

PROPOSAL

Partnership With MHISC To Display a Home at the SC State Fair

- ♦ **MHISC FINANCIAL CONTRIBUTION** MHISC will provide \$7,500 toward the \$17,500 space rental, plus \$2000 for support such as educational materials, decoration, etc.
- ♦ **SELECTION OF MEMBER PARTNER** Member Partner will be selected by random drawing. First company drawn has first dibs for October 2018. Second drawn, October 2019. Third, 2020. Companies will move up in order if first company drawn declines.
- ♦ **PARTNER REPOSIBILITIES** Member Partner will contract with fair for the space and make arrangements for power, etc. and is responsible for complying with Fair guidelines. Note that the maximum dimension for the display is 80' by 20'.
- ♦ **PARTNER EXPENSES** Member Partner responsible for all other expenses. Note: Last year, other companies helped out by providing and / or installing a home, HVAC, skirting, plants, etc. Last year a retailer and manufacturer worked together and shared expenses. All companies participating must be MHISC members.
- ♦ **WHO WILL “WORK” THE HOUSE** MHISC will help recruit members to greet visitors and provide positive information about the industry. These may include competitors working together to promote the overall industry. Individuals working the house must be MHISC members.
- ♦ **SIGNAGE** All signage provided by MHISC. This will include an outside banner and inside sign prominently showing names of all participating companies. Companies recognized on signage must be MHISC members. The major Member Partner will have the largest logo.
- ♦ **PROMOTIONAL MATERIALS** MHISC will provide generic pro-MH handouts. Partner may set out flat promotional material, such as flyers. Persons helping work the house may set out flat promotional material during the time they are there.
- ♦ **BUSINESS CARDS** All participants are encouraged to use this opportunity to promote the industry in general. Also, members working the house may distribute business cards.
- ♦ **ADVERTISING** MHISC will do all promotion prior to and during fair, but Member Partner may advertise to promote the house after the fair. (For example, you may want to run an ad along the lines of: “Remember that great house you saw at the fair? Come buy it now at a great price at Hinkley Homes.”)