

ADVERTISING POLICY

Advertising or Promotion of Parade Homes

Builder agrees to adhere to all publicity rules which include no advertising of the location of the Parade Homes including lot number, street address, and street name in print or electronic media prior to the opening of the 2010 Parade. Advertising the name and location of the corresponding subdivision is permitted, so long as the location of the Parade Home including the lot number, street address and street name are not disclosed. No open house, meeting, home preview, charity event, reception, or any other gathering of any type designed to display or view the Parade Home will occur in the Parade Homes after commencement and prior to the closing of the Parade on February 21, 2010 at 5:00 pm. No Parade Home may be used as a model or a real estate office prior or during the show. If the home is part of a larger model display it must remain locked until the opening date.

- Listing in multiple listing service is permitted, however no mention of participation in the "Parade of Homes" or "Home Show" in MLS or other listings is permitted **prior to opening day, Friday, February 12, 2010.**
- Newspaper, radio, TV, or other promotional advertising is allowed following the opening of the show, however no mention of the "Parade of Homes" or "Home Show" identifying lot number, street name, or address is permitted prior to opening day in any media or public source.
- Builder is responsible for any inadvertent or intentional action of his/her realtor, homeowner, project developer, trade contractors, suppliers or marketing agent. It is the responsibility of the Builder to inform all parties concerned of the advertising rules. The Builder will be penalized directly for violations of this rule.

If the above conditions are violated, Builder shall cease the action immediately upon notice, and the Builder shall be assessed a fine of \$500 for each violation.

Promotion of Participating Subdivisions

No advance promotion or advertising may be made by developer, owner, Builder or marketing agent of a participating Parade of Homes subdivision identifying the Parade of Homes lot number, street name, or address. A development may be advertised as the rules list above. Reference to Parade of Homes lot number, street name, or address may begin on opening day of Parade or February 12, 2010.

Use of Parade of Homes

The use of the words, "Parade of Homes" or "Home Show," is strictly limited to official participants in the event. Members who are not official Parade of Homes' participants may not use in any manner "Parade of Homes" or "Home Show." This prohibition is particularly critical during the two (2) week period before and after the Parade of Homes takes place.

Nonparticipants may not use the Parade of Homes logo, a copy of which is shown, or the color scheme of red, white and blue in any signage, advertisement or promotion of any kind during this same time period.

Nonparticipants may not use any signage, advertisement or promotion of any kind which is similar or deceptively similar or which can in any way be confused with signage, advertisement or promotion of the Parade of Homes; nor may they use signage, advertisement or promotion that is similar or which can in any way be confused with the "Parade of Homes," "Home Show," or "St. George Area Parade of Homes", or that is similar or which could be confused with the Parade of Homes logo, or color scheme used for the Parade of Homes during this same time period.

We trust that all individuals will follow these rules and policies. Please note, however, that the Board of Directors may take disciplinary action against any Southern Utah Home Builders Association member who violates these rules and policies pursuant to Section 3(A) of the Bylaws of the Southern Utah Home Builders Association, as amended November 19, 1997. The Southern Utah Home Builders Association will pursue legal remedy with any nonmember of the association for infringement or use of the "Parade of Homes," "Home Show," or "St. George Area Parade of Homes" phrases inappropriately.

Please direct any questions that you may have regarding this matter to the Southern Utah Home Builders Association office at 674-1400.

