



2010 SAM AWARDS
*** DEVELOPER AWARDS ***
NEW COMMUNITY OF THE YEAR (DV3)
Submission Guidelines

Entry Deadline: FRIDAY, SEPTEMBER 10, 2010 by 4:00 PM – NO EXCEPTIONS

FEE: \$200.00/entry (+GST)

PURPOSE

To recognize the developer's first opening of showhomes in an Area Structure Plan.

CRITERIA

- **The New Community must have been launched / opened between September 1, 2009 and August 31, 2010 and not previously entered.**
- The New Community must be marketed with at least one active Show Home Parade.
- The New Community must have a marketing campaign that includes at least three (3) of the following media types: Billboard (Indoor/Outdoor); Brochure; Direct Mail Piece; Moving Media; Radio Commercial; Print Ad; and Website.

NUMBER OF ENTRIES

No limitations.

SUBMISSION REQUIREMENTS

1. Company Logo – on CD
- black & white or colour (both if available) in JPG and EPS format (must be true vector file, not converted)
NOTE: Entrants submitting for multiple awards are only required to submit their company logo once.
2. Full Payment - acceptable payment methods: MasterCard, Visa and Cheque – made payable to the Canadian Home Builders' Association – Calgary Region
3. Master Submission Form – one (1) hard copy
NOTE: Only one copy of the Master Submission Form is required to be submitted per entry deadline.
4. Optional: Project Logo of New Community – on CD
- black & white or colour (both if available) in JPG and EPS format (must be true vector file, not converted)
5. Published Architectural Control Guidelines – one (1) hard copy

Please collate the following materials into seven individual judging packages
All electronic components can be on one cd

6. Award Entry Form – seven (7) in hard copy and one (1) on CD
7. Media Type Submissions (at least 3):
 - Billboard (Indoor/Outdoor) in Application – seven (7) printed photos
 - Brochure – seven (7) printed copies (unmounted)
 - Direct Mail Piece – seven (7) printed copies (unmounted)
 - Moving Media – two (2) DVD copies (preferably in AVI format - QuickTime Movies)
 - Print Ad – seven (7) printed copies (unmounted)
 - Radio Commercial – two (2) CD copies (preferably in AIFF format)
 - Website – one (1) hard copy of Homepage showing URL address (unmounted)



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NOTE: You may include multiple submissions in any of the above seven (7) Media Types, as long as you have submitted in a minimum of three (3).

8. Show Home Parade(s) – seven (7) images in hard copy and one (1) on CD
9. Overall Community or Community Entrance – seven (7) images in hard copy and one (1) on CD
10. Overall Community Map – seven (7) printed copies
11. Current Marketing Phase Map(s) – seven (7) printed copies
12. Map to New Community – seven (7) in hard copy

JUDGING PROCEDURES / DETAILS

- **Judging will take place on-site Friday, September 24, 2010.**
- Incomplete entries are judged accordingly and may, at the discretion of the judges, be disqualified due to insufficient information and materials.
- Entries will be judged according to the following criteria:
 - * Marketing Campaign
 - * Community Vision and Planning Style
 - * Community Entrance
 - * Show Home Parade
 - * Signage and Pageantry
 - * Community Amenities and Special Features
 - * Overall Impact

ACCEPTABLE IMAGE / PHOTO FORMATS

Please ensure that all photo requirements are provided in individual sheet protectors.

The image quality requested below is required to produce the video presentation and all marketing materials.

Images on CD (ie. pictures, photos, advertisements, etc.) can be submitted in the following formats:

- JPG or TIFF

NOTE: Must be 300 DPI; size 8 " x 10", NOT to exceed file size of 4 MB per image.

Printed photos can be submitted in the following formats:

- Size of 8 " x 10", protect photos by using plastic sleeve protectors
- Do not glue or mount photos on board or any other product

NOTE: Place label on the back of photo.

NAMING / LABELING FILE DOCUMENTS, IMAGES AND PHOTOS

When naming / labeling, please provide the following information:

Award Reference ID_Company Name_Document / Image Detail

EXAMPLES using **ABC Homes** as the company:

- ⇒ DV3_ABC Homes_Award Entry Form
- ⇒ DV3_ABC Homes_Show Home Parade



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GRAND SAM QUALIFIER

Not applicable for this award.

GENERAL CONDITIONS & INFORMATION

- Entrant must be a Canadian Home Builders' Association – Calgary Region Member in good standing.
- Full payment must be accompanied with submission(s). Acceptable payment methods: MasterCard, Visa and Cheque – made payable to the Canadian Home Builders' Association – Calgary Region. Please include all entry fees in one payment.
- All materials submitted become the property of the CHBA – Calgary Region and will not be returned. Refer to our privacy policy online at www.chbacalgary.com or contact the CHBA – Calgary Region office to receive a hard copy.
- All entrants agree to allow any information contained in their submission(s) to be exhibited and/or published at the discretion of the CHBA – Calgary Region.
- All entries and judging forms are audited for irregularities and inconsistencies by the accounting firm of Rahal, Warren & Chugh.
- You will not be notified of missing components.

HOW TO SUBMIT ENTRIES

Follow the SUBMISSION REQUIREMENTS.

* Remember to save a copy of your submission for reference. *

Mail or Courier completed submission(s) to:

2010 SAM Awards
c/o Canadian Home Builders' Association – Calgary Region
100 7326 10th Street NE
Calgary, AB T2E 8W1

Tel: 403.235.1911 ▪ Fax: 403.248.1272 ▪ Email: info@chbacalgary.com ▪ Web: www.samawards.com