

MODULAR BUILDING INSTITUTE AWARDS OF DISTINCTION

2012 CONTEST RULES & INSTRUCTIONS

- 1. Entry Types.**
 - a. Commercial modular buildings** with a majority (greater than 50 percent) of the project having been constructed using a factory-built method of construction. MBI member dealers and manufacturers of modular buildings may enter this portion of the contest. Modular buildings with a date of occupancy between **October 1, 2010 and October 1, 2011** may be entered.
 - b. Marketing pieces** include print, multimedia, and web. MBI member dealers, manufacturers, and associate companies may enter this portion of the contest. Marketing pieces developed within the past five years may be entered, as long as they have not been entered previously. Previously entered websites, however, may be reentered if they have experienced obvious and significant changes in both design and content.
 - c. Green building** entries must be actual buildings (not designs as permitted in previous contests), are no longer limited to portable classrooms (as in previous contests), and should show considerable improvement over typical modular buildings in certain contest-defined "green" areas. MBI member dealers and manufacturers of modular buildings may enter this portion of the contest.
- 2. Entry Deadline.** Entries by MBI members regardless of entry type must be made online at <http://www.modular.org/awards/> by 4pm ET on **October 28, 2011**. Hardcopies required of certain marketing piece entries must also be received by MBI Headquarters before the deadline.
- 3. Entry Fee.** The entry fee for MBI members for all entries regardless of type is US\$350 each. Payment is by credit card when completing each entry. A US\$100 fee per entry applies to late entries.
- 4. Multiple Entries.** You may enter multiple entries in the same category or in multiple categories. Each entry must be entered online one-at-a-time.
- 5. Affiliate Entrants.** All entries have a main entrant and may have an affiliate entrant. A dealer entry must include a building manufacturer as the affiliate. A manufacturer/wholesale entry must include a dealer as the affiliate. Though not required, a manufacturer/direct entry may include a dealer as the affiliate, if applicable. While affiliates may be nonmembers, nonmembers receive no MBI recognition or award.
- 6. Seals Program Participation.** To enter this contest, manufacturers and dealers must be actively participating in the MBI Seals Program, with manufacturers purchasing seals and dealers specifying seal placement. More information about the program, including an order form can be found on the MBI website at <http://www.modular.org/HtmlPage.aspx?HtmlPageId=1>.

- 7. Disqualified Entries.** Incomplete or incorrectly submitted entries will be disqualified. Entry fees will be returned minus a US\$100 processing fee per entry. At the discretion of MBI, artificially enhanced photos or photos of poor quality may also be grounds for disqualification.
- 8. Category Changes.** Entries to incorrect categories may be corrected without notification to the entrant. If a category receives only one or two total entries, MBI reserves the right to combine that category with another similar category, at the discretion of MBI.
- 9. Exhibit.** MBI will display all qualified entries at World of Modular.
- 10. Scoring.**
 - a. Judges.** MBI Headquarters carefully considers the selection of each judge. Judges are typically nonmembers of MBI and professionals from the architecture, construction, engineering, and communications fields.
 - b. Criteria.** Entries are judged according to category-specific criteria:
 - i. Modular building entries** have four criteria including architectural excellence, technical innovation, cost effectiveness/energy efficiency, and calendar days to complete (from production start to date occupied). For renovated reuse entries, judges also consider a fifth criterion: project history.
 - ii. Marketing pieces** have three criteria including plan/strategy, implementation, and quantifiable results.
 - iii. Green buildings** have seven criteria including thermal comfort, indoor air quality, daylighting, acoustics, resource strategy, architectural excellence, and economic practicality.
 - c. Identifying Winners.** Each entry is given a score of one through ten (ten being the highest score) in each criterion. The entry with the highest cumulative score in a category will receive the first place award. The entry with the second highest cumulative score in the same category will receive the honorable mention award. When applicable, affiliate companies will be recognized with duplicate awards.
 - d. Minimum Score.** An entry that does not receive at least 50% of the highest possible cumulative score is not eligible to win an award and will not have a poster displayed at the annual convention, nor will any portion of the entry fee be refunded.
 - e. Final Decisions.** All decisions by the judges and MBI Headquarters are final. Scores are confidential and will be viewed only by judges and MBI Headquarters for purposes of administrating the program.
- 11. Best of Show.** Best of show winners are determined by attendees at the annual convention. Each attendee votes on one entry per category: temporary, permanent, renovated reuse, marketing, and green building. The entry in each category with the most votes will receive the best of show award, recognized with a trophy. When applicable, affiliate companies will be recognized with duplicate awards.

- 12. Recognition Pieces.** Recognition pieces are selected by MBI Headquarters and are presented at the closing banquet of the annual convention. Entrants need not be present to win. To purchase a duplicate award for a winning entry (to be given to an entry's design firm or end-user, for example), please contact MBI Headquarters.
- 13. Usage Rights.** All entries become the property of MBI. Photographs and entry descriptions may be used on the MBI website, in other electronic marketing, and in printed pieces like press releases, articles, ads, and brochures.
- 14. Photos & Floorplans.** Photos and floorplans must be submitted as digital files, uploaded online at the same time the entry form is completed. You will be redirected to the upload form once the entry form is submitted.
 - a. Aesthetics & Project Completion.** For modular building entries and green building entries where photos of actual buildings are submitted instead of conceptual images, photos should be aesthetically pleasing and show 100% completed projects including 1) the modular buildings being entered and 2) site conditions immediately surrounding the buildings. For example, photos should not include unused construction materials, construction waste, or temporary construction fencing; interior or exterior matelines should not be exposed; and landscaping or groundcover should be intact. Exceptions are those entries where buildings and/or site conditions may not be complete because of their nature and end-use (for example, a temporary construction-site office). Other exceptions are at the discretion of MBI.
 - b. Color & Dimensions.** Photos must be full-color and floorplans may be full-color, black and white, or grayscale. Both must be saved as maximum-quality JPG files, have a resolution of no less than 100dpi, and have the appropriate pixel dimensions described in the checklist. For example, the large exterior photo accompanying a building entry should have a resolution of no less than 100dpi and have the dimensions 1300 pixels high x 2000 pixels wide.
 - c. Digital Origin.** Photos must be of a digital origin, not a scanned image. For example, scanning a printed photograph to convert it to a digital image for submission is not acceptable. When using a digital camera, a minimum of a 2-megapixel camera is recommended so the image can be reduced to fit these dimensions. Photos must also have live matter that extends to the edge of the photo (no white borders) and may not be collages. You may need to contact the project's architect/designer to obtain a floorplan in digital form.
 - d. Modification Fee.** There is a US\$25 charge per image for images not meeting the above requirements.
- 15. File Naming.** When uploading images, files will automatically be renamed to system specifications with unique entry numbers.
- 16. Character Limitations & Spelling.** To keep entry text concise, limitations are set on how many characters can be typed into text fields on the entry forms. These limitations are noted per field on the forms. Spelling, grammar, and other errors will not be corrected. It is recommended that before entering text into online entry forms, you pre-type the text using a program like Microsoft Word to perform word counts and help avoid spelling and other errors, then copy and paste the text to the online form.

DEFINITIONS

Modular Building Categories

Temporary buildings are defined as factory-built commercial structures installed for temporary use, not upon a permanent foundation. These buildings are meant to be relocated at a future date and are typically viewed as personal property.

Permanent buildings are defined as a method of building structures in a factory environment that are considered permanent (most often replacing typical site-built applications) and are placed on permanent foundations. These buildings are typically designed for sale or finance lease and are considered real property.

Renovated Reuse is defined as a reconfiguration of an existing factory-built commercial structure to meet the needs of an application that is different from its original design. Renovated Reuse applies to temporary or permanent structures.

Modular Building Sub-Categories

Single-Wide is defined as structures designed and constructed for any purpose and intended to remain mobile. These are typically "stock" units designed for short duration deployment.

Education is defined as structures designed and constructed for educational purposes. These buildings can be utilized in K-12 applications, daycare centers, colleges and universities, and technical and private schools and may be classrooms, administrative buildings, and any other building with an education-related use.

Office is defined as structures that are designed and constructed for non-education, non-retail administrative applications. Examples include general, corporate, and municipal offices; as well as sheriff's offices that have no detaining facilities.

Retail or Hospitality is defined as structures designed for face-to-face interaction with the general public. Typical installations include restaurants, clubhouses, real estate sales centers, convenience stores, barber/beauty shops, automobile dealerships, concession stands, banks, and medical facilities.

Healthcare is defined as structures designed for medical or dental applications. Examples include doctor and dentist offices, operating rooms, hospital extensions, medical research labs, magnetic resonance imaging centers, emergency room additions, and therapeutic and counseling centers.

Institutional or Assembly is defined as structures designed for a variety of purposes where people assemble. Typical installations include churches, libraries, and police departments where individuals are detained short-term.

Commercial Housing is defined as structures designed to house people in various ways. Typical applications include work-force housing, military barracks, hotels, apartments, dormitories, and prisons.

Special Application Buildings are defined as structures that do not qualify for any of the applications defined above. Typical installations include mobile laboratories, telecommunications shelters, and guard kiosks.

Greatest Revision from Original highlights the versatility of modular construction and is defined as structures made up of reused modular units. This category focuses on the ability to revise the layout and functionality of a building to meet a current application.

Marketing Piece Categories

Web is defined as images and audio specifically designed for viewing on the World Wide Web that promotes companies engaged in the factory-built buildings industry.

Print is defined as all printed material published specifically for the promotion of companies engaged in the factory-built buildings industry. Typical entries are brochures, catalogs, white papers, folders, and postcards.

Multimedia is defined as all non-print, non-web images and audio that promotes companies engaged in the factory-built buildings industry. Typical entries are CDs and video tapes.

Green Buildings

Green building entries must be actual buildings (not designs as permitted in previous contests), are no longer limited to portable classrooms (as in previous contests), and should show considerable improvement over typical modular buildings in certain contest-defined "green" areas.

CHECKLIST

Building Project Entries

- Completed online entry form
- Entry fee
- 1300 pixels high x 2000 pixels wide horizontal exterior digital photo
- 700 pixels high x 1100 pixels wide horizontal interior digital photo
- 700 pixels high x 500 pixels wide vertical interior digital photo (different view than above)
- 700 pixels high x 800 pixels wide horizontal floorplan as a digital image

Checklist For Renovated Reuse Entries

If the entry is renovated reuse, in addition to the requirements listed above:

- 800 pixels high x 1000 pixels wide horizontal 'before' exterior digital photo or floorplan

Checklist For Marketing Piece Entries

- Completed online entry form
- Entry fee
- Print entries: five copies of the piece mailed to MBI Headquarters
- Multimedia entries: five copies of the piece mailed to MBI Headquarters
- Website entries: be sure to include the URL on the entry form
- A digital image of your entry, no greater than 1300 pixels high x 2000 pixels wide horizontal, which will be used to represent the entry at the annual convention, on the MBI website, in MBI literature, and/or elsewhere

Checklist For Green Building Entries

- Completed online entry form

For design entries, the following images may be conceptual drawings, photos of actual buildings, or a combination of both.

- 1300 pixels high x 2000 pixels wide horizontal exterior digital photo
- 700 pixels high x 1100 pixels wide horizontal interior digital photo
- 700 pixels high x 500 pixels wide vertical interior digital photo (different view than above)
- 700 pixels high x 800 pixels wide horizontal floorplan as a digital image

Modular Building Sample Entry Form

Important: Entries by MBI members regardless of entry type must be made online at <http://www.modular.org/awards/> by 4pm ET on **October 28, 2011**. Do not submit this sample form as it will not be accepted.

Unique Entry Name (30 Characters or Less): _____

Category (Check only one box per entry form):

Temporary:

- Single-Wide: any square footage

- Education:..... under 2,000 sq.ft.
 2,000 sq.ft. to 10,000 sq.ft.
 over 10,000 sq.ft.

- Office: under 5,000 sq.ft.
 over 5,000 sq.ft.

- Retail or Hospitality: under 2,000 sq.ft.
 over 2,000 sq.ft.

- Healthcare: under 5,000 sq.ft.
 over 5,000 sq.ft.

- Institutional or Assembly:..... under 5,000 sq.ft.
 over 5,000 sq.ft.

- Commercial Housing: under 10,000 sq.ft.
 over 10,000 sq.ft.

- Special Application: any square footage

Permanent:

- Education:..... under 5,000 sq.ft.
 5,000 sq.ft. to 10,000 sq.ft.
 over 10,000 sq.ft.

- Office: under 10,000 sq.ft.
 over 10,000 sq.ft.

- Retail or Hospitality: under 2,000 sq.ft.
 over 2,000 sq.ft.

- Healthcare: under 5,000 sq.ft.
 over 5,000 sq.ft.

- Institutional or Assembly:..... under 5,000 sq.ft.
 over 5,000 sq.ft.

- Commercial Housing: under 10,000 sq.ft.
 over 10,000 sq.ft.

Special Application: any square footage

Renovated Reuse: Greatest Revision: under 10,000 sq.ft.
 over 10,000 sq.ft.

Main Entrant Information

Company Name: _____

Contact Name: _____

Address: _____

City, State, Postal Code, Country: _____

Phone: _____ Fax: _____

E-mail: _____

Affiliate Entrant Information

Company Name: _____ MBI Member: Yes No

Contact Name: _____

Address: _____

City, State, Postal Code, Country: _____

Phone: _____ Fax: _____

E-mail: _____

Design Firm Information

Firm Name: _____

Firm Location: _____

Building Project Information (indicates format or number of characters permitted)

City, State/Province, Country of Project: _____

Number of Modules: _____

Average Size of Modules (W x L x H): _____

Total Square Footage: _____

Use of Building (35): _____

Date of Production Start (mm/dd/yy): _____

Date of Occupancy (mm/dd/yy): _____

Architectural Excellence:

In 1000 characters or less, describe building layout, design, interior, and exterior appearance, relationship to surroundings, use of building, quantity, size, configurations of modules, and excellence in visual quality and planning rationale.

Technical Innovation:

In 1000 characters or less, describe innovative uses of factory-built construction, accomplishment of special features and requirements in the factory-built environment, new design, implementation of new solutions to unique problems, and other technical innovations.

Cost Effectiveness/Energy Efficiency:

In 1000 characters or less, describe examples of cost-effective methods, materials utilized, method of installation, partnership with other entities, considerations providing for relocatability, and other factors which yield cost-effectiveness for the building user.

Project History:

For Renovated Reuse entries only, in 1000 characters or less, give a history of the entry including past module uses and how they came to be the current completed project. This information will be used to reinforce the "renovation" aspect when considering the other four judging criteria.

When submitting the entry online, you certify that the information included on the entry form is true and accurate.

Marketing Piece Sample Entry Form

Important: Entries by MBI members regardless of entry type must be made online at <http://www.modular.org/awards/> by 4pm ET on **October 28, 2011**. Do not submit this sample form as it will not be accepted.

Unique Entry Name (30 Characters or Less): _____

Category: Print Multimedia Web (URL: _____)

Entrant Information

Company Name: _____

Contact Name: _____

Address: _____

City, State, Postal Code, Country: _____

Phone: _____ Fax: _____

E-mail: _____

Entry Information (indicates the format or maximum number of characters permitted)

Initial Distribution Date (mm/yy/dd): _____

Specific Medium Used, e.g.: brochure, postcard, CD, VHS tape. (20): _____

Target Audience (100): _____

Creative Process (100): _____

Message to be Communicated (100): _____

Distribution (100): _____

Entry Objective (1000): _____

Effect on Awareness, Sales, Visits, or Inquiries (1000): _____

When submitting the entry online, you certify that the information included on the entry form is true and accurate.

Green Building Sample Entry Form

Important: Entries by MBI members regardless of entry type must be made online at <http://www.modular.org/awards/> by 4pm ET on **October 28, 2011**. Do not submit this sample form as it will not be accepted.

Unique Entry Name (30 Characters or Less): _____

In 100 characters or less per field, describe construction materials used.

Dimensions _____

Floor Insulation _____

Wall Insulation _____

Ceiling Insulation _____

Windows/Natural Light _____

Interior Lighting _____

Exterior Doors _____

Heating System _____

Cooling System _____

Interior Finish: Ceiling _____

Interior Finish: Walls _____

Interior Finish: Floors _____

Exterior Finish: Walls _____

Wall Framing _____

Roof _____

Foundation _____

Other _____

Main Entrant Information

Company Name: _____

Contact Name: _____

Address: _____

City, State, Postal Code, Country: _____

Phone: _____ Fax: _____

E-mail: _____

Affiliate Entrant Information

Company Name: _____ MBI Member: Yes No

Contact Name: _____

Address: _____

City, State, Postal Code, Country: _____

Phone: _____ Fax: _____

E-mail: _____

Design Firm Information

Firm Name: _____ MBI Member: Yes No

Firm Location: _____

Below, in 1000 characters or less, describe for each criterion the strategy to provide upgraded construction and an improved environment. The following eight criteria will be judged.

1. Thermal Comfort (e.g.: natural ventilation, zoned HVAC components, specialized thermostats):

2. Indoor Air Quality (e.g.: increased fresh air, use of mold resistant products, ultraviolet lights for purification):

3. Daylighting (e.g.: building placement, use of skylights and windows):

4. Acoustics (e.g.: sound-proofing windows and doors, sound-absorbing ceiling tiles, lower noise-generating lighting and fans):

5. Resource Efficiency (e.g.: more durable and/or recycled materials, particularly low site disruption, waste reduction techniques):

6. Architectural Excellence (e.g.: building layout, module configuration, interior and exterior appearance, relationship to surroundings):

7. Economic Practicality (e.g.: high impact/low cost products and construction methods):

Additional Information

Green Building Rating Program (ie: LEED, CHPS, IGCC, etc): _____

Increase in cost: _____% more than your typical building

Additional cost per square foot: US\$_____

Other (e.g.: state-of-the-art audio/visual learning aids):

When submitting the entry online, you certify that the information included on the entry form is true and accurate.