2012 WORLD OF MODULAR

Annual Convention & Tradeshow | Hilton Bonnet Creek, Orlando, FL | March 24 - 27, 2012

NO MORE EXCUSES

EDUCATION

RECOGNITION

NETWORKING

EXHIBITS

INNOVATION
Sam Silverstein  
Author of “No More Excuses: The Five Accountabilities for Personal and Organizational Growth”

Thousands of leaders have identified two roadblocks that stand in the way of their company’s future success—a lack of personal accountability and a culture that fosters excuses. As an organizational growth expert who has dedicated his career to inciting proactive accountability, Sam Silverstein can help your company create more effective leaders, learn how to sell more, provide greater service, drive a successful safety program, increase revenue despite trying times—ultimately ensuring the future success of your organization.

Silverstein is founder of The Accountability Academy®, an international author, and a speaker on leadership. His book “No More Excuses” is based on interviews with over fifty successful masters of the art of accountability including academics, Fortune 500 CEOs, and Hall of Fame athletes. “No More Excuses” identifies the traits that all truly successful people and organizations share. These principles are the common currency of successful individuals and businesses across virtually every industry and culture. When organizations embrace accountability at all levels, performances improve and competitive advantages emerge. If you want to build an organization that achieves its goals and beats the competition, it’s time for “No More Excuses.”

Golf Tournament

Designed for all playing abilities, yet quite challenging, the Waldorf Astoria Golf Club provides a truly exceptional setting for Orlando golf. Test your skill on the 18-hole Rees Jones-designed championship course, winding through a large wetland preserve and measuring 7108 yards with a Par 72, Slope 139, and 74.6 rating from its professional tees. Holes are visually arresting from tee to green and require intelligent management of the game. Bunkers are carved to be reminiscent of the hazards designed on courses a century ago. Majestic stands of pine and cypress trees line the fairways. The style of this meritorious Orlando golf resort was dictated by the land’s existing contours, which Jones then enhanced always mindful of the natural elements and environmental issues. Also, enjoy the convenience of a fully stocked Pro Shop with TaylorMade, Adidas, and Ashworth merchandise and TaylorMade club rentals.

Awards of Distinction

Awards of Distinction: This context 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.

Opening Party

Don’t miss this year’s Opening Party! After you arrive, check into your hotel room, pick up your MBI badge, play in our annual golf tournament, or attend a variety of informative breakout sessions, 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.

Grand Prize

A new Smart forTwo Coupe!

Unbig, unboning, uncar. One lucky person will win a brand new Smart forTwo coupe—a fuel efficient, rear engined two seater—made to get you there safely, comfortably, and in style. All paid registrants including attendees, exhibitors, and spouses are eligible to win this prize, sponsored by Bard Manufacturing Company.

This prize is being offered by the MBI Educational Foundation, Inc., a 501(c)3 charitable nonprofit organization.
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>8:00am</td>
<td>Exhibit Hall Setup</td>
<td>Registration</td>
<td>Prefab Architecture</td>
<td>8:00am — 10:30am</td>
</tr>
<tr>
<td>9:00am</td>
<td>Attendee &amp; Exhibitor Registration</td>
<td>Networking Breakfast</td>
<td>9:00am – 10:30am</td>
<td>9:00am — 10:30am</td>
</tr>
<tr>
<td>10:00am</td>
<td>Business Meeting</td>
<td>Exhibit Hall TearDown</td>
<td>10:30am – 12:00pm</td>
<td>10:30am — 12:00pm</td>
</tr>
<tr>
<td>9:00am</td>
<td>Keynote Speaker: Sam Silverstein, No More Excuses</td>
<td>Keynote Speaker: Dennis Snow</td>
<td>Breakout Sessions</td>
<td>Breakout Sessions</td>
</tr>
<tr>
<td>10:30am</td>
<td>Keynote Speaker: Dennis Snow, Leadership the Disney Way</td>
<td>Business Meeting</td>
<td>Breakout Sessions</td>
<td>Prefab Architecture</td>
</tr>
<tr>
<td>10:30am</td>
<td>Business Meeting</td>
<td>Breakout Sessions</td>
<td>Prefab Architecture</td>
<td>8:00am — 10:30am</td>
</tr>
<tr>
<td>1:00pm</td>
<td>Exhibit Hall TearDown</td>
<td>Business Meeting</td>
<td>Awards Banquet</td>
<td></td>
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<tr>
<td>3:00pm</td>
<td>Exhibits Open</td>
<td>Industry Awards Dinner</td>
<td>Awards Banquet</td>
<td>8:00am — 10:30am</td>
</tr>
</tbody>
</table>

**About MBI**

The Modular Building Institute is the only international, non-profit trade association serving 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.
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.

### 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 24, 2012. No refunds will be given after this date. Registrants that fail to attend the convention without notifying MBI prior to February 24, 2012 will be responsible for the full registration fee. Substitutions are encouraged. Sharing of registrations is not permitted.

<table>
<thead>
<tr>
<th>Registration Type</th>
<th>Before December 31, 2011</th>
<th>After December 31, 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member Attendee Single</td>
<td>US$795</td>
<td>US$895</td>
</tr>
<tr>
<td>Member Attendee 2-3 People</td>
<td>US$745</td>
<td>US$845</td>
</tr>
<tr>
<td>Member Attendee 4-9 People</td>
<td>US$695</td>
<td>US$795</td>
</tr>
<tr>
<td>Member Attendee 10+ People</td>
<td>US$645</td>
<td>US$745</td>
</tr>
<tr>
<td>Member One Day Pass</td>
<td>US$495</td>
<td>US$495</td>
</tr>
<tr>
<td>Non-Member Attendee Single</td>
<td>US$1395</td>
<td></td>
</tr>
<tr>
<td>Non-Member Attendee Multiple</td>
<td>US$1345</td>
<td></td>
</tr>
<tr>
<td>Non-Member One Day Pass</td>
<td>US$995</td>
<td></td>
</tr>
<tr>
<td>Spouse/Guest</td>
<td>US$495</td>
<td></td>
</tr>
<tr>
<td>Golf Tournament</td>
<td>US$199*</td>
<td></td>
</tr>
</tbody>
</table>

*To participate in the golf tournament, you must purchase an attendee, exhibitor, or spouse/guest registration.

### In Case of Emergency Onsite

Name of Person to Contact: ___________________________ Phone 1: ___________________________

### Special Needs

Do you have special needs we should address? ________________________________________________________________________________________________
I will attend the opening party on Saturday, March 24, 7pm.

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

Spouse/Guest

Double Booth, 5th+ Person

Double Booth, 2nd, 3rd, or 4th Person

Double Booth, 1st Person

Single Booth, 3rd+ Person

Single Booth, 2nd Person

Single Booth, 1st Person

What products or services will you exhibit?

Please identify competitors you prefer not to be near:

Special circumstances with your exhibit display:

In Case of Emergency Onsite:

Do you have special needs we should address?

Exhibit Space:


Registration Fees: (Check all that apply)

- Single Booth, 1st Person: ____________________________
- Single Booth, 2nd Person: ____________________________
- Single Booth, 3rd+ Person: ____________________________
- Double Booth, 1st Person: ____________________________
- Double Booth, 2nd, 3rd, or 4th Person: ____________________________
- Double Booth, 5th+ Person: ____________________________
- Non Company Employee: ____________________________
- Spouse/Guest: ____________________________
- Golf Tournament: ____________________________

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

I will attend the opening party on Saturday, March 24, 7pm

I will attend the awards banquet on Monday, March 26, 7pm

Payment:

- I agree to accept, abide by, and acknowledge reading MBI's registration and cancellation policy.
- Please add 10% to my total payment as a donation to the MBI Educational Foundation.

Check (in US dollars and made payable to Modular Building Institute)

Credit Card Number: ________________________________________________  Expiration Date: _________________  Card Security Code: __________________

This is a corporate card.

March 24-27, 2012 | Hilton Bonnet Creek | Orlando, Florida

WORLD OF MODULAR
EXHIBITOR REGISTRATION & CONTRACT

MBI - World of Modular
March 24-26, 2012
Hilton Orlando Bonnet Creek | Floridian A & F Ballroom
14000 Bonnet Creek Resort Lake Orlando, Florida 32833

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: ___________________________________________________________  State/Province: __________________

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: ____________________________  Phone 2: ____________________________

In Case of Emergency Onsite:

- Yes
- No

Special Needs:

Do you have special needs we should address?

Payment:

- Visa
- MasterCard
- American Express
- This is a corporate card

Credit Card Number: ________________________________________________

Expiration Date: _________________  Card Security Code: __________________

This is a corporate card.

Check (in US dollars and made payable to Modular Building Institute)

Cardholder: ____________________________________________

Cardholder's Billing Address (if different from above): ____________________________

Cardholder's Name: ____________________________________________

Cardholder's Signature: ____________________________

March 24, 2012
Page 1 of 2
1. STAFFING: Each booth includes two full registrations for employees of the company that is purchasing the exhibit. Please be sure the booth is fully staffed when entering the show. Additional employees or subcontractors must be purchased. For company employees who are also purchasing the exhibit, additional employees must be purchased. For company employees who are not purchasing the exhibit, employees may staff the booth at cost. Sharing of registrations is prohibited. MBI reserves the right to require the immediate withdrawal of any exhibit which is believed to be injurious to the interest or welfare of the association. In the event of such request or restriction, MBI is not liable for any refund of exhibit fees or any other such related expenses.

2. ACCEPTABILITY OF EXHIBITS: All exhibits shall be the work of the members of the Modular Building Institute, and shall be operational in a way that will not detract from other exhibits or from the exhibit and will not be injurious to the interest of the association. In the event of such request or restriction, MBI reserves the right to remove the exhibit.

3. APPLICATION FOR SPACE: For application for space, please complete the official application form on this exhibit application form and return it to:

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, at its sole discretion even without notice. If the space assigned is already occupied, MBI will assign space based on proximity to competitors, the number of booths purchased, and dates of receipt of the MBI Exhibit Application & Contract and payment. MBI reserves the right to modify the exhibit floorplan.

5. PAYMENT: Full payment is required with the Exhibit Registration & Contract; if payment does not accompany the Exhibit Registration & Contract, booth space may be forfeited and/or insurance may be used by exhibit management.

6. CANCELLATION: If a request for booth space is already assigned, MBI will assign space based on proximity to competitors, the number of booths purchased, and dates of receipt of the MBI Exhibit Application & Contract and payment. MBI reserves the right to modify the exhibit floorplan.

7. FAILURE TO OCCUPY SPACE: Exhibit space not occupied by the close of the exhibit installation period will be filled by the exhibitor. This space may be modified, renumbered, or used by exhibit management. If the exhibitor, in its own hand, wishes to make any such changes in the floor plan, it must give notice to the appropriate representative of the MBI exhibit management. Exhibit space not occupied by the close of the exhibit installation period will be filled by the exhibitor.

8. CANCELLATION OF CONVENTION AND TRADE SHOW: MBI shall bear no responsibility for the exhibit space rental fee. Exhibitor is advised to insure against these risks.

9. FLOOR PLAN: All additions and changes of the exhibit floor plan must be approved by the MBI exhibit management.
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 69% 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.

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$5450 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 sidewalls, (1) 7” x 44” single line ID sign, (2) 8’ 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) 8’ 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.

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.
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 580 people will meet in 2012 at The Hilton Bonnet Creek, 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 a key player by sponsoring this must-attend event. MBI is committed to help sponsors maximize marketing dollars.

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/Presentation Folders | Exclusive Sponsorship | US$5000
High-quality bags/presentation folders, pads, and pens are distributed to attendees, exhibitors, speakers, and VIP guests and are used throughout the convention. Sponsor logos appear on these items.

Opening Party | Exclusive Sponsorship | US$1500 each
Including your company insert in bags/presentation folders distributed on site 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 Kiosk | 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.

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. Sponsor logos appear on these items.

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.

We appreciate the generous support of our 2012 Corporate Partners.
Each year the convention seems to improve. I’m excited to see the progress for next year!”

“World of Modular 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.”

“Great convention, very educational and entertaining!”

“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 always make many excellent contacts.”