

Fourth *Sales & Marketing Ideas*

The Contest

Sales & Marketing Ideas magazine is proud to present the 2004 Idea of the Year Contest. The Idea can be a special promotion that has been developed to sell more new homes; an incentive or giveaway program that has increased referral sales, prospects, or sales traffic; or any cost-effective yet exceptional marketing idea that has created strong word of mouth and increased the bottom line.

The Entry

All entries must include a completed Idea of the Year entry form and statement, which is one to two typewritten pages detailing the Idea—including budget and marketing materials used in the promotion (i.e. photos, testimonials, brochures, flyers). Submissions will be judged by members of the National Sales and Marketing Council's Board of Trustees on originality, creativity, and ease of execution.

Eligible Entries

Your Idea must be generated between July 1, 2003 and July 1, 2004. Mail your entry form and statement is August 6, 2004.

The Awards

One Grand Prize Winner will receive two complimentary passes to the 2005 International Builders' Show and Exposition in Las Vegas and an award plaque. Additionally, the Idea will be featured in the January/February 2005 issue of *Sales & Marketing Ideas*.

Three Merit Award Winners will have their Idea featured in the March/April 2005 issue of *Sales & Marketing Ideas* and in NSMC handouts at IBS.



Annual “Idea of the Year” Contest

Idea of the Year Entry Form

An entry can be any pre-sale, grand opening, broker co-op program, parade of homes, home product show, supplier marketing program or other limited marketing campaign.

Name of Entry: _____

Project Location (City/State): _____

Company Submitting Idea: _____

Person Submitting Idea: _____

Address: _____

City: _____ State: _____ Zip: _____

Builder/Developer _____

Telephone: _____

Address: _____

City: _____ State: _____ Zip: _____

Target Market: _____

Price (or price range) of unit(s): _____

Square Footage of unit(s): _____

Number of units in project: _____

Project size (in acres): _____

Date project opened for sales or rent: _____

Market Acceptance (sales or rental rate): _____

Time Frame of Project: _____

For Brochure/Direct Mail—Cost per piece: _____ Total number printed: _____

Advertising—Qualified traffic generated by ad or ad campaign: _____

Marketing or Advertising Budget for Idea: _____ Total Traffic: _____

Your Company's Marketing Budget: _____

Merchandising—Costs per sq. ft.: _____

Marketing Statement

On a separate sheet of 8½ x 11 paper, explain the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, any unusual constraints which the project presented and how the marketing objectives were met. Statement must typewritten, double spaced, and **must not exceed 250 words**.

Required Exhibits

- ▶ 2 complete sets of the marketing materials used in the special promotion
- ▶ 3 copies of completed entry form and statement

Publishing Rights & Return of Materials

All entries become property of the National Sales and Marketing Council of the National Association of Home Builders and will not be returned. The National Sales and Marketing Council of NAHB may publish and/or reproduce entries in any NAHB publication and/or product as well as grant permission for the entries to be published and/or reproduced in any trade, consumer publication, or product.

Eligible Entries

Your Ideas must be generated between July 1, 2003 and July 1, 2004.

Mail by August 6, 2003 to:

NAHB
National Sales and
Marketing Council, 7th Floor
Idea of the Year Contest
1201 15th Street, NW
Washington, DC 20005