

2021 PARADE OF HOMES & REMODELER'S TOUR October 23 & 24

Business Name, Type of Business, Contact Person, Address, City, State, Zip, Phone, Fax, Email

Builder or Home you would like to exhibit in.

We will try to honor all requests, however there will be no guaranteed placement.

THE PARADE OF HOMES HAS GONE VIRTUAL

Each home participating in the Parade will have a virtual tour on the website. Some homes may also be open to the public to tour

Please Reserve the Following for My Business:

- Full Page Full Color Ad \$850, Full Page Full Color Ad on 2 or 3 \$950, Back Page Full Color Ad \$1050, Half Page Full Color Ad \$450, Quarter Page Full Color Ad \$225, Builder Page in Full Color \$275, Display Exhibit \$100 per House*, Information Exhibit \$50 per House*

Promotion

- The annual Parade of homes is promoted in a variety of ways; - Email blast to 5,000+ leads expressing interest in moving to New Bern - Promotional ads in the Sun Journal and Shopper as well as the HBA newsletter - Pay-per-click campaign on Facebook - Event page on Facebook with frequent updates and home features - Parade details posted online at newbernbuilders.com and a variety of event calendar sites - Parade of Homes magazines distributed throughout Craven & Pamlico counties and available in each home on the Parade as well as sponsor locations and participating businesses - Posters placed all over Craven and Pamlico counties - The entire Parade of Homes magazine will be online for a full year at newbernbuilders.com

*Exhibitors must be approved by the home builder and Parade committee prior to the Parade weekends. Realtors may exhibit or be present in a Parade home during the Parade weekends providing the home is listed with them or their firm and the exhibit fee has been paid.

Check Enclosed, Bill My Credit Card, M/C, VISA, AMEX

Credit Card #, Auth. Code, Exp. Date

Signature, PAYMENT IN FULL MUST ACCOMPANY REGISTRATION FORM



If Paying by Check, Please Make Payable to: J. Avery Events & Marketing

Deadline for Exhibiting/Advertising: September 14

For More Information or to Reserve Your Space, Please Contact: Judy Avery at 252-259-3357 or judy@judyavery.com

