



## The Renewed American Home® 2007 – Supplier Program Publicity

**THE RENEWED AMERICAN HOME** is a ‘real-world’ laboratory demonstrating concepts, materials, designs and construction techniques that can be replicated -- in whole or in part -- in housing built any place and in any price range. Incorporating such elements as energy efficiency, indoor-air quality, safety, market value and other components of the building block is a principal goal of **THE NEW AMERICAN HOME** program. The TNAH mission is to show that “housing performance” can be incorporated into the most simple or most complex homes, and that it’s equally as important as aesthetics.

The New American Home® And The Renewed American Home™ (TNAH) serves as the official showcase house of the annual International Builders' Show®, which attracts 100 plus thousand NAHB members. NCHI cosponsors the construction of this house featuring products, technologies, and design ideas with Hanley-Wood, LLC’s BUILDER Magazine. Also, the house is featured exclusively in BUILDER Magazine and other selected consumer trade publications. The show homes are also promoted and featured in other national and local media events during the show generating much excitement in the industry.

Since its inception in 1984, The New American Home® has the distinction of being both a show house and a for-sale product, balancing architectural freedom and the bottom line. It is a collection of ideas for the industry to take away -- in large pieces, or bit-by bit -- and put into millions of homes across the country each year. During the International Builders' Show®, The New American Home® will be open for scheduled tours to show attendees.

- **TRAH 2007 Press Kit** - The press kit will include press releases, a fact sheet describing key design product features, provide background information on the project, and list its sponsors. It will also include elevation and floor plan illustrations, color photos, a TNAH logo sheet and directions to the home. Press kits will be available at the Builders’ Show to all press. Should your company wish to use the kits for your own press material, please e-mail @ [tbernard@nahb.com](mailto:tbernard@nahb.com) or fax at (202/266-8521). Kits will not be available until February 2007.
- **TNAH 2007 Product Literature Area** - The product literature area is located in the garage of the show home, as it will be the last stop on the guided tour of the home. Literature is organized by room and follows the tour sequence. This is the most effective way for you to reach the thousands of builders, remodelers, and architects from all over the country who have heard about and seen your products during the tour. **You may send up to 1,000 pieces of literature pertaining to only the products featured in TRAH 2007. Mailing address labels will be forwarded to identify your materials in the Show Home and materials must be received by February 2, 2007.**
- **Sponsorship Recognition** listed on a TRAH banner prominently displayed in the main registration hall at IBS.
- **TRAH Logo Sheet** – Available upon request is a digital electronic or camera-ready TRAH logo sheet for you to use in your promotional efforts. Let us know how your company used the logo by sending a sample of your promotion to NCHI, 1201 15th St., NW, Washington, D.C., 20005.
- **TRAH 2007 NCHI Manufacturer Tour** - To show our appreciation to the generous TNAH 2007 donors, we are opening the house exclusively to donating companies and NCHI members and holding a special guided manufacturer tour, Monday, February 5, 2007, from 4:00-6:00 p.m. Manufacturers/Suppliers will have the chance to tour the house either at their leisure or with a guide without fighting the crowd.
- **TRAH 2007 Special Events** - During the 2007 Builders’ Show, The Renewed American Home® will be open February 7-10, during exhibit hours for tours by convention attendees. In the past, NCHI members have shown interest in hosting an event at the home either before or after tour hours. Since the days and hours are limited, events will be scheduled on a first-come-first served basis, and subject to availability. All catering, valet, and cleaning costs will be the responsibility of the hosting NCHI member. We will determine the chosen caterer for the event sometime later this summer and will communicate that and other details such as parking and directions to you. In addition, hosting manufacturers will be responsible for any damage done to the home during their event. Should your company be interested in participating, please fill out the information below and fax back to Tucker Bernard at NCHI.. Once the form

has been received, dates, times and details will be scheduled. Please call 800/368-5242, ext. 8519 with any questions. Thank you.

- **NCHI-Sponsored Educational Seminar** - This seminar is a presentation for builders about TRAH 2007 by the builder, architect, interior designer, and co-sponsoring magazines. It is scheduled for Wednesday, February 7, 9:00-10:30 a.m. in the Convention Center, Room (TBD)

- **TRAH 2007 Guided Tours** - Tours of the house will be given during show hours Wednesday, February 7 - Saturday, February 10<sup>th</sup>. Trained guides are provided with information about every product in the house. Because of the large number of products in the house, each guide is restricted in how much is said about each product. Visitors who are interested in more detailed information are directed to the product literature area at the end of the tour and to the manufacturer's booth on the convention floor. Free shuttle buses to the home will be leaving from the main entrance of the Convention Center every 30 minutes. Manufacturers may want to advise their customers that the early morning hours or all day Friday is the best time to tour the home since it is less crowded.

- **TRAH 2007 Tour Bus Brochure** - The brochure will include a bus schedule, tour hours and a map with directions to the home. All participating building product manufacturers and their booth numbers are listed. The brochure is distributed at the New American Home Tour Booth at the Convention Center.

- **TRAH 2007 Information Booth** – The TRAH information booth is located in “Registration Hall”, which is located just inside the main entrance and is clearly signed throughout the Convention Center. General information will be available regarding TRAH 2007 including bus schedules, maps, etc.

- **Recognition in Convention Program** - The convention program lists the hours of tours and a brief description of TRAH 2007.

- **Signage at IBS** – TRAH signage listing sponsors and project suppliers is located in a prominent position in the main registration hall.

- **Remodeling Magazine** - features TRAH 2007 in its February “show” issue, including design and product information. In addition to the monthly circulation of about 80,000 qualified builders and construction professionals, including bonus copies that are distributed at the show.

**Consumer Publications** – American Dream Homes is the exclusive consumer publication featuring the Remodeled home.

**HGTV-Pro** – Homes and Garden Television will be featuring the TNAH 2007 Show Home in a one our special on “Builders Best Practices” on the DIY Network and also prominently in the HGTV Highlights of the International Builders’ Show, which is aired throughout the current year

#### Other

- **Newspaper** – TRAH Show Home is featured in major newspapers nationwide U.S. & Canada
- **NBN Online** – NAHB, Nations Building News (web based)
- **TNAH/TRAH Website** – [www.tnah.com](http://www.tnah.com)
- **Several** other television, publications, and promotional media coverage events are being considered in promoting The New American Home.

For those manufacturers who are not an NCHI member, don't hesitate to call for membership information. We encourage your company to continue to participate in this project plus the many other programs and services NCHI offers. If you have any questions or comments, please call me at 202-266-8519, or 800-368-5242, ext. 8519

