2009 world of modular

Annual Convention & Tradeshow • Red Rock Resort, Spa, & Casino • Las Vegas, Nevada • March 28-31, 2009
KEYNOTE SPEAKER

Ross Shafer, Keynote Speaker
“Nobody Moved Your Cheese!”

Ross Shafer is a six-time Emmy Award-winning writer and television host whose books include Nobody Moved Your Cheese: How to Ignore the Experts and Trust Your Gut and The Customer Shouts Back!: 10 Things You Need To Do To Earn Their Lifetime Loyalty, the result of 11 years of customer response research. He has also written and produced 14 human resource training films on customer service, employee relations, sales, and motivation and has appeared for a diverse group of corporate clients including Alaska Airlines, Apple, Canada Life, Network General, Nordstrom, Nutrena Feeds, Microsoft, Toyota, Sprint, Discovery Toys, and Seagram.

Because he speaks over 100 times a year, Shafer often finds himself “on the bill” with best-selling authors and speakers. He has concluded that many of these so-called success experts are modern day snake oil salesmen, intent on selling temporary enthusiasm rather than providing usable, bulletproof principles.

Nobody Moved Your Cheese! is a common-sense alternative. Ross Shafer is a fierce proponent of taking responsibility for what happens in your life and being accountable for the outcome. “Nobody cares more about your life and your career than you do,” he says. “Nobody has a foolproof solution for you; except you. It’s time to start believing in and using your unique talents.”

Shafer will make you laugh, help you see your business in a new way, and inspire you to trust your gut to fulfill your own potential.

INDUSTRY AWARDS

MBI recognizes industry leaders through four awards programs:

Awards of Distinction: This contest is the commercial modular industry’s premier awards program offering competition for best of show, first place, and honorable mention in over 30 categories. Entries are permanent, temporary, and renovated modular buildings as well as marketing pieces.

Volunteer of the Year Award: Determined by the MBI executive director, this award recognizes an individual who has significantly aided in the function of MBI.

Outstanding Achievement Award: This award is given to an individual in honor of his or her exemplary contribution and service to MBI and the industry. An award of gratitude and appreciation, it is one of the industry’s most prestigious honors.

Hall of Fame: MBI recognizes the contributions of those whose careers were dedicated to our industry or whose acts have had a significant impact on the industry-related careers of others by bestowing its highest honor, induction in the Hall of Fame.

AWARDS OF DISTINCTION DISPLAY

Over 100 modular building entries to the MBI Awards of Distinction contest will be on display at the World of Modular and will include interior and exterior photos, floorplans, and project information like market, location, size, and construction materials. Marketing piece entries will also be displayed, including websites, videos, and brochures.
Golf Tournament

There’s a reason TPC Las Vegas has been called “desert elegance.” Designed by Bobby Weed and Raymond Floyd, the 7,063-yard course capitalizes on the beauty of the surrounding mountains and canyons and the glamour of the Las Vegas skyline to make one of the most stunning golf courses in the world. “As far as aesthetics and playability, I would put TPC Las Vegas up against any golf course you care to mention,” says Floyd. “It’s as unique as they come.”

TPC Las Vegas offers an experience that is naturally incorporated into the deep desert canyon washes. The course has wide fairway landing areas, soft undulating greens, many trees, elevation changes, steep ravines, and a canyon lake. While TPC Las Vegas meanders over several hundred acres of native desert, it has only 110 acres of irrigated land.

This par 71 course features Bermuda fairways that are over-seeded annually with Rye, TPC Las Vegas provides top-shelf playing conditions. The Pennlinks Bent Grass greens putt exceptionally true and possess an average green speed of 10.5.

Appropriate attire is required and must be observed at all times. Denim of any kind is not permitted. Shorts may be worn but must be of Bermuda length. Men must wear collared shirts. Women will be allowed to wear collarless attire. TPC Las Vegas is a metal spike alternative facility with a locker room equipped to change out any metal spikes for a minimal charge.

Bowling Tournament

If bowling is your game, don’t miss an opportunity to play at Red Rock Lanes, the largest luxury bowling center in Las Vegas. Featuring state-of-the-art sound, video, and lighting, the unique atmosphere will make this MBI tournament a memorable and fun experience, with shoes, socks, and cash prizes included. There is limited availability for this event, so register early!

Grand Prize: His & Her Segways

That’s right! You and that special someone can roam in style with two Segway Personal Transporters. While one is designed for easy operation over normal terrain, the other is equipped with Segway’s x2 Golf Package featuring turf-friendly tires, increased height, easy-access bag carrier, and scorecard holder. All paid registrants including attendees, exhibitors, and spouses are eligible to win this grand prize, sponsored by Bard Manufacturing Company.

This prize is being offered by the MBI Educational Foundation, Inc., a 501(c)3 charitable nonprofit organization.
100% of attendees rated the 2008 convention as “good” or “excellent”, with 72% rating it “excellent”. 

98% of exhibitors rated the 2008 convention as “good” or “excellent”, with 74% rating it “excellent”. 

97% of attendees found the tradeshow to be a “useful part” of the convention, with 86% saying they plan to purchase products or services from exhibiting companies. 

43% of 2008 exhibitors said the quality of attendees-as-buyers improved since the previous convention, and 68% rate the MBI show as the best or among the best shows. 

90% of attendees said they attended specifically to network with industry peers, 65% attended for the education, 60% attended for the tradeshow, and 49% attended for awards and recognition. 

83% of attendees say they will attend the 2009 World of Modular.
EIGHT REASONS YOU CANNOT MISS THIS EVENT:

1. One in three World of Modular attendees is a chief officer, president, general manager, or owner

2. 65% of attendees are management or executive level and have purchasing authority

3. 50% of member wholesale manufacturers attend World of Modular

4. 65% of member direct manufacturers attend

5. 60% of member dealers attend

6. The industry’s 10 largest dealers attend

7. The industry’s 10 largest manufacturers attend

8. 50% of member associate companies exhibit products or services
REGISTRATION

Registration fees include all program events, materials, speaker handouts, social functions, and meals as outlined in the schedule. An MBI badge is required for admittance to all convention and trade show events. Payment for single or multiple registrations must accompany registrations, which will not be processed without payment. Onsite registrations are discouraged.

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DISCOUNTS

Multiple registrations from the same company will receive a discount as indicated above and on the registration form. Contact MBI to inquire about discounts for especially large groups.

SPOUSES & GUESTS

Spouse/guest registrations are full registrations, but are limited to non-industry participants accompanying a regular registered attendee.

ONE DAY PASSES

A one day pass is available for each day of the convention and includes admittance to breakfast, education, and exhibits.

CONFIRMATIONS, CANCELLATIONS, REFUNDS

Once payment for your registration has been received by MBI, a confirmation will be mailed, faxed, or emailed to you. If you do not receive a confirmation within two weeks of registering, contact us immediately. Full refunds, less a US$100 processing fee per registrant, will be granted for requests made in writing to MBI by February 27, 2009. No refunds will be given after this date. Registrants that fail to attend the convention without notifying MBI prior to February 27, 2009 will be responsible for the full registration fee. Substitutions are encouraged. Sharing of registrations is not permitted.

“The MBI convention is the most important show of the year for me. There are decision-makers everywhere! Thanks for making it awesome again this year!”

“A very good show with many companies represented by upper-level management and decision-makers.”

“I cannot afford to miss any major MBI events. I made many excellent contacts.”

“This was my first MBI convention. The networking and being able to meet people that I had only had phone conversations with hit a home run with me.”

“The many leads generated this past week will most assuredly translate into new and increasing business.”
**THE RESORT**

Red Rock Resort, Spa, & Casino  
www.redrocklasvegas.com

No other hotel in Las Vegas capitalizes on its location quite like Red Rock Resort, Spa, & Casino. The dramatic red cliffs that inspired its name are just minutes away to the west, while the exciting action of “The Strip” is just a 10-minute drive to the east.

A standard room at this AAA Four Diamond award-winning resort is anything but standard. Every room at Red Rock boasts breathtaking views through floor-to-ceiling windows, a 15-table poker room, a 600-seat bingo hall, a race and sports book, and two high limit areas.

Nine restaurants at Red Rock include dining that spans the globe with the upscale T Bones Chop House, Italian food at Terra Rossa, Japanese fusion of Hachi, Mexican spices at Cabo Cantina, and a bit of everything at the Feast Buffet. A food court provides several faster options.

Red Rock is also family friendly with a two-story supervised children’s program, a 16-screen movie theater, and an arcade. The 72-lane bowling center features state-of-the-art equipment and a contemporary design, including carpet that glows in the dark when it’s time for Cosmic Bowling. Adults can grab a drink at the Onyx or Lucky bars, listen to live music in the 220-seat Rocks Lounge, or go dancing at Cherry Nightclub.

For those wanting rest and relaxation, the 25,000 square foot spa offers 17 rooms for body treatments, a full-service salon, fitness center, lap pool, movement studio, and boxing rings. A one-of-a-kind adventure spa program allows guests to hike, cycle, and go horseback riding.

Three acres of pools, poolside bars, and outdoor lounging—including 19 private cabanas—are a great place for bare feet.

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**LOCATION**

Red Rock Resort is located at 11011 West Charleston Boulevard, Las Vegas, Nevada 89135, phone 702-797-7625 and is approximately 17 miles or 20 minutes from McCarran International Airport. The resort’s shuttle picks up from the airport operating on the following schedule:

- **Monday to Thursday:** 8am, 10am, 12pm, 2pm, 4pm, 6pm, 8pm
- **Friday to Saturday:** 9am, 11am, 1pm, 3pm, 5pm, 7pm, 9pm
- **Sunday:** 8am, 10am, 12pm, 2pm, 4pm, 6pm, 8pm

**GUESTROOMS AT REDROCK**

MBI has arranged a special guestroom rate at Red Rock Resort of US$209 per night, single/double occupancy. To receive this rate, call 866-767-7773 and indicate that you are with the “Modular Building Institute” or reference group code “RCIMODU.” Standard rooms only may also be booked online at www.redrocklasvegas.com using promo/group code “RCIMODU” and password “MODULAR.”

An amenity fee of $19.99 per night includes airport transportation to and from McCarran International Airport, to and from the Las Vegas Strip, nightly turndown service, daily newspaper, complimentary shoe shine, 24 hour concierge, and unlimited access to the fitness facility.

This room block is limited and expires when full or on March 6, 2009. Please make reservations early. **Attendees are responsible for making their own hotel and travel arrangements.**

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**OPENING PARTY**

Don’t miss this year’s Opening Party! After you arrive in Las Vegas, check into your room at Red Rock, and pick up your MBI badge, get ready to unwind with a who’s who list of commercial modular construction—all in a relaxed, casual, and fun atmosphere. Our Saturday night reception will set the stage for a great convention with music, food, drinks, and networking. We’ll meet outdoors with old and new friends alike for your first opportunity to mix and mingle with the industry’s finest.
ABOUT MBI

The Modular Building Institute is the only international, non-profit trade association serving non-residential modular construction. Our regular members are wholesale manufacturers, direct manufacturers, and dealers of commercial modular buildings, while associate members are companies supplying building products, services, and financing to the industry. It is our mission to grow the industry and its capabilities by encouraging innovation, quality, and professionalism through communication, education, and recognition. We also administer an educational foundation, with the goal of positioning MBI as the leading source of information for and about commercial modular buildings.

ABOUT WORLD OF MODULAR

Our annual convention & trade show is now called World of Modular and is the commercial modular construction industry’s largest event. World of Modular hosts more than 500 people at some of the world’s most prestigious resorts, while providing access to high-profile speakers, top-notch educational sessions, exhibits, new products, the latest trends in commercial modular construction, networking opportunities, entertainment, and prizes.

EXHIBITOR & SPONSORSHIP OPPORTUNITIES

Exhibitor and sponsorship opportunities are available. Please contact MBI headquarters at 888-811-3288 or info@modular.org or go to www.modular.org for more information.