2011 WORLD OF MODULAR
Annual Convention & Tradeshow | The Cosmopolitan of Las Vegas | March 12-15, 2011

Exhibits | Education | Networking | Recognition
Chris Anderson
Author of The Long Tail and Free: The Future of a Radical Price

As editor-in-chief of Wired magazine, Chris Anderson is one of the most knowledgeable and articulate voices at the center of a new economy. In a series of ground-breaking books and articles, he has identified important new economic trends and business models. The insight of his bestselling book The Long Tail is that our culture and economy are increasingly shifting away from mainstream products and markets toward a huge number of niches. As cost of production and distribution fall, narrowly targeting goods and services can be as economically attractive as mainstream fare. Many established business models ignore these small markets that together rival traditional markets in economic potential.

In his other book Free: The Future of a Radical Price, also a best-seller, Chris explains how what was once a marketing gimmick has emerged as a full-fledged economy. By giving away razors that were useless by themselves, King Gillette created demand for disposable razor blades. A few billion blades later, this business model is now the foundation of entire industries—give away the cell phone, but sell the monthly plan. While the opportunities to adopt a free model of some kind or another have never been greater, do they work? Chris makes a compelling case that in many instances businesses can succeed best by giving away more.

Industry Awards

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 buildings and 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: This award recognizes the contributions of those whose careers are or were dedicated to our industry or whose acts have had a significant impact on the careers of all others involved.

Awards of Distinction Exhibition

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 beautify 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.

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.

Grand Prize

VIP Sports Trip for Two!

Get in the game with a VIP sports trip for two. One lucky person will win tickets for two to exciting games, in-stadium hospitality, hotel accommodations, airfare, and ground transportation. All paid registrants including attendees, exhibitors, and spouses are eligible to win this prize.

This prize is being offered by the MBI Educational Foundation, Inc., a 501(c)3 charitable nonprofit organization.

Opening Party

Don’t miss this year’s Opening Party! After you arrive, check into your room at the Cosmopolitan of Las Vegas, pick up your MBI badge, and perhaps play in our annual golf tournament, 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. Meet indoors and out with old and new friends alike for a great opportunity to mix and mingle with the industry’s finest.
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<tbody>
<tr>
<td>Saturday, 3/12</td>
<td>1:00pm</td>
<td>New Member Orientation</td>
<td>Modular Construction Business Models &amp; Technology</td>
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<td>3:00pm</td>
<td>Strategy Development for Competitive Advantage</td>
<td>Prefabrication in the United Kingdom</td>
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<td>Sunday, 3/13</td>
<td>9:00am</td>
<td>Keynote Speaker: Chris Anderson</td>
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<td>10:30am</td>
<td>MBI Legislative &amp; Regulatory Update</td>
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<td></td>
<td>1:00pm</td>
<td>Weathering the Storm: Navigating a Turbulent Market</td>
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<td>3:00pm</td>
<td>Increasing Your Access to Capital</td>
<td>Redefining Green: International Code Council’s New Standards</td>
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<td>Monday, 3/14</td>
<td>10:00am</td>
<td>How Future Leaders Think Strategically</td>
<td>Problem Solving &amp; Mistake Proofing</td>
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<td></td>
<td>1:00pm</td>
<td>Understanding New Lease Accounting Standards</td>
<td>The New Norm: Green Construction Document Requirements</td>
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<td>Tuesday, 3/15</td>
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**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.
Friday, March 11, 2011
12:00pm – 5:00pm  Exhibit Hall Setup

Saturday, March 12, 2011
10:00am – 7:00pm  Attendee & Exhibitor Registration
1:00pm  Exhibit Hall Setup
1:00pm – 3:00pm  Golf Tournament
3:00pm – 5:00pm  Breakout Sessions
7:00pm – 9:00pm  Opening Party

Sunday, March 13, 2011
8:00am – 3:00pm  Attendee & Exhibitor Registration
8:00am – 9:00am  Networking Breakfast
8:30am – 9:00am  Opening Remarks
9:00am – 10:30am  Keynote Speaker: Chris Anderson
10:30am – 12:00pm  State of the Association
11:00am – 3:00pm  Exhibit Hall Setup
1:00pm – 3:00pm  Breakout Sessions
3:00pm – 5:00pm  Breakout Sessions
5:00pm  Exhibit Hall Opens
5:00pm – 9:00pm  Networking Reception in Exhibit Hall
9:00pm  Grand Prize Giveaway

Monday, March 14, 2011
8:00am – 3:00pm  Registration
8:00am – 10:00am  Continental Breakfast in Exhibit Hall
10:00am  Exhibit Hall Closes
10:00am – 11:30am  Keynote Speaker: McGraw-Hill
10:00am – 2:00pm  Exhibit Hall Teardown
1:00pm – 3:00pm  Breakout Sessions
3:00pm – 5:00pm  Breakout Sessions
6:00pm – 7:00pm  VIP Reception
7:00pm – 10:00pm  Awards Banquet

Tuesday, March 15, 2011
9:00am – 11:00am  Breakout Sessions

Schedule and speakers are subject to change.
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.

<table>
<thead>
<tr>
<th>Attendee Type</th>
<th>Before December 31, 2010</th>
<th>After December 31, 2010</th>
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<tbody>
<tr>
<td>Member Attendee Single</td>
<td>US$795</td>
<td>US$895</td>
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<tr>
<td>Member Attendee 2-3 People</td>
<td>US$745</td>
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<td>Member Attendee 4-9 People</td>
<td>US$695</td>
<td>US$795</td>
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<tr>
<td>Member Attendee 10+ People</td>
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<td>US$745</td>
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<tr>
<td>Member One Day Pass</td>
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<td>Non-Member One Day Pass</td>
<td>US$995</td>
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<tr>
<td>Spouse/Guest</td>
<td>US$495</td>
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<tr>
<td>Golf Tournament</td>
<td>US$199*</td>
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*To participate in the golf tournament, you must purchase an attendee, exhibitor, or spouse/guest registration.

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.

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 11, 2011. No refunds will be given after this date. Registrants that fail to attend the convention without notifying MBI prior to February 11, 2011 will be responsible for the full registration fee. Substitutions are encouraged. Sharing of registrations is not permitted.
ATTENDEE REGISTRATION
WORLD OF MODULAR
March 12-15, 2011 | The Cosmopolitan of Las Vegas | Las Vegas, NV

Please use a separate form for each registrant.

Attendee Information:
Full Name (as it should appear on badge): ________________________________ Suffix: ________________________________
First or Nickname (as it should appear on badge): ___________________________ Job Title: ___________________________
Company Name: _____________________________________________________________
Company Type:  □ Manufacturer/Wholesale of Buildings  □ Manufacturer/Direct of Buildings  □ Dealer of Buildings
□ Materials Supplier  □ Services Supplier  □ Financing Supplier  □ Developer/Contractor  □ Other ____________________________
Address: _______________________________________________________________________________________________
City: ___________________________ State/Province: ____________________________
Postal Code: _______________________ Country: ____________________________
Phone: __________________________ Fax: ____________________________
Email: __________________________ Website: ____________________________

Sponsors or exhibitors may contact me prior to the event: □ Yes  □ No

In Case of Emergency Onsite:
Name of Person to Contact: ___________________________________________ Phone 1: ____________________________

Special Needs:
Do you have special needs we should address? ________________________________________________________________

Registration Fees: (Check all that apply)  

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<td>□ US$199 (Handicap: ______)</td>
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Golf participation requires purchase of an attendee, exhibitor, or spouse/guest registration.

☐ I will attend the opening party on Saturday, March 12th, 7:00pm  ☐ I will attend the awards banquet on Monday, March 14th, 7:00pm

Payment:
☐ I agree to accept, abide by, and acknowledge reading MBI’s registration and cancellation policy.
Total Payment: US$______________________ Payment Method:  □ Visa  □ MasterCard  □ American Express  ☐ This is a corporate card.
☐ Check (in US dollars and made payable to Modular Building Institute)
☐ Please add 10% to my total payment as a donation to the MBI Educational Foundation.
Credit Card Number: ___________________________ Expiration Date: _____________ Card Security Code: ______________________
Cardholder’s Name: ___________________________ Cardholder’s Signature: ___________________________
Cardholder’s Billing Address (if different from above): __________________________________________________________

Please Send To:
Modular Building Institute · 944 Glenwood Station Lane, Suite 204, Charlottesville, Virginia 22901 USA
888-811-3288 toll-free · 434-296-3288 phone · 434-296-3361 fax · www.modular.org · info@modular.org
Please use a separate form for each registrant.

**Exhibitor Information:**

Full Name (as it should appear on badge): ____________________________ Suffix: ____________________________
First or Nickname (as it should appear on badge): ____________________________ Job Title: ____________________________
Company Name: _______________________________________________________

Company Type: □ Manufacturer/Wholesale of Buildings □ Manufacturer/Direct of Buildings □ Dealer of Buildings
□ Materials Supplier □ Services Supplier □ Financing Supplier □ Developer/Contractor □ Other: ____________________________

Address: ____________________________________________________________
City: ______________________________________________________________
Postal Code: ____________________________ Country: ____________________________
Phone: ____________________________ Fax: ____________________________
Email: ____________________________ Website: ____________________________

Sponsors or other exhibitors may contact me prior to the event: □ Yes □ No

**In Case of Emergency Onsite:**

Name of Person to Contact: ____________________________ Phone 1: ____________________________

**Special Needs:**

Do you have special needs we should address? ____________________________

**Exhibit Space:**


What products or services will you exhibit? ____________________________

Special circumstances with your exhibit display: ____________________________

Please identify competitors you prefer not to be near: ____________________________

**Registration Fees:** (Check all that apply)

Single Booth, 1st Person: US$1750 Member □ US$2750 Non-Member
Single Booth, 2nd Person: □ No Charge
Single Booth, 3rd+ Person: US$495
Double Booth, 1st Person: US$3500 Member □ US$4500 Non-Member
Double Booth, 2nd, 3rd, or 4th Person: □ No Charge
Double Booth, 5th+ Person: US$495
Non Company Employee: US$995
Spouse/Guest: US$495
Golf Tournament: US$199 (Handicap: ___________)

Golf participation requires purchase of an attendee, exhibitor, or spouse/guest registration.

□ I will attend the opening party on Saturday, March 12th, 7:00pm □ I will attend the awards banquet on Monday, March 14th, 7:00pm

**Payment:**

□ I agree to accept, abide by, and acknowledge reading MBI’s registration and cancellation policy.

Total Payment: US$__________ Payment Method: □ Visa □ MasterCard □ American Express □ This is a corporate card.
□ Check (in US dollars and made payable to Modular Building Institute)
□ Please add 10% to my total payment as a donation to the MBI Educational Foundation.

Credit Card Number: ____________________________ Expiration Date: _________ Card Security Code: ____________________________
Cardholder’s Name: __________________________________________________ Cardholder’s Signature: ____________________________

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

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**March 12-15, 2011 | The Cosmopolitan of Las Vegas | Las Vegas, NV**

**WORLD OF MODULAR**

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**EXHIBITOR REGISTRATION & CONTRACT**

**PAGE 1 OF 2**
Exhibit Rules & Regulations:

1. STAFFING: Each booth includes two full registrations for employees of the company that is purchasing booth space. If more than two people will be staffing the booth, additional registrations must be purchased. No company employees may staff the booth at US$595 each. Sharing of registrations is prohibited. Violators may be asked to leave the show and may forfeit the right to exhibit at future shows. Exhibits must be staffed at all times during posted exhibit hours.

2. ACCEPTABILITY OF EXHIBITS: All exhibits shall serve the interests of the members of the Modular Building Institute (MBI) and shall be operated in a way that will not detract from other exhibits or from the exhibit program. Exhibit management determines acceptability of persons, things, conduct, and/or printed matter and reserves the right to require the immediate withdrawal of any exhibit which is believed to be injurious to the purpose of the association. In the event of such restriction or eviction, MBI is not liable for any refund of exhibit fees or any other exhibit-related expenses.

3. APPLICATION FOR SPACE: Application for space shall be made in writing on this official application form called Exhibitor Registration & Contract.

4. ASSIGNMENT OF SPACE: Exhibit space is assigned on a first-come, first-served basis. MBI will attempt to honor all requests for exhibit space. Not withstanding the above, MBI reserves the right to change location assignments at any time, as it may in its sole discretion deem necessary. If the requested booth space is already assigned, MBI reserves the right, in its sole discretion, to reassign exhibits to competitors, the number of booths purchased, and dates of receipt of the Exhibitor Registration & Contract and payment. MBI reserves the right to modify the exhibit floorplan.

5. PAYMENT: Full payment is required with the Exhibitor Registration & Contract. If payment does not accompany the Exhibitor Registration & Contract, booth space may be forfeited and resold, reassigned, or used by exhibit management.

6. CANCELLATION: MBI must be notified in writing in the event of cancellation or space reduction. No refunds will be made for cancellations received after February 11, 2011.

7. FAILURE TO OCCUPY SPACE: Space not occupied by the close of the exhibit installation period will be forfeited by the exhibitor. This space may be resold, reassigned, or used by exhibit management. If the exhibit is on hand, exhibit management reserves the right to assign labor to set up any display that is not in the process of being erected by the given deadline. The exhibitor will be billed for all charges incurred.

8. EXHIBIT FEE: Single and double booth registration fees are described on the Exhibitor Registration & Contract and include two full registrations for company employees, one ten foot wide by eight foot deep draped booth area, one company identification sign, one six foot skirted table, and a listing in the official on-site program. Additional booth representatives may participate when paying the appropriate registration fees described on the Exhibitor Registration & Contract.

9. FLOOR PLAN: All dimensions and locations shown on the exhibit hall floor plan are believed to be accurate. Exhibit management reserves the right to make modifications as may be necessary to meet the needs of MBI, the exhibitors, and the exhibit program.

10. CANCELLATION OF CONVENTION AND TRADE SHOW: If MBI should be prevented from holding the convention and trade show by reason of any cause beyond its control such as, but not limited to, both buildings, riots, labor disputes, acts of government, terrorism, or acts of God or if it cannot permit an exhibitor to occupy the space due to causes beyond its control, MBI has the right to cancel the convention and trade show with no further liability to the exhibitor other than a refund of space rental, less a proportionate share of exhibition expenses.

11. RESTRICTIONS ON USE OF SPACE: No exhibitor shall sublet, assign, or share any part of the exhibit space without the written consent of MBI. Solicitations or demonstrations by exhibitors must be confined within the bounds of their assigned space. Aisle space shall not be used for exhibit purposes, display signs, solicitation, or distribution of promotional materials. Exhibits, signs, and displays are also prohibited in any of the public areas or elsewhere on the premises of the meeting facilities or in the guestrooms or hallways of the hotel. Operation of sound devices is allowed if the exhibitor complies with exhibit management discretion on volume. Any firm or organization not assigned exhibit space will be prohibited from soliciting business at the exhibition.

12. CONSTRUCTION OF EXHIBITS: Exhibits shall be constructed and arranged so that they do not obstruct the general view of any other exhibit. No side wall higher than 36 inches may extend more than four feet from the back wall. No display material exposing an unfinished surface to neighboring of booths or aisles will be permitted. Exhibitors wishing to use other than standard booth equipment, signs, or materials that in any way conflict with regulations must submit two copies of a detailed sketch of the proposed layout at least 45 days prior to the exhibition and must receive written approval from exhibit management.

13. CARE OF EXHIBITS: Nothing shall be posted on, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the buildings or furniture. Distribution of promotional gimmicked stickers or labels is strictly prohibited. Any property destroyed or damaged by an exhibitor must be restored to its original condition by the exhibitor or at the exhibitor’s expense.

14. FIRE REGULATIONS: All fabrics and other materials used for decorative purposes must be flameproof. Each exhibitor must have a certificate showing that display material has been treated by a fireproofing company approved by the approval company. All packing must not be packed in paper, straw, or excelsior. Any merchandise packed in inflammable material cannot be brought into the show. All electrical equipment must be UL approved and must be wired in accordance with the rules of the local board of Fire Underwriters. All empty cartons and/or crates must be removed from the exhibit hall. Local fire department regulations relating to exhibits and supplied to each exhibitor will be strictly enforced and are part of the exhibit contract.

15. INSURANCE: All exhibitors and their authorized distributors are strongly urged to obtain insurance coverage against damage or loss, and public liability insurance against injury to the person and property of others. Exhibit materials should be covered from the time they are shipped from the warehouse, throughout transportation, storage, and set up and until such materials have been received at the point of origin. Each exhibitor shall indemnify and hold harmless MBI and its authorized subcontractors for any liability that might ensue from any cause, including accidents or injuries to invitees, guests, exhibitors, their agents and employees, and including loss or damage to personal property.

16. LOSSES: Management shall bear no responsibility for damage to exhibitor property or for lost shipments either arriving at or departing from the exhibition, nor for moving costs. Damage to such property is exhibitor’s own responsibility. If an exhibit fails to arrive at the exhibition, exhibitor is nevertheless responsible for the exhibit space rental fee. Exhibitor is advised to insure against such risks.

17. SECURITY: Peripheral security guard service is provided by exhibit management. However, it is the responsibility of each exhibitor to protect display material from loss or damage. Please be certain that all small display and personal items are secure before leaving the display, even temporarily.

18. SAFETY: Shielding from chips, sparks, strong lights, moving machinery, smoke, or railings must be placed around or on any projection or other objects where attendees could injure themselves. Machinery, operating equipment, and other objects which might cause bodily harm must be adequately safeguarded.

19. UNIONS AND CONTRACTORS: Exhibitors agree to abide by the rules and regulations concerning local unions having agreements with the exposition facility or with authorized service contractors employed by exhibit management. Only the official contractors designated by exhibit management will be permitted in exhibit areas, unless authorized by exhibit management.

20. REMOVAL OF EXHIBITS: All exhibits must remain fully intact until the exhibition has officially ended. Disturbing or dismantling an exhibit prior to the official closing hour of the exhibition may result in a refusal by management to accept or process exhibit space applications for subsequent exhibitions. Exhibits must be removed from the exhibition premises by the time specified in the Exhibitors Manual. In the event any exhibitor fails to remove exhibits in the allotted time, management reserves the right, at the exhibitor’s expense, to remove and ship the exhibit through a carrier of management choosing or to place the exhibit in a storage warehouse of management choosing, or to make such other disposition of the property as it may deem desirable without any liability to MBI.

21. AMENDMENT TO RULES: Any matters not specifically covered by the preceding rules shall be subject solely to the discretion of show management. Management shall have full power in the management, enforcement, and interpretation of all said rules and regulations, and any such interpretations and amendments when made and brought to the notice of exhibitor shall be and become part hereof as though duly incorporated herein and shall be subject to each and every one of the terms and conditions herein set forth.

22. COMPLIANCE: Exhibitor for itself and its employees, agents and representatives, agrees to abide by and comply with these rules and regulations, including any amendments that exhibit management may make from time to time. Exhibitors further assume all responsibility for compliance with all pertinent laws, ordinances, regulations, and codes of duly authorized local, state, and federal governing bodies concerning fire, safety, and health, as well as the rules and regulations of the operators of and/or owners of the property where the exhibition is held.

23. LIABILITY: Exhibitor shall be fully responsible to pay for any and all damages to property owned by Nevada Property 1 LLC dba The Cosmopolitan of Las Vegas, its owners, officers, directors, managers, employees and affiliates which result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless Nevada Property 1 LLC dba The Cosmopolitan of Las Vegas, its owners, officers, directors, managers, employees, agents and affiliates from any losses, damages or charges resulting from Exhibitor’s use of the property. Exhibitor’s liability shall include all losses, costs, damages, or expenses arising, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor’s occupancy and use of the exhibition premises, Hotel or any part thereof. Neither MBI, nor Hotel, will be held liable for damage or loss of exhibit property resulting from any cause. Any claims for loss damage or injury are waived by exhibitor. The exhibitor shall name Nevada Property 1 LLC dba The Cosmopolitan of Las Vegas, its owners, officers, directors, managers, employees and affiliates as an additional insured under the agreement between exhibitor and MBI to an amount not less than US$2,000,000 combined single limit for personal injury and property damage.

Exhibitor Signature:
By signing this contract, you hereby 1) state that you have signing authority to secure exhibit space on behalf of the organization signed for, 2) agree to accept and abide by all rules and regulations of the exhibition and all conditions under which exhibit space is leased to the Modular Building Institute, and 3) acknowledge receipt of a copy of the Exhibition Rules & Regulations.

Signature: ____________________________ Date: ____________________________
Name: ____________________________ Title: ____________________________
THE COSMOPOLITAN
of LAS VEGAS

A convenient walk to anywhere on the strip and part of Marriott’s renowned Autograph Collection, the Cosmopolitan of Las Vegas is as unique in design as in its approach to service. The thoughtfully appointed residential-style rooms in this 52-story hotel offer views that command attention and large living spaces with private terraces that overlook every inch of the world-famous Las Vegas Strip and beyond. A standard guest room is the Terrace Studio. Sliding glass doors of this luxury hotel room open to an oversized private terrace. It is warm and welcoming with a large luxurious bathroom that features an exhilarating shower and exquisite marble floors. A meticulously designed kitchenette features zebrawood cabinets, a Sub-Zero refrigerator, and microwave-amenities not found in your typical Las Vegas hotel.

The casino boasts 100,000 square-feet of advanced and exhilarating gaming technologies. The collection of 13 restaurants compromised of world-renowned chefs never before seen in Vegas is a culinary adventure all its own. Additionally, three distinct pool environments cater to your every mood. Top it all off with an afternoon at the desert-inspired Sahra Spa & Hammam.

Location

The Cosmopolitan of Las Vegas is located at 3708 Las Vegas Boulevard South in Las Vegas, Nevada between the Bellagio Fountains and CityCenter, and is only three miles from McCarran International Airport (LAS).

Discounted Guestrooms

MBI has arranged a special average nightly guestroom rate of only US$139, single/double occupancy. To receive this rate, call 877-551-7772 and indicate that you are with the “Modular Building Institute” or “MBI.” You may also book rooms online. A link is available at modular.org. You are responsible for making your own hotel and travel arrangements. This room block is limited and expires when full or on February 18, 2011. Please make reservations early.
Who You Will Reach

MBI member manufacturers and dealers operate worldwide from locations in 11 countries including Australia, Canada, Chile, Ireland, Mexico, New Zealand, Poland, Portugal, South Africa, the United Kingdom, and the United States. 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.

100% of attendees rate the convention “good” or “excellent” with 72% rating it “excellent” • 98% of exhibitors rate the convention “good” or “excellent” with 74% rating it “excellent” • 97% of attendees find the tradeshow to be a useful part of the convention with 86% saying they will purchase products or services from exhibiting companies • 43% of exhibitors say the quality of attendees-as-buyers improves annually and 68% rate World of Modular as the best or among the best tradeshows • 90% of attendees attend specifically to network with industry peers, 65% attend for education, 60% attend for the tradeshow, and 49% attend for awards and recognition.

Attendee Job 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 Exhibitors

- 360Mobile Office
- ABC Supply - South Bend
- Accelerated Building Technologies
- Access One, a div. of HCP
- Acoustic Ceiling Products
- Acralight Skylights
- Allen Insurance Group, Inc.
- Allied Building Products
- Allied Modular Building Systems
- American Bedding Mfg., Inc.
- American Pacific
- American Ramp Systems
- Ameri-Fab, LLC
- Architectural Metals of SW FL, Inc.
- Bakbon Technologies
- Bard Manufacturing Co.
- Barnett Pro Contractor Supplies
- Bartley Modular, Inc.
- Benjamin Case
- Bennett Truck Transport
- Building Design & Construction Magazine
Fees & Policy

There is simply no greater opportunity to reach manufacturers and dealers of commercial modular buildings than at the MBI World of Modular.

Single Booth  US$1750 Member  US$2750 Nonmember
Double Booth  US$3500 Member  US$4500 Nonmember

Additional staff: US$495 for company employees, US$995 for non company employees.

Included in Your Booth

(2) full registrations*, 8’ high draped backwall, 3’ high draped siderails, (1) 7” x 44” single line ID sign, (1) 6’ draped table*, (2) contour chairs*, (1) wastebasket*, listing in the onsite program, pre-show listing on the MBI website, list of attendees in electronic format. *Double booths include (4) full registrations, (2) 6’ draped tables, (4) contour chairs, (2) wastebaskets.

Payment, Booth Assignments, & Staffing

Full payment is required with the exhibitor registration form. Every attempt will be made to assign requested booths. If the requested space is already assigned, MBI will assign space based on proximity to competitors, the number of booths purchased, and date of receipt of the registration form and payment. MBI reserves the right to modify the exhibit floorplan. Each booth includes two full registrations for employees of the company that is purchasing booth space. If more than two people will be staffing the booth, additional registrations must be purchased. Sharing of registrations is prohibited. Violators may be asked to leave the show and may forfeit the right to exhibit at future shows. Exhibits must be staffed at all times during posted exhibit hours.
Why Sponsor World of Modular?

For almost 30 years, MBI has provided professionals in the commercial modular building industry a place to network, exchange ideas, learn from experts, discuss issues, display new products, and get well-deserved recognition. World of Modular—the official name of our annual convention & tradeshow—is in fact the industry’s largest event. About 500 people will meet in 2011 at The Cosmopolitan of Las Vegas for high-profile speakers, top-notch educational sessions, exhibits, the latest trends in commercial modular, entertainment, and prizes.

MBI is the only international, non-profit trade association serving the commercial modular industry. Most attendees are wholesale manufacturers, direct manufacturers, and dealers of commercial modular buildings, while suppliers of building products, services, and financing attend and exhibit.

World of Modular includes over 50 sponsorship opportunities starting at only US$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. If you are new to the World of Modular, establish yourself as key player by sponsoring this must-attend event. MBI is committed to help sponsors maximize marketing dollars.

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

33% of WOM attendees hold the title of chief officer, president, general manager, or owner

Attendees are manufacturers and dealers of modular buildings as well as suppliers of building products
### Hotel Key Cards | Exclusive Sponsorship | US$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.

### Lanyards | Exclusive Sponsorship | US$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/Padfolios | Exclusive Sponsorship | US$5000
Writing Pads & Pens | Exclusive Sponsorship | US$2500 each
High-quality bags/padfolios, pads, and pens are distributed to attendees, exhibitors, speakers, and VIP guests and are used throughout the convention. Sponsor logos appear on these items.

### Bag/Padfolio Inserts | US$1500 each
Including your company insert in bags/padfolios distributed at onsite registration is a great way to ensure direct access to all participants. Your piece can include a special offer, invitation, advertising message.

### Water Bottles | Exclusive Sponsorship | US$2500
Refresh all attendees with bottled water featuring your 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 | US$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 | US$12,500
Get the MBI convention off to a great start by sponsoring the Opening Party, where a who’s who of modular construction will gather for great music, food, drinks, and networking—all in a relaxed and fun atmosphere. Your logo will appear on a party item.

### Keynote Speakers | US$2500 each
Sponsoring keynote speakers is an excellent way to help MBI deliver quality sessions. Previous speakers have included celebrities, business officials, high-ranking government officials, and top industry executives. Signage features sponsor logos.

### Breakout Sessions | Exclusive Sponsorship | US$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.

### Entrance Carpet | Exclusive Sponsorship | US$5000
Your logo along with MBI’s will be prominently displayed on carpets strategically placed during World of Modular.

### Reception in Exhibit Hall | US$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 and is a great way to show your hospitality. Signage features sponsor logos.

### Grand Prize | Exclusive Sponsorship | US$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.

### Golf Balls & Towels | Exclusive Sponsorship | US$1500 each
Golf Beverage Carts & Sleeves | 2 Opportunities | US$1500 each
Golf Holes | US$500 each
The MBI golf tournament at one of the world’s best golf courses will be a definite crowd-pleaser. Be a part of this event with your company logo on golf balls, towels, beverage sleeves, or holes.

### VIP Reception | Exclusive Sponsorship | US$2500 each
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.

### Awards Banquet | US$2500 each
The awards banquet is the crown jewel of World of Modular, closing the convention and including over 50 awards for MBI Hall of Fame, Outstanding Achievement, Volunteer-of-the-Year, and the Awards of Distinction.

### Refreshment Breaks | US$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 | US$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 US$500 and will get your company listed in the onsite program distributed to all convention attendees and on the MBI website.
What People Are Saying

“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.”

“This was my first MBI convention. The networking experience 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.”

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