



27th Annual Home Builder Awards Call for Submissions



GTHBA - UDI

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27th ANNUAL HOME BUILDER AWARDS

April 27, 2007

HIGH-RISE AWARDS

- A1 Best Direct Mail - High-rise
- A2 Best Newspaper Ad - High-rise
- A3 Best Magazine Ad - High-rise
- A4 Best Brochure - High-rise
- A5 Best Project Logo - High-rise
- A6 Best Project Signage - High-rise
- A7 Best Salesperson or Team- High-rise
- A8 Best High-rise Sales Office - under 1,800 sq. feet
- A9 Best High-rise Sales Office -over 1,800 sq. feet
- A10 Best Marketing Campaign - High-rise
- A11 Best Website - High-rise
- A12 Best Sales and Marketing Person or Team - High-rise
- A13 Best Suite Design -under 750 sq. ft.
- A14 Best Suite Design - over 750 sq. ft
- A15 Best Suite Design - over 1,500 sq. ft.
- A16 Best Model Suite
- A17 Best Building Design

PINNACLE AWARDS

- C1 Riley Brethour Award
- C2 Project of the Year - High-rise
- C3 Project of the Year - Low-rise
- C4a Community of the Year - High-rise
- C4b Community of the Year - Low-rise
- C5 Home Builder of the Year
- C6 Green Home Builder of the Year

LOW-RISE AWARDS

- B1 Best Direct Mail - Low-rise
- B2 Best Newspaper Ad - Low-rise
- B3 Best Magazine Ad - Low-rise
- B4 Best Brochure - Low-rise
- B5 Best Project Logo - Low-rise
- B6 Best Project Signage - Low-rise
- B7 Best Salesperson or Team - Low-rise
- B8 Best Low-rise Sales Office - under 1,800 sq. feet
- B9 Best Low-rise Sales Office - over 1,800 sq. feet
- B10 Best Marketing Campaign - Low-rise
- B11 Best Website - Low-rise
- B12 Best Sales and Marketing Person or Team- Low-rise
- B13 Best New Home Design - single under 2,000 sq. ft. *
- B14 Best New Home Design - single over 2,000 sq. ft.*
- B15 Best New Home Design - single over 3,000 sq. ft. *
- B16 Best New Home Design - semi-detached under 1,500 sq. ft.*
- B17 Best New Home Design - semi-detached over 1,500 sq. ft.*
- B18 Best New Home Design - townhome under 1,500 sq. ft.*
- B19 Best New Home Design - townhome over 1,500 sq. ft.*
- B20 Best Model Home

*excludes infill/custom homes

**Entries must be submitted by:
4 pm, Monday, February 12, 2007**

**Awards to be presented
Friday, April 27, 2007, 6:00 p.m.
Paramount Event Venue
222 Rowntree Dairy Road**

Tickets will go on sale in April

EXHIBIT REQUIREMENTS

WITH CATEGORY DESCRIPTIONS AND JUDGING CRITERIA

A1 BEST DIRECT MAIL - HIGH-RISE
A2 BEST NEWSPAPER AD - HIGH-RISE
A3 BEST MAGAZINE AD - HIGH-RISE

B1 BEST DIRECT MAIL - LOW-RISE
B2 BEST NEWSPAPER AD - LOW-RISE
B3 BEST MAGAZINE AD - LOW-RISE

Criteria:

Entries will be judged on concept, creativity, layout, copy, overall execution as it relates to the specified target market and qualified traffic the direct mail, print, or magazine ad generated.

Exhibit requirements:

Online electronic form- please describe how your direct mail, newspaper, or magazine ad demonstrates the criteria of this category, including its effectiveness (50 words or less).

Electronic image of direct mail or advertisement.
See submission specifications.

One un-mounted original copy of direct mail or newspaper or magazine ad with submission confirmation form attached (paperclips only)

Advertising agency to be credited as appropriate.

A4 BEST BROCHURE - HIGH-RISE
B4 BEST BROCHURE - LOW-RISE

Criteria:

Entries will be judged on creativity, effectiveness in conveying a theme and relaying information, copy and overall graphic design.

Exhibit requirements:

Online electronic form- please describe how your brochure demonstrates the criteria of this category (50 words or less).

Electronic image showing brochure and/or contents.
See submission specifications.

One sample brochure and inserts with submission confirmation form attached (paperclips only)

Advertising agency to be credited as appropriate.

A5 BEST PROJECT LOGO - HIGH-RISE
B5 BEST PROJECT LOGO - LOW-RISE

Criteria:

Entries will be judged on creativity and design, impact and execution and aptness of the logo relative to the target market and the community in which the project is located.

Exhibit requirements:

Online electronic form- please describe how your project logo demonstrates the criteria of this category (50 words or less).

Electronic image of logo. See submission specifications.

Advertising agency to be credited as appropriate.

A6 BEST PROJECT SIGNAGE - HIGH-RISE
B6 BEST PROJECT SIGNAGE - LOW-RISE

Criteria:

Refers to a combination of all signage used to direct purchasers to the sales office. Entries will be judged on creativity, design, readability, continuity with the marketing program, impact and execution.

Exhibit requirements:

Online electronic form- please describe how your signage demonstrates the criteria of this category (50 words or less).

Three electronic images (maximum 1 PowerPoint slide) illustrating signage (site signage, off-site directional signage, sales office signage, billboards, etc.).

See submission specifications.

Advertising agency to be credited as appropriate.

A7 BEST SALESPERSON OR TEAM - HIGH-RISE
B7 BEST SALESPERSON OR TEAM - LOW-RISE

These categories apply to on-site sales representatives employed by a GTHBA builder or broker member. Rookies and previous winners are eligible to submit.

Criteria:

Entries will be judged on salesmanship including enthusiasm, initiative, dedication, professional development and creativity in meeting challenges. Sales volume will be considered relative to the project, product and overall promotional budget. Finalists may be shopped anonymously.

Exhibit requirements:

Online electronic form - (150 words or less) - please describe how the individual meets the criteria of this category.

Please include information on projects/sites worked on in the past year, current project, total units sold, dollar volume, etc.

Please attach any scans of customer and/or builder testimonials or any other relevant supporting documentation.

Only high-resolution image required of full-frame head and shoulders portrait of candidate for this category. See submission specifications.

Broker name to be credited as appropriate

A8 BEST HIGH-RISE SALES OFFICE
- UNDER 1,800 SQ. FT.

A9 BEST HIGH-RISE SALES OFFICE
- OVER 1,800 SQ. FEET

B8 BEST LOW-RISE SALES OFFICE
- UNDER 1,800 SQ. FEET

B9 BEST LOW-RISE SALES OFFICE
- OVER 1,800 SQ. FEET

Criteria

Entries will be judged on the success in conveying information on the product and features, communicating a project theme and/or builder image, interior and exterior design and functionality, and use of innovative technology and/or alternative media.

Exhibit requirements:

Online electronic form- please describe how your sales office demonstrates the criteria of this category (100 words or less).

Up to 4 images(maximum 1 PowerPoint slide) illustrating exterior and interior features of sales office.

See submission specifications.

Advertising agency, architectural member & other (e.g. interior designer) to be credited as appropriate.

A10 BEST MARKETING CAMPAIGN - HIGH-RISE
B10 BEST MARKETING CAMPAIGN - LOW-RISE

This award focuses on marketing campaigns which integrate the traditional print based approaches with electronic approaches including radio, television, web or other media, publicity, special events, and promotions.

Criteria

The key criteria is success, i.e., how effective was the campaign at generating traffic as well as sales. Entries will be judged on the creativity and uniqueness of the campaign and its success in attracting the target market for the project in a cost-effective manner.

Exhibit requirements:

Online electronic form- please describe the overall campaign thrust and the various elements included in the submission with particular reference to the criteria noted above (200 words or less).

Up to 8 images (maximum 2 PowerPoint slides) showing print elements, web addresses where applicable, and audio, videotape or CD-ROM as applicable.

Advertising agency to be credited as appropriate.

A11 BEST WEBSITE - HIGH-RISE
B11 BEST WEBSITE - LOW-RISE

Applies to corporate and/or project specific websites. Category open to all GTHBA builder /developer / renovator members.

Criteria

Entries will be judged based on creativity, design, content, use of graphics, ease of navigation and overall utilization of medium.

Exhibit requirements:

Online electronic form- please describe your website and how it demonstrates the criteria of this category (50 words or less). The website address must be included in the Online electronic form.

Advertising agency to be credited as appropriate.

A12 BEST SALES AND MARKETING PERSON OR TEAM - HIGH-RISE

B12 BEST SALES AND MARKETING PERSON OR TEAM - LOW-RISE

This category applies to any person (or team) in the industry involved in new home sales and/or marketing whether with a builder, broker, agency, publisher or the media.

Criteria:

Nominees will be judged on their overall success in introducing new, creative, unique or innovative ideas or approaches to residential sales and marketing, and the results.

Exhibit requirements:

Online electronic form- please describe how the individual or team meets the criteria of this category (150 words or less).

Only high-resolution image required of full-frame head and shoulders portrait of candidate for this category.

See submission specifications.

Builder, broker, or employer to be credited as appropriate.

A13 BEST SUITE DESIGN -UNDER 750 sq. ft.

A14 BEST SUITE DESIGN - OVER 750 sq. ft.

A15 BEST SUITE DESIGN - OVER 1,500 sq. ft.

B13 BEST NEW HOME DESIGN

- SINGLE UNDER 2,000 sq. ft. *

B14 BEST NEW HOME DESIGN

- SINGLE OVER 2,000 sq. ft *

B15 BEST NEW HOME DESIGN

- SINGLE OVER 3,000 sq. ft. *

B16 BEST NEW HOME DESIGN

- SEMI-DETACHED UNDER 1,500 sq. ft *

B17 BEST NEW HOME DESIGN

- SEMI-DETACHED OVER 1,500 sq. ft *

B18 BEST NEW HOME DESIGN

- TOWNHOME UNDER 1,500 sq. ft *

B19 BEST NEW HOME DESIGN

- TOWNHOME OVER 1,500 sq. ft *

* **excludes infill/custom homes**

Criteria:

Entries will be judged on overall interior and exterior appeal, unique design, creative use of space and functionality of floor plan.

Exhibit requirements:

Online electronic form- up to 3 images showing exterior and interior features as appropriate and 1 floor plan (automatic disqualification if floor plan omitted). First PowerPoint slide must contain: project and model name, entry number, square footage, total number of units in building, target market. See submission specifications. (Maximum 4 PowerPoint slides)

Architectural member to be credited as appropriate

A16 BEST MODEL SUITE

B20 BEST MODEL HOME

Criteria:

Entries will be judged on overall interior design including use of interior space, furnishings and accessories, window and wall treatments and use of colour, texture and materials, all in relation to the market being targeted. Note: If the model home or suite is the sales office, submit in the best sales office category (see A8-A9, B8-B9).

Exhibit requirements:

Online electronic form- up to 4 images showing exterior and interior features as appropriate. See submission specifications. (Maximum 1 PowerPoint slide)

Architectural member & other (e.g. interior designer) to be credited as appropriate.

A17 BEST BUILDING DESIGN

This award focuses on the condominium / apartment building architectural design, i.e. the building exterior only.

Criteria

Entries will be judged on the overall architectural appeal of the building as well as the way in which the building optimizes the site while complimenting its surroundings and integrating environmental, historical or other unique features of the site and/or neighbourhood.

Exhibit requirements

Online electronic form- up to 4 images showing exterior elevations and/or details as appropriate. First PowerPoint slide must contain: project and model name, entry number, square footage, total number of units in building, target market. See submission specifications. (Maximum 3 PowerPoint slides)

Architectural member & other (e.g. landscape architect) to be credited as appropriate.

PINNACLE AWARDS

C1 RILEY BRETHOUR AWARD

This award is presented to an individual providing outstanding and consistent professional achievement in residential sales and marketing.

Criteria:

The winner will have exhibited leadership on a consistent annual basis, and will have demonstrated concern and involvement in the improvement of his or her profession and the association. All nominees must be members of the GTHBA in good standing at the time of submission

Exhibit requirements:

Online electronic form- please describe how the individual meets the criteria of this category (250 words or less).

One full-frame head and shoulders portrait of candidate(s) in high-resolution image format only.

C2 PROJECT OF THE YEAR - HIGH-RISE

C3 PROJECT OF THE YEAR - LOW-RISE

The project of the year award is bestowed upon the builder whose project combines the best overall advertising and promotion, on-site presentation and architectural design.

Criteria

Entries will be judged on the combination of excellent product with outstanding advertising and promotion. Judges will look to the way everything is brought together in an integrated way to capture the public's attention.

Exhibit requirements

Online electronic form- please outline why you believe your project is deserving of the award (300 words or less).

Up to 8 images (maximum 2 PowerPoint slides) illustrating various project aspects including architectural design, corporate logo and/or community logo. See submission specifications.

Architectural member, agency, & other (e.g. publicist) to be credited as appropriate.

C4a COMMUNITY OF THE YEAR - HIGH-RISE NEW

C4b COMMUNITY OF THE YEAR - LOW-RISE NEW

This award highlights the best new community or phase. Submissions are welcome from developers, builders, planning consultants, architects, agencies or any combination thereof.

Criteria

The award will be presented to the developer/builder whose

low- or high-rise community represents the best overall combination of quality of life enhancing aspects including environmental preservation, innovative site planning and architectural features, streetscape/street lighting, recreational amenities, open space, landscaping/gardens, etc.

Exhibit requirements

Online electronic form- please describe how you meet the criteria for this category (500 words or less). Please attach back-up wherever appropriate.

Up to 8 images per file illustrating other community features as appropriate, and; 1 image corporate logo/community logo, and; 1 image of site plan. All images combined (10 maximum) to be on a maximum of 4 PowerPoint slides.

Architectural member & other (e.g. planning consultant / landscape architect) to be credited as appropriate.

C5 HOME BUILDER OF THE YEAR

This award highlights the builder who sets the standard for the rest of the industry by their leadership in improving the overall image of the industry.

Criteria:

The award will be presented to the builder who excels in quality, service, customer commitment (before, between and after the signing of the agreement and final closing), professional development of staff, charitable or other contributions to the community, etc.

Judging will be based on the individual submissions cross-checked by a confidential survey of builder's customers. Not judged on volume.

Exhibit requirements:

Online electronic form- please describe how you meet the criteria for this category (500 words or less).

Please submit back-up material wherever appropriate (customer testimonials, community recognition, etc.).

Excel file containing the email (preferred) or first and last names with full addresses of 75 new home occupants from various projects/locales. Template provided must be used.

Excel file containing company name, contact name, addresses and phone numbers of up to 5 principal sub-contractors.

Electronic image of corporate logo (high resolution format only required)

Agency, architectural member & other e.g. principal sub-contractors (up to five) to be credited as appropriate.

C5 GREEN BUILDER OF THE YEAR **-NEW-**

This award recognizes the low- or high-rise builder who demonstrates outstanding leadership in the implementation of green building practices, be it resource conservation (energy, water, etc.) or any other sustainable building practice or program.

Criteria:

The green builder of the year award will go to the builder who has differentiated himself in the market through the adoption of green building practices from the site planning stage right through home design and construction.

Please address the following criteria in your submission (as appropriate): site planning; construction waste reduction; energy conservation (heating/cooling, lighting, appliances, etc.); water or other resource conservation; etc.

We would also like to hear about your green marketing techniques, campaigns, partnerships, etc.

Exhibit requirements:

Online electronic form- please describe how you meet the criteria for this category (1000 words or less).

Please attach back-up wherever appropriate.

Up to 8 images per file illustrating community and house/building features as appropriate, and; 1 image corporate logo/community logo, and; 1 image of site plan.

All images combined (10 maximum) to be on a maximum of 4 PowerPoint slides.

Agency, architectural member & other (e.g. planning consultant / landscape architect) to be credited as appropriate.

RULES AND INFORMATION

ELIGIBILITY REQUIREMENTS

The 27th Annual Home Builder Awards pertain to projects on the market in 2006. The project doesn't have to remain on the market at the time of submission.

For categories A1-A6, A8, A9, A10, A11; B1-B6, B8, B9, B10, B11 only:

- The submitting advertising agency must be a member of GTHBA-UDI.

For categories B13, B14, B15, B16, B17, B18, and B19 only:

- Custom and infill homes are excluded.

For all other categories:

- The builder or broker must be a member of GTHBA-UDI;
- Projects must be located in the province of Ontario; and
- Award finalists and winners must be GTHBA-UDI members in good standing at time of awards to be eligible.

DEFINITIONS

"LOW-RISE" means all singles, semis and townhomes, whether they are freehold or condominium.

"HIGH-RISE" refers to mid and high-rise apartments and conversions of any type over 5 storeys.

JUDGING

The GTHBA will appoint an independent panel(s) of judges who will determine up to 5 finalists and a single winner in each category. Names of finalists may be released in advance.

The winners will not be revealed until each presentation is made on the awards night.

SUBMISSION FORMAT

Each entry must fulfill the exhibit requirements as defined. When submitting CD, backup or actual copies (e.g. print ads), please attach a copy of the submission confirmation form for that entry.

Each category has specific requirements so be sure to read the entry criteria carefully and ensure that all required materials are uploaded with the submission. GTHBA-UDI reserves the right to disqualify incomplete submissions without notice or refund. Only electronic submissions will be accepted.

ELECTRONIC SUBMISSION SPECIFICATIONS

All electronic files MUST be submitted in **both** of the following two formats:

One low-resolution PowerPoint file per submission (Max 4MB):

- 1-4 slides depending on category criteria
- Must be on provided template - entries not submitted on template in landscape format will be disqualified.
- The file must be named with the category and submission number generated through the online submission process for example: B2_103
- Submitted electronically through online submission form

One file for each image from the PowerPoint file

(up to 10 depending on category criteria)

- Files can be Adobe Photoshop (PSD), TIFF, or JPEG (with low compression; 10 to 12 in Photoshop)
- Each image should be 72 dpi at a width of a maximum of 2000 pixels
- Project/builder logos should be sent as 200 dpi EPS files.
- Each file must be named with the category and submission number generated through the online submission process. For example B2_103
- Submitted to GTHBA head office on CD with award submission payment form and confirmation forms.

RECOGNITION POLICY

GTHBA-UDI wants to ensure credit where credit is due. PLEASE be certain to acknowledge all key contributors in a specific entry. For example, whether an ad agency or an architectural member submits a sales office, each should acknowledge the others contribution where applicable.

Accuracy of spelling and information submitted is the responsibility of the submitter.

**Entries must be submitted by:
4 pm, Monday, February 12, 2007**

**All submissions become the
property of the GTHBA-UDI.**

**GTHBA-UDI will not return any
materials and will not be held
responsible for any loss or damage.**

INFORMATION

For further information,:

Email: awards@gthba.ca

Call: Jay Wheatley at 416-391-3446
Suzanna Cohen at 416-391-3450

ENTRY FORMS & PAYMENT

All submissions must be done online at
<http://www.gthba.ca/awards.asp>

Entries can be added or edited until 4:00 pm on Monday, February 12 2007.

The payment form with credit card information to secure submission MUST be received by GTHBA by 4:00 pm on Monday, February 12, 2007.

ENTRY FEE AND DEADLINES

Category	Entry Fee
A, B	\$50 plus GST per submission
C2, C3	\$200 plus GST per submission
C4, C5, C6	\$300* plus GST per submission

When making multiple submissions, you may pay all entry fees with one cheque. Please attach a master listing if doing so.

Please make cheque payable to: GTHBA-UDI

* C5 - Home Builder of the Year applicants will receive all purchaser comments (not attributed of course) subsequent to the awards ceremony. We know this information will prove to be very valuable for your internal purposes.



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