tastefully place signs relative to their products throughout the home. The Builder may limit the number of signs. Builder should communicate his/her desires to suppliers/trades early in the process so the vendor may plan accordingly.

NO LETTER TRAYS, BUSINESS CARD HOLDERS, HANDOUTS, FLYERS, BROCHURES OR ANY OTHER TYPE OF ADVERTISING OR PROMOTIONAL MATERIAL (NOT APPROVED BY THE ASSOCIATION WILL BE DISPLAYED IN PARADE HOMES (except through the means as described above). Parade builders will be allowed to distribute builder brochures in the Home. **The Builder Brochure will contain no advertising (paid for or otherwise) other than builder or marketing agent as it pertains to Home or subject property.**

The signage policy will be enforced during the Parade by the Association and the Builder. A violation of the signage policy could result in a monetary penalty to the builder and a billing to the violating party for the advertising value assessed.

INTERIOR SIGN	\$42 for one sign	\$32 each for 2-4 signs	\$28 each for 5+ signs
Non-SUHBA Member	\$75 additional advertising fee* per sign		
EXTERIOR SIGN	\$48 for one sign	\$40 each 2-4 signs	\$35 each for 5+ signs
Non-SUHBA Member	\$75 additional advertising fee* per sign		
New Customer Logo Scan (one-time charge)	\$75 per hour		
Package Deals available	Check with Rainbow Sign & Banner		

*All advertising fees collected by Rainbow Sign & Banner are reimbursed to SUHBA in full. To avoid a 20% rush charge, please order by February 10, 2012.

Upon completion of the Parade of Homes, all interior/exterior signs will be available for pick-up at the SUHBA office beginning March 1 - March 30, 2012. All remaining signs left at office after March 30th will be placed in storage for the year at a cost of \$10 per sign.

Thank you for your participation in the 2012 Parade. We look forward to assisting you in displaying your fine products and services to our 2012 Parade attendees. For additional information on interior/exterior signs, please call SUHBA office at 674-1400 or Rainbow Sign & Banner at 628-5107.