

2026 Homearama
Expectations & Procedures
Updated 11.24.25

Please be aware that these Expectations and Procedures serve as guidelines for Homearama and are subject to updates and revisions.

Show Dates:

- September 11,12,13 | 18,19,20 | 25,26,27
 - Fridays, 5pm-8pm
 - Saturdays, 10am-6pm
 - Sundays, 1pm-6pm

Participation Fees:

On or before January 15, 2026	1 House \$2,750 2 Houses \$4,500 3 Houses \$7,000
January 15-February 28, 2026	1 House \$3,500 2 Houses \$5,250 3 Houses \$7,750
After February 28, 2026	1 House \$4,250 2 Houses \$6,000 3 Houses \$8,500

Home Requirements

- **Furnishing:** All homes must be professionally furnished on every level.
- **Staging:** All homes must be professionally staged on every level.
- **Basements:** Custom builders are strongly encouraged to finish, stage, and furnish basements. Homes without finished basements are not eligible for the Best Overall Home award.
- **Completion Requirement:** All homes must be fully completed, including staging, furniture, and appliances, on or before September 8, 2026, to be eligible for the show.

Interior Designers & Furniture Suppliers

- Designers and furniture suppliers of custom homes must be members of the BIA of Greater Louisville.

Vendors/Suppliers/Contractors (Vendors)

- Builders should make every effort to use vendors, suppliers and subcontractors that are members of the BIA of Greater Louisville. Membership must be established and approved on or before June 1, 2026. Non-members will not be listed in promotional materials.
- Changes and/or additions to vendors after June 1, 2026, will be subject to a \$50.00 change fee per incident.
- It is the responsibility of the builder to provide accurate information. Please do not have a vendor contact us directly.
- Vendors who promote their products as part of a Homearama home must be members of the BIA of Greater Louisville. This includes but is not limited to signage, exhibit space.

Forms & Collateral

- Submit all required forms and materials by the deadline.
- Event information is based on submitted forms.
- Refer to separate timeline document for updates.
- Liability Waiver and Hold Harmless Agreement

Renderings

- Production: Renderings will be created by Box Brownie.
- Rendering Specifications:
 - Taken at midday
 - Eye-level perspective
 - Includes a concrete driveway (no cars), fencing, and a mailbox
- Approval and Change Process:
 - Revisions must be submitted in writing via email with markup.
 - Clay Draft (uncolored):
 - Builders have 48 hours to approve or request changes.

- Color Draft:
 - Builders have 48 hours to approve or request changes.
 - Change fees may apply.
- Final Renderings:
 - A Color HD version will be produced.
 - A watercolor effect will be created for final marketing purposes.

Floor Plans

- Production: Floor plans will be created by Box Brownie.
- Details:
 - Floor plans will not include room measurements.
 - Floor plans will include room names. Please ensure the names are accurate in your submission.
- Approval and Change Process:
 - Revisions must be submitted in writing via email with markup.
 - Builders have 48 hours to approve the floor plans or request changes.

Website, Publication, & App

- All information is based on submitted forms and materials.

Homearama Magazine

- Information published will be based on the forms you complete.
- The builder is responsible for approving the final magazine details by the designated date and time.
- Change fees may apply.

Homearama App

- The 2025 Homearama App is live and will automatically update for 2026.

Sponsors

- Homearama relies on sponsors to host the event.
- Sponsorship Benefits:
 - Sponsors have the exclusive right to exhibit in a custom Homearama garage. BIA will coordinate with both the sponsor and builder to ensure a smooth collaboration.
 - Sponsors can choose their exhibit location, but builders must ensure a 10 x 10 space is available in the garage. Builders will be notified by July 1, 2026, if a sponsor requests to use their garage.
- Vendors are encouraged to participate as sponsors.

Staffing

- Homes must be staffed during all show hours.
- Schedule staff and volunteers accordingly.
- At least two staff members are recommended for busy times to greet and check in attendees.
- Provide staff with a cheat sheet of important information about the home.

Entrance & Exit

- Attendees will enter through the front door and exit through the garage unless approved otherwise.
- Set up a check-in table at the entrance with at least two staff members present.

Tickets

- **Ticket Prices:**
 - \$15 online
 - \$20 at the door (cash or Venmo)
- Attendees must show proof of purchase or a printed ticket at the door.
- Ticketing instructions will be provided prior to the show.

Marketing

- Cross-promotion benefits everyone involved.
- Paid Media: Builders will have the chance to engage in paid media opportunities based on the completion of the home. However, this will depend on when the media opportunities arise, and not every builder is guaranteed a paid media opportunity.

Special Events

- Consider hosting special events like food trucks or prize drawings during the show.
- If you are having your event sponsored the sponsor must be a BIA Member.

Parking & Signage

- Plan parking and traffic flow for the event.
- Directional and no-parking signs will be provided, but builders must set them up.

Ropes & Stanchions

- Limited rope and stakes are available for lot boundaries; request if needed.
- No inside stanchions are available.

Security

- Builders are responsible for the security of their homes.
- It's recommended to have security cameras and a fully staffed home for safety.

Insurance

- Notify your insurance company about participating in the tour and provide a Certificate of Insurance (COI) for at least \$1 million liability.

Accidents & Safety

- Ensure the home is safe and post necessary signage to prevent accidents.
- Follow protocols for any incidents.

Stroller & Pet Policy

- No strollers or pets are allowed, except for service animals.

Informational Flyers

- Prepare flyers listing subcontractors, suppliers, and paint colors for attendees.

Neighbor Notifications

- Inform neighbors about the event with postcards or flyers two weeks in advance.

Restricted Areas

- Clearly mark any areas not included in the tour with ropes or signs.

Public Restroom

- Arrangements for public restrooms are the builder's responsibility.

Cleaning & Supplies

- Builders must clean their homes and provide garbage cans at entry points.

Rain Preparation

- Have towels and mats ready to keep floors dry and manage umbrellas.

Refreshments

- You can choose to serve refreshments but avoid serving alcohol.

Busy Opening Hours

- Expect attendees before opening time; don't feel pressured to let them in early.

Final Call for Exit

- Remind guests 15 minutes before closing time that the doors will be closing.

Group Communication

- BIA will start a group text during the show for real-time communication.

Builder ticket package:

- Builder Tickets (Per House) 75 Homearama General Admission Tickets
- Designer Company (Per House) 30 Homearama General Admission Tickets
- Furniture Company (Per House) 20 Homearama General Admission Tickets

“Best of” Awards

- Custom Homes
 - Best of Awards will be judged in person the Tues, Weds, Thursday prior to opening day. You will receive a schedule notifying you what day your house will be judged. Judges are appointed by BIA.
 - All homes must be fully completed, including staging, furniture, and appliances, to be eligible for judging.
 - Click [here](#) for list of awards. Once the number of entries is finalized, the houses will be broken down into categories by square footage.
 - In the case of a tie for Best Overall and Best Interior Decorating, the tie will be resolved by the average score in the Best Kitchen, Best Family Room, and Best Basement categories.
- Model Homes
 - Best of Awards will be judged virtually through photos submitted directly and/or online on or before the deadline.
 - Click [here](#) for list of awards.

Awards for Builders

- Before the Show Opens:
 - The “Best of Awards” will be announced and promoted on social media.
- Before the 2nd Weekend of the Show:
 - Builders will receive a Best of Award Certificate with their name. If a builder wants an oak plaque, there will be a charge of \$50.00 per plaque.
- **Customized Awards Presented at the Annual Holiday Gala:**
 - Best Overall Custom Home (in each square footage category)
 - Runner Up
 - Winner
 - Best Interior Decorating (in each square footage category). An award will be presented to both the Designer and the Furniture Company.
 - Runner Up
 - Winner
 - Best Overall Model Home
 - Honorable Mention
 - Runner Up
 - Winner
- **Approximately Two Months After the Show:**
 - Design in Excellence Plaques (Best of Awards) will be created and distributed for specific categories (e.g., Best Countertops, Best Flooring), featuring the names of the respective BIA Member vendors (in each square feet category) as follows:
 - Best Kitchen Countertops
 - Best Kitchen Cabinets
 - Best Closet Design
 - Best Tile
 - Best Flooring
 - Best Automation/Technology