Dear Industry Partner:

For 25 years, MBI has provided professionals in the commercial modular construction industry a place to network, exchange ideas, learn from experts, discuss issues, display new products, and get well-deserved recognition.

For sponsors, this year’s World of Modular—the new name for our annual convention & tradeshow—includes over 50 sponsorships; an audience of industry leaders; and exposure through brochures, the MBI website, emails, signage, and available mailing lists. We are committed to helping you maximize your marketing efforts.

As World of Modular chair, I am pleased to present you with sponsorship opportunities starting at only $500, designed for any budget, suited to any level of exposure, and completely customizable.

Repeat sponsors agree: MBI sponsorships are an effective use of marketing dollars. New to the World of Modular? Establish yourself as key player by sponsoring this must-attend event.

Mike Ridley
Britco Structures
Diamond Preferred (exclusive): | SOLD! |
Modular.org. Home page graphic banner, year long
eNews powered by BD+C subscription engine. Year long sponsor link
AIA Convention. Full show pass & 1-person spot in MBI Booth, opening day of show
Annual Convention. Golf Tournament including branded lunch coolers
Annual Convention. Co-branding on all Annual Convention
Annual Convention. Entrance carpets
Annual Convention. Sponsorship highlight, on-site program directory
Regional Conferences. Co-branding as Diamond Preferred sponsor
MBI Survey. Credit as Diamond Preferred sponsor

Titanium (exclusive): | SOLD! |
Modular.org. Home page text link banner in first order, year long
eNews powered by BD+C subscription engine. Year long sponsor link
AIA Convention. Full show pass for one person & optional hours in MBI Booth*
Annual Convention. Keynote speaker
Annual Convention. Tuesday breakfast
Annual Convention. Sponsorship highlight, on-site program directory
Regional Conferences. Co-branding as Titanium sponsor
MBI Survey. Credit as Titanium sponsor

Platinum (exclusive): | SOLD! |
Modular.org. Home page text link banner in second order, year long
eNews powered by BD+C subscription engine. Year long sponsor link
AIA Convention. Full show pass for one person & optional hours in MBI Booth*
Annual Convention. Keynote speaker
Annual Convention. Sunday Breakfast
Annual Convention. Sponsorship highlight, on-site program directory
Regional Conferences. Co-branding as Platinum sponsor
MBI Survey. Credit as Platinum sponsor

Gold (exclusive): | SOLD! |
Modular.org. Home page text link banner in third order, year long
eNews powered by BD+C subscription engine. Year long sponsor link
AIA Convention. Full show pass for one person & optional hours in MBI Booth*
Annual Convention. Keynote speaker
Annual Convention. Monday breakfast
Regional Conferences. Co-branding as Gold sponsor
MBI Survey. Credit as Gold sponsor

Silver (exclusive): | SOLD! |
Modular.org. Member finder page. Graphic banner, first order, year long
eNews powered by BD+C subscription engine. Year long sponsor link
AIA Convention. Full show pass for one person & optional hours in MBI Booth*
Annual Convention. Keynote speaker
Regional Conferences. Co-branding as Silver sponsor
MBI Survey. Credit as Silver sponsor

Bronze (five available): | SOLD! |
Annual Convention. Awards Banquet sponsor and your choice of (pick one):
Member Finder Banner. 3 months (first come, first serve on choice of months)
--or--
Annual Convention. Any $2500 Annual Convention single sponsorship

*Certain limitations and restrictions apply. Details outlined in sponsorship contract.

Note: All package sponsorships are renewed on a “rights of first refusal” basis, with previous year’s holder given first option to renew. Any non-renewed packages are released to other interested parties.
**Hotel Key Cards** | **Exclusive Sponsorship** | **$5000**
Key cards to hotel guestrooms are often the first sponsored item convention attendees see, and better yet, touch. Approximately 1000 keys will feature your company's logo displayed prominently and will be distributed to anyone staying in the MBI room block at Red Rock Resort.

**Lanyards** | **Exclusive Sponsorship** | **$5000**
Lanyards hold badges for all participants and are an excellent way to be seen throughout the convention, at the tradeshow, in breakout sessions, and during networking events. Your company logo will be printed multiple times on each lanyard.

**Bags or Padfolios** | **Exclusive Sponsorship** | **$5000**
Writing Pads | **Exclusive Sponsorship** | **$2500**
**Pens** | **Exclusive Sponsorship** | **$1500**
High-quality conference bags or padfolios (exact item to be determined) are distributed to all attendees, exhibitors, speakers, and VIP guests and are used throughout the convention to carry onsite schedules, exhibit hall floorplan, speaker handouts, and notes. Writing pads and pens are also distributed to every participant and are often used long after the convention has ended. Sponsor logos appear on these items.

**Bag Inserts** | **5 Opportunities** | **$1500 each**
Including your company insert in conference bags distributed at onsite registration is a great way to ensure direct access to all participants. Your piece can include a special offer, invitation, or general advertising message.

**Water Bottles** | **Exclusive Sponsorship** | **$2500**
Refresh all attendees with bottled water featuring your company logo. Natural spring water is a popular and unique branding opportunity and is distributed at the start of the convention until it runs out.

**Email Kiosks** | **Exclusive Sponsorship** | **$2500**
A convenient place to check emails is a popular and busy area at the convention. This sponsorship will display your logo on two stations where participants may check email and access the Internet.

**Opening Party** | **Exclusive Sponsorship** | **$10,000**
Get the MBI convention off to a great start by sponsoring the Opening Party, where a who’s who of modular construction with gather for great music, food, drinks, and networking—all in a relaxed and fun atmosphere. Your logo will appear on a party item selected for this exclusive opportunity.

**Sunday Keynote Speaker** | **5 Opportunities** | **$2500 each**
Sponsoring the Sunday keynote speaker is an excellent way to help MBI deliver quality speakers to the annual convention. Previous speakers have included celebrities, business officials, high-ranking government officials, and top industry executives. Keynote speakers generally start each convention day and are heard by all attendees, exhibitors, speakers, and VIP guests. Signage will feature sponsor logos.

**Breakout Sessions** | **Exclusive Sponsorship** | **$5000**
While keynote speakers may start each day, the real education and training takes place in breakout sessions where important issues to our industry are presented and discussed. With multiple tracks of sessions daily, your company can have remarkable exposure with signs displayed outside each breakout room.

**Spouse Event** | **Exclusive Sponsorship** | **$2500**
Spouses often play a key role as officers at many family-owned and -operated companies. With this exclusive sponsorship, be front-and-center with an integral segment of our industry.

**Reception in Exhibit Hall** | **4 Opportunities** | **$2000 each**
This reception is the most well-attended function of the World of Modular, with exhibitors displaying new products, services, and technology and attendees networking, all while enjoying food, drinks, and prizes. Open to all convention participants, this reception is four hours long start-to-finish and is a great way to show your hospitality. Signage will feature sponsor logos.

**Grand Prize** | **Exclusive Sponsorship** | **$15,000**
Take center stage by sponsoring the grand prize, marketed along side your company name months ahead of the convention in pre-show mailings, on the MBI website, and in onsite brochures and signage. This premium opportunity is one of our most visible sponsorships, generating excitement that starts before the convention and lasts long after.

**Cash Card (Exhibitors Only)** | **10 Opportunities** | **$1000 each**
Exhibitors can participate in a new traffic booster for Monday morning show hours, certain to be popular since it awards up to $5000 (depending on the number of participating exhibitors) in cash to one lucky person. All regular attendees (no exhibitors or spouses) will receive a Cash Card with questions written by exhibiting sponsors, which attendees visit to get questions answered and become eligible for the prize.

**Monday Keynote Session** | **2 Opportunities** | **$2500 each**
The Monday keynote session starts the day with inspiration and how-to’s that can be applied to work and play. Heard by attendees, exhibitors, speakers, and VIP guests, these sessions are well-attended and are a great way for your company to be involved with popular and respected speakers. Signage will feature sponsor logos.

**Golf Balls** | **Exclusive Sponsorship** | **$1500**
**Golf Towels** | **Exclusive Sponsorship** | **$1500**
**Golf Beverage Carts & Sleeves** | **2 Opportunities** | **$1500 each**
The MBI golf tournament at TPC Las Vegas—one of Vegas’ premier golf courses—will be definite crowd-pleaser. Be a part of this event with your company logo on golf balls, towels, or beverage sleeves.

**Tennis Tournament** | **Exclusive Sponsorship** | **$2500**
**Bowling Tournament** | **Exclusive Sponsorship** | **$2500**
For non-golfers, the MBI tennis and bowling tournaments allow attendees to unwind, network, and take in some fun. Get in the game and sponsor one or both of these cool events for a unique sponsorship opportunity with your logo on fun promotional items.
Tuesday Keynote Session | 2 Opportunities | $2500 each
The Tuesday keynote session starts the day with inspiration and how-to’s that can be applied to work and play. Heard by attendees, exhibitors, speakers, and VIP guests, these sessions are well-attended and are a great way for your company to be involved with popular and respected speakers. Signage will feature sponsor logos.

VIP Reception | Exclusive Sponsorship | $2500
This reception precedes the industry awards banquet and is open to all convention participants. VIPs in attendance include MBI Hall of Fame inductees, Outstanding Achievement recipients, and past presidents. Refreshments and signage featuring your logo are included in this sponsorship.

Publication Bins | 6 Opportunities | $1000 each
Display your company publication or literature in a high-traffic area with a publication bin sponsorship. Bins are stocked and restocked by MBI staff throughout the convention.

Refreshment Break | 3 Opportunities | $1000 each
Demonstrate your company’s hospitality by sponsoring a daily refreshment break featuring coffee, tea, sodas, and bottled water. Signage will feature sponsor logos.

Convention Partner | $500 each
If you want to sponsor the MBI convention, but have a limited budget, consider becoming a Convention Partner. This general sponsorship is only $500 and will get your company listed in the onsite program distributed to all convention attendees and on the MBI website. Show everyone that your company supports the World of Modular!

CUSTOM SPONSORSHIP PLANS
Unsure which sponsorship item is best for you? Want to combine a la carte options to create your own package? MBI staff would be pleased to work with you to customize a World of Modular marketing plan, including sponsorships, onsite literature distribution, and pre-show mailings. Sponsors can use custom plans to launch new products, increase awareness at national and international levels, generate leads, support current sales and marketing plans, and stand out as industry leaders.
WHO WILL YOU REACH?

MBI member manufacturers and dealers operate worldwide from locations in 15 countries including Australia, Belgium, Canada, Chile, France, India, Mexico, the Netherlands, Peru, Poland, Spain, Trinidad, Turkey, the United Kingdom, and the United States.

Our members serve markets including general office, education, retail, hospitality, student and military housing, multifamily housing, healthcare, construction site, industrial, security and detention, and equipment and storage.

MEMBER FACTS

According to building dealers, the top markets served are:

- Office 44%
- Education 20%
- Retail 14%
- Government/Military 8%
- Healthcare 6%
- Religious 3%
- Workforce Housing 3%
- Other 2%
- Other 3%
- Religious 8%
- Government/Military 6%
- Healthcare 5%
- Educational 4%
- Retail 3%
- Government/Military 3%
- Retail 2%
- Office 2%
- Other 2%
- Office 2%
- Education 2%
- Retail 2%
- Government/Military 2%
- Healthcare 2%
- Religious 2%
- Workforce Housing 2%
- Other 2%
- Office 1%
- Education 1%
- Retail 1%
- Government/Military 1%
- Healthcare 1%
- Religious 1%
- Workforce Housing 1%
- Other 1%

- The average wholesale manufacturer produces 900 floors totaling 575,000 square feet annually
- The average direct manufacturer produces 300 floors totaling 180,000 square feet annually
- One in three World of Modular attendees is a chief officer, president, general manager, or owner
- 65% of attendees are management or executive level and have purchasing authority
- 50% of member wholesale manufacturers attend World of Modular
- 65% of member direct manufacturers attend
- 60% of member dealers attend
- The industry’s 10 largest dealers attend
- The industry’s 10 largest manufacturers attend
TITLES

Accountant
Architect
Branch Manager
Chairman
Chief Corporate Strategist
Chief Estimator
Chief Executive Officer
Chief Financial Officer
Chief Marketing Officer
Chief Operating Officer
Controller
Customer Service Manager
Director
Director of Architecture
Director of Asset Management
Director of Business Development
Director of Construction
Director of Engineering
Director of Marketing
Director of Operations
Director of Sales
Director of Sourcing
Director of Third Party Services
District Manager
Engineer
Equipment Sourcing Manager
Executive Vice President
Field Inspector
Founder
General Counsel
General Manager
General Sales Manager
Major Projects Manager
Manager
Managing Director
Managing Member
Managing Partner
Marketing Manager
National Sales Manager
Operations Director
Operations Manager
Owner
Partner
President
Principal
Product Development Manager
Project Manager
Quality Control Manager
Regional Manager
Sales Director
Sales Manager
Sales Representative
Senior Marketing Analyst
Senior Project Manager
Senior Research Analyst / Director
Senior Sales Manager
Senior Vice President
Special Projects Coordinator
State Building Official
Technical Manager
Vice President
Vice President of Business Development
Vice President of Construction
Vice President of Engineering
Vice President of Major Projects
Vice President of Marketing
Vice President of Operations
Vice President of Sales

PREVIOUS SPONSORS

Acton Mobile Industries
Ameri-Tech Building Systems, Ltd.
Arcticor Structures
ATCO Structures, Inc.
Bard Manufacturing Co.
Basic Components, Inc.
Blazer Industries, Inc.
Britco Structures
Firestone Specialty Products
Indicom Buildings, Inc.
Jobsite Mobile Offices
M Space Holdings LLC
Manufactured Structures Corp.
Mark Line Industries, Inc.
Miller Building Systems, Inc.
ModSpace
Modtech
Modular Code Consultants
Mule-Hide Products Co., Inc.
Northgate Industries Ltd.
NRB, Inc.
Okaply Industries Ltd.
Pac-Van, Inc.
R & S Tavares Associates
Satellite Shelters, Inc.
Skyline Building Systems, Inc.
Sommers Mobile Leasing
Tell Manufacturing, Inc.
Whitley Manufacturing Co., Inc.
Williams Scotsman
Wilmot Modular Structures, Inc.

ALL SPONSORS RECEIVE

- A pre-convention link to company website from an online MBI event page
- Company logo in the onsite program
- Company logo on onsite signage or promotional item
- Verbal recognition from the podium
- Recognition on badges of registered company employees

Half of this show’s attendees are Presidents, CEOs or Vice Presidents
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

“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.”

“This is one of my favorite shows. The audience is very targeted and nearly 70% of the total commercial modular manufacturing capacity is represented every year. It is definitely a must go show for us and this key segment of our business.”

“This is really THE biggest show for the commercial modular industry.”

“The many leads generated this past week will most assuredly translate into new and increasing business.”
To participate as an MBI 2009 World of Modular sponsor, complete this form indicating which sponsorships your company would like to purchase and return it to MBI using the address below or call toll-free 888-811-3288. **Important:** Sponsorships are sold strictly on a first-come, first served basis and are not final until you receive confirmation from MBI.

**Send to:** Modular Building Institute, 944 Glenwood Station Ln., Ste. 204, Charlottesville, VA 22901 USA | Fax: 434-296-3361 | Email: info@modular.org

### APPLICATION & CHECKLIST

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Sponsorship Type</th>
<th>Quantity</th>
<th>Total</th>
</tr>
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<tbody>
<tr>
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</tbody>
</table>

**Total:**

### Contact & Payment Information:

**Company Name:**

**Contact Name:** ____________________________  **Job Title:** ____________________________

**Address:** ____________________________________________________________

**Phone:** ____________________________  **Fax:** ____________________________  **Email:** ____________________________

- [ ] Visa  - [ ] MasterCard  - [ ] American Express  - [ ] This is a corporate card  - [ ] Check (in US dollars and made payable to Modular Building Institute)

**Credit Card Number:** ____________________________  **Exp. Date:** ____________________________  **Card Security Code:** ____________________________

**Cardholder’s Name:** ____________________________  **Cardholder’s Signature:** ____________________________

**Cardholder’s Billing Address (if different from above):** ____________________________________________________________
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.

“Get in the Game

“This is one of my favorite shows. The audience is very targeted and nearly 70% of the total commercial modular manufacturing capacity is represented every year. It is definitely a must go show for us and this key segment of our business.”

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Sponsorships give you a presence with all the players in this industry

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