



SHOWCASE *of* HOMES

NEW MEXICO CONSTRUCTION ALLIANCE
EST. 1959

2026

builder packet

MAY 29-31 + JUNE 6-7

FRIDAY MAY 29: REALTOR TOUR

SATURDAYS: 10:00AM-4:00PM

SUNDAYS: 12:00PM-4:00PM



NEW MEXICO CONSTRUCTION ALLIANCE

LASCRUCESSHOWCASEOFHOMES@GMAIL.COM
575-259-6778

2026 SHOWCASE OF HOMES MEDIA AND MARKETING INFORMATION

INCLUDED IN SHOWCASE ENTRY:

- COUNTERTOP SIGN WITH QR CODE TO REGISTER FOR ADDITIONAL INFORMATION
- (4) HOUSE SPECIFIC SOCIAL MEDIA POSTS BY NMCA
 - 2 ADVANCED PROMOTIONS OF THE HOME PRIOR TO SHOWCASE OF HOMES
 - 2 PROMOTIONS OF THE HOME DURING SHOWCASE OF HOMES
- ENTRY HOME LISTING ON SHOWCASE WEBSITE
- BUILDER BIO ON SHOWCASE WEBSITE
- SHOWCASE PUBLICATION ENTRY
- 2 DIRECTIONAL SIGNS WITH BUILDER LOGO
- TWO TICKETS TO THE AWARD LUNCHEON

ADDITIONAL MARKETING: \$450 PER ENTRY

- 3 ADDITIONAL DIRECTIONAL SIGNS WITH BUILDER LOGO
- COUNTERTOP SIGN WITH QR CODE TO REGISTER FOR ADDITIONAL INFORMATION
- (4) ADDITIONAL HOUSE SPECIFIC SOCIAL MEDIA POSTS BY NMCA
 - 2 ADVANCED PROMOTIONS OF THE HOME PRIOR TO SHOWCASE OF HOMES
 - 2 PROMOTIONS OF THE HOME DURING SHOWCASE OF HOMES
- 10% OFF AN AD – PREMIUM SPOTS NOT INCLUDED

Media

A comprehensive media advertising campaign will be planned and implemented prior to and during the Showcase which will include web, print, and radio promotions. You are REQUIRED to use the Showcase of Homes logo in any pre-show marketing. A copy of the logo can be emailed to you and is available anytime by calling the office. We will require our members and media partners to do the same.

Official Event Publication

A Showcase publication will be produced to feature each builder's Showcase home and recognize industry sponsors. A map will be included in the publication.

- 2026 Publisher is E&M Consulting.
- Copies of the publication will be distributed to each entry home in addition to the normal, extensive distribution plan.
- The content, format, and layout of the publication is at the discretion of the publisher.
- Each entry home will receive representation in the publication, however failure to meet the deadlines for submission of text, renderings, & failure to return proofs with approval of changes by assigned deadline will result in withdrawal of information from the publication without refund or credit.
- You are required to provide your own renderings or photograph of each entry. Renderings must be a full color artistic exterior rendering and is DUE upon deadline dates included. Photographs of the entry must have front landscaping complete and full stucco color coat, exterior designs and lighting installed for a photo to be accepted. Images must be 300 dpi and horizontal in orientation. E&M Consulting, our showcase publisher of the Showcase, has FULL discretion as to what will or will not be accepted. NO BLACK AND WHITE RENDERINGS WILL BE ACCEPTED. If you have any questions or concerns with these matters, please contact NMCA.

ADD YOUR ADDITIONAL MARKETING
PACKAGE ON THE CONTRACT PAGE

2026 JUDGING

JUDGING IS BASED ON THE QUALITY OF MATERIALS USED, WORKMANSHIP, AND OVERALL CONSTRUCTION OF THE HOME.

NOMINATE A JUDGE FROM THE FOLLOWING CATEGORIES:

- HOME INSPECTOR
- APPRAISER
- BUILDING VENDOR
- BUILDER REPRESENTATIVE
- SUPERINTENDENT
- OTHER (MUST BE INDUSTRY RELATED)

EACH HOME WILL BE EVALUATED BASED ON THE FOLLOWING CATEGORIES:

- CURB APPEAL
- FLOOR PLAN
- INTERIOR
- OUTDOOR LIVING SPACE
- MASTER BEDROOM + BATHROOM
- KITCHEN

ADDITIONAL CATEGORY:

- PEOPLES CHOICE AWARD

TIERS:

- \$200K-\$399K
- \$400K-\$599K
- \$600K-\$899K
- \$900K +

JUDGING WILL BE CONDUCTED BASED ON THE PRICE RANGE SELECTED AND AGREED UPON AT THE TIME OF ENTRY AND WILL BE REFLECTED IN THE FINAL PUBLICATION.

NO EXCEPTIONS WILL BE MADE.

THE SHOWCASE OF HOMES COMMITTEE AND EXECUTIVE OFFICER WILL TALLY ALL JUDGE'S RESULTS AND TROPHIES WILL BE PRESENTED AT THE AWARDS LUNCHEON.

2026 SHOWCASE OF HOMES CONTRACT

ONE (1) ENTRY PER FORM – NO EXCEPTIONS

BUILDER: _____

CONTACT PERSON (FOR THIS ENTRY ONLY): _____ PHONE # _____

CITY: _____ STATE: _____ ZIP: _____

CONTRACTOR LICENSE #: _____

EMAIL _____ WEBSITE _____

EARLY BIRD 1ST ENTRY: \$2,500

1ST ENTRY: \$3,000

ADDITIONAL EARLY BIRD ENTRY: \$2,000

ADDITIONAL ENTRY: \$2,500

EARLY BIRD REGISTRATION

ENDS FEBRUARY 13

MARKETING PACKAGE ADDITION:

YES NO

*SEE MARKETING INFORMATION

JUDGE NOMINATION:

NAME: _____

PHONE #:

(____) _____ - _____

PROPERTY DESCRIPTION:

*** BUILDER WILL PROVIDE E&M CONSULTING THIS INFORMATION VIA THE BUILDER FORM LINK

ENTRY ADDRESS _____

SUBDIVISION _____

MY SHOWCASE ENTRY IS: (PLEASE CHECK ONE):

NEW CONSTRUCTION COMPLETED HOME BUILT IN YEAR _____ RE-ENTRY FROM THE YEAR _____

FINAL PRICE RANGE: (THIS WILL APPEAR IN THE PUBLICATION INDEX AND JUDGING TIERS)

***CHOOSE TIER ON COMPLETION OF HOME

\$200,000–\$399,000

\$400,000 - \$599,000

\$600,000–\$899,000

\$900,000+

INSURANCE INFORMATION REQUIRED:

INSURANCE AGENT: _____ COMPANY: _____

PHONE () _____ CELL () _____

EMAIL: _____

FOR OFFICE USE ONLY:

ENTRY # _____ PAID: _____ CERTIFICATE OF INSURANCE ON FILE (DUE BY MAY 22, 2026)

DATE RECEIVED: _____ TIME: _____ AM/PM BY: _____

ACKNOWLEDGEMENT BUILDER GUIDELINES

1. 2026 SHOWCASE OF HOMES DATES: MAY 29-31 AND JUNE 6-7

2. IF YOU HAVE A PAST DUE BALANCE WITH THE LCHBA/NMCA, YOU WILL NOT BE ALLOWED TO ENTER UNTIL THE BALANCE IS PAID IN FULL.

3. ALL HOMES ENTERED, WHETHER NEW CONSTRUCTION OR A COMPLETED HOME, MUST BE BUILT BY A LICENSED CONTRACTOR AND A CURRENT MEMBER OF THE NMCA.

By initialing and signing this Builder Agreement, you acknowledge that you have read, fully understand, and will abide by all requirements. You also understand that if these requirements are not followed, the Showcase of Homes Committee and NMCA will take appropriate action.

_____ Early Bird Registration Deadline: January 31, 2026

_____ Final Registration Deadline: March 13, 2026

_____ Certificate of Insurance Deadline: May 22, 2026

_____ Showcase of Homes Realtor Tour: Thursday, May 29, 2026

_____ Builders enter at own risk. No refunds will be given. No exceptions

_____ Builders must have licensed server if alcohol is to be served.

_____ Builder is responsible for inputting the home information through E&M Consulting's link for the publication. Any incorrect information input is the sole responsibility of the builder. The publisher, NMCA, or the Showcase committee will not be responsible for any incorrect information submitted through the builder form link supplied by E&M Consulting.

_____ Non-Occupancy Requirement: The home must not be lived in during the Showcase dates. All personal belongings must be removed from the home prior to the Showcase.

_____ No Pets: For the safety of the general public, no pets are allowed in the home during the Showcase of Homes.

_____ The Showcase of Homes logo must be used in any event and entry home marketing.

_____ Black & white renderings will not be accepted for the publication.

_____ Builder is responsible for returning all NMCA Showcase of Homes material, excluding publications. If not returned, builder will be fined a \$250 fee.

_____ The builder must maintain fire, extended coverage, and public liability insurance on the property during construction and during the Showcase dates. NMCA/LCHBA must be included in the policy as "additional insured" and a certificate of insurance must be provided to the association no later than May 22, 2026.

_____ All homes must be 100% complete PRIOR to the Showcase event. Any home still under construction of any type, including front landscape and driveways, will not be allowed to be open to the public.

_____ Any homes that have been in the Showcase event 2 years prior may not repeat for a 3rd time.

Enforcement: Failure to adhere to these guidelines will result in the immediate removal of the home from the tour by the Showcase Committee. These rules are strictly enforced without exceptions.

PLEASE PRINT CLEARLY. ALL INFORMATION MUST BE INITIALED AND SIGNED UPON ENTRY.

I agree to hold harmless, protect and indemnify the Las Cruces Home Builders Association (LCHBA) dba New Mexico Construction Alliance officers, directors, agents, employees, and its Showcase of Homes (Showcase, SOH) Committee from and against any loss, claim or damage sustained as a result of personal injury or other loss caused to any person by any defect or dangerous condition in the respective Showcase home or proximity thereto. Nor shall the NMCA or any of its representatives be liable for any loss whatsoever due to errors related to advertising, promotion or presentation of a respective participant's Showcase home.

I, _____, the undersigned builder, affirm that I have read, fully understand, and agree to abide by the guidelines set forth by the Showcase of Homes Committee and contained in the Builder Guidelines.

I further understand that this is a binding agreement between myself and the Las Cruces Home Builders Association (LCHBA) dba New Mexico Construction Alliance (NMCA).

Builder Signature: _____

Date: _____

Print Name: _____

LCHBA/NMCA Office Representative: _____ Date: _____