THE MODULAR BUILDING INSTITUTE’S
WORLD OF MODULAR
MARCH 13 - 16
2015
ANNUAL CONVENTION & TRADESHOW | BELLAGIO - LAS VEGAS, NEVADA USA
EXHIBITS | EDUCATION | NETWORKING | RECOGNITION
**KEYNOTE SPEAKERS**

**Walter Bond**  
**Visionary Leadership: Creating a Culture Designed to Fuel Peak Performance**  
Walter Bond's great passion for leadership, performance, and personal development is anchored in his professional basketball career. Although a reserve throughout college at the University of Minnesota, Bond enjoyed an eight-year career as a shooting guard for the Dallas Mavericks, Utah Jazz, and Detroit Pistons.  
He applied the same principles he used in pro-basketball to achieve great success off the court as an entrepreneur and business owner. If an organization is truly a reflection of its leadership, what are people seeing in you as a leader? Your leadership ability will either direct your organization to greatness, or steer it way off course. Walter Bond will show you what it truly means to be a “peak performance leader” — someone that can create earth-moving vision, and get others to embrace it. He will both inspire and equip you so you can be the great leader your organization needs.

**Gair Maxwell**  
**Branding & The Customer Experience**  
Developing a brand involves more than deciding on a name or picking colors and a logo. It’s about crafting an image, personality, and story that embodies your company. Gair Maxwell has been described as a mind-bender, idea generator, and branding provocateur.  
He is an author and expert on building brands that stick, and regularly facilitates branding workshops for Canadian business leaders at TEC Canada. Maxwell will show you how to obtain more mileage from your marketing dollar by creating your own iconic brands — like Apple and Starbucks — as well as understand why most advertising campaigns yield minimal results while iconic brands continue to win the hearts and minds of loyal customers, despite an advertising world filled with clutter, white noise, and ad-speak.

**Anirban Basu**  
**Construction Drivers & Trends in 2015**  
Economist Anirban Basu returns to World of Modular to offer an informative and entertaining forecast for the construction marketplace. Basu is chairman and CEO of Sage Policy Group, a consulting firm in Baltimore, MD, and is one of the most recognizable economists in and around Washington, DC.  
He provides policy and economic consulting for numerous clients including developers, bankers, brokerage houses, energy suppliers and law firms. He has also written several high-profile reports on construction on behalf of government agencies and nonprofits, including MBI’s “Economic & Financial Performance of Relocatable Buildings in the US Modular Building Industry.”
AWARDS BANQUET & VIP RECEPTION

Monday, March 16th, 6pm - The 100+ modular building entries in the MBI Awards of Distinction contest will be on display at 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.

The Awards of Distinction 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.

GOLF TOURNAMENT: ROYAL LINKS GOLF COURSE

Built to honor golfing tradition, Royal Links Golf Club’s link-style course features holes inspired by eleven different British Open locations including the Road Hole and Hell Bunker from the Old Course at St. Andrews and the Postage Stamp from Royal Troon. Monuments erected on the course indicate the spots where great moments in British Open history took place. Located just outside of the sparkling lights of Vegas, the Royal Links Golf Club was rated one of Golf Week’s “Best Courses You Can Play” in 2014.

Designed for all playing abilities to be fun, yet challenging, the MBI golf tournament is a great way to test your skill, network with peers, and win great prizes. We optimize your time on the course by pairing you with players from across the industry for this scramble format tournament. Your team will generally be made up of at least one manufacturer, dealer, and supplier of materials or services. Comparable overall team handicaps are also considered. Prizes are awarded for first, second, and third places, as well as for several challenges.

OPENING PARTY

Friday, March 13th, 6pm - Don’t miss this year’s Opening Party! After you arrive, get ready to unwind with the who’s who list of commercial modular construction in a casual and fun atmosphere. Our Friday night event will be at the Brooklyn Bowl, just a short stroll from the Bellagio off the Vegas strip. Mix and mingle over hors d’oeuvres and drinks, or group up to play a friendly game in one of the 16 bowling lanes. Begin World of Modular with a bang at the Brooklyn Bowl, Las Vegas and start networking with the industry’s finest!
### SATURDAY, MARCH 14TH

**KEYNOTE:** WALTER BOND  
*Visionary Leadership: Creating A Culture Designed to Fuel Peak Performance*  
9:00am-10:00am

**Evaluating Prefabrication Operations**  
10:30am-11:30am  
**Ethan Cowles**  
FMI Corporation

Most contractors start out their attempts at prefabrication with nothing more than a belief that increases in operational efficiencies will easily offset the investment costs of prefabrication. Just as often, a lack of planning or an inability to measure and analyze the costs and benefits leads to frustrating results.

Ethan Cowles is a senior consultant at FMI Corporation, a leading provider of construction management, investment banking, and research. Cowles will help you learn how to look at your prefabrication efforts holistically as well as see what evaluating prefabrication operations should really entail: corporate strategy; demand; competitive environment; design and detailing; planning, coordination and scheduling; inventory management; plant layout; raw materials and finished goods; company culture; quality control; shipping; job site delivery; and more.

**Project Stakeholder Integration in Off-Site Construction: Challenges and Opportunities**  
10:30am-11:30am  
**Laurie Robert**  
NRB, Inc.  
**Sue Klawans**  
Gilbane Building Company  
**Thomas W. Gilbert, AIA, REFP**  
Gilbert Architects, Inc.

Shifting your project delivery method from the traditional on-site process to an off-site process requires advance collaborative planning and an integrated team approach. This session is a panel discussion from the perspectives of three key stakeholders in an off-site construction project: the Architect, the General Contractor, and the Modular Construction Company. From owner engagement and design to project execution, the panel will discuss some of the challenges and opportunities team members may face when choreographing a project — getting it started on the right path and keeping it there. They will share their thoughts on the industry, along with lessons learned about the process.

**Embracing Modular Building in Hotel Construction to Achieve Speed and Quality**  
10:30am-11:30am  
**Karim Khalifa**  
Marriott Hotels

Marriott Hotels continue to inspire and provide a balanced life on the road for discerning business and leisure travelers, offering sophisticated yet functional guestroom designs that facilitate work and play. As senior vice president of design and project management, Karim Khalifa is an omniscient figure in Marriott’s architecture and construction division. He will discuss how Marriott is using modular construction on a global basis to achieve speed, cost control, and quality to market, as well as ultimately create incredible experiences for their guests. A member of Marriott’s Executive Green Council, Khalifa is a green advocate for the company and will give insight into Marriott’s overseas product development, new building construction, and renovation.

**Design, Manufacture, Construct: Making Modular Work for Healthcare**  
10:30am-11:30am  
**Chris Giattina**  
BLOX

US healthcare companies are attempting to improve return on design investment by creating intelligent standards for modular construction design. In 2014, a cross-trained team of owners, architects, manufacturers, and contractors applied the design, manufacture, construct process to a range of healthcare building types including new construction and vertical expansions. Join Chris Giattina from BLOX to learn how the team reduced variation, improved quality, and increased speed to market by efficiently integrating manufacturable-grade intelligent standards with traditional healthcare construction.
An Architect’s Approach to Multifamily Modular Construction in the US Capital
1:00pm-2:00pm

Abigail Brown
Hickok Cole Architects

Multifamily residential construction is booming in the nation’s capital, yet residential developers are shy to adopt modular construction techniques. Despite the cost, schedule, and environmental benefits of prefabrication, many developers in Washington, DC have a negative perception of modular construction.

Abigail Brown will discuss how Hickok Cole Architects is combating this negative perception by showing their clients how to take advantage of the unique architectural opportunities and increased construction quality that modular allows, including the pushing and pulling of modules, greater outdoor space for each unit, and controlled variety across a facade. Brown’s investigations into what modular can be are supported by Hickok Cole’s in-house innovation incubator, iLab, which has given the firm an opportunity to impact the future of multifamily housing in DC.

Best Practices in Permanent Modular Construction
1:00pm-2:00pm

Ryan Smith
College of Architecture and Planning, University of Utah

With the support of Oxford Brookes University and Edinburgh Napier University, Professor Ryan Smith has concluded a two-year global research project and will discuss the performance metrics and associated environmental, organizational and technological factors that contribute to successful permanent modular construction projects. Smith is director of the Integrated Technology in Architecture Center at the University of Utah College of Architecture and Planning and serves as the educational liaison for the American Institute of Architects Center for Integrated Practice Leadership Group. He is also author of Prefab Architecture: A Guide to Modular Design and Construction.

NEW PRODUCTS FOR MODULAR BUILDERS

Ice Edge (a subsidiary of DIRTT), ModTruss, SFA Saniflo, WinTech

Case Study: A Modular-Made Malaysian Hotel
1:00pm-2:00pm

Andrew Lian
Alda Consultants Architects

The first multistory modular building in Malaysia was initially designed for site-built construction until a local modular manufacturer stepped in and undertook the redesign of this six-story hotel. The 175-room hotel is part of the Tune Hotels chain, Asia’s leading limited-service chain providing value accommodations across Malaysia, Indonesia, Thailand, the Philippines, and the United Kingdom with an ambitious development pipeline in the works. Andrew Lian, an architect with over 25 years of experience based out of Perth, Western Australia, will share lessons learned from the Malaysian project, including designing for modular, building in a humid climate, matching the local manufacturing skill base and finishing trades, and much more.

Using a Systems Approach and Design for Manufacturing and Assembly: Principles to Optimize the Off-Site Continuum for Large Scale and Complex Projects
11:30am-12:30pm

Amy Marks and Jonathan McDonald will discuss the growth in the industry of the use of prefabricated elements including intelligent materials, components, subassemblies and modules—the Off-Site Continuum. They review their structured approach to integrating and optimizing off-site and Design for Manufacturing and Assembly (DfMA) Principles into large, complex projects and explore challenges, key considerations, best practices and benefits of this approach.
A is for Architect: Filling a Key Role in Successful Modular Construction
11:30am-12:30pm
Christopher Schmidt, Assoc. AIA
NORR

Engaging an architect early in any construction project, especially modular, is beneficial and key to the project’s success. From the onset, an architect offers input on the feasibility and advantages of modular versus traditional construction, especially in the areas of design and material options, site logistics, schedule, costs, zoning, and building code requirements. The role and responsibility of the architect goes beyond delivering aesthetic appeal. Chris Schmidt will demonstrate how the architect plays a critical role, serving as the liaison between the contractor, modular manufacturer, client, and community, ensuring good communication and coordination through the design and construction processes.

Inside Australia and the Asia-Pacific: Lessons Learned on Onshore vs. Offshore Modular Construction and Delivery
2:00pm-3:00pm
Nicholas Reynolds
Modular Insights

Nicholas Reynolds, an innovation-driven modular building professional in Australia, will review the state of modular construction Down Under and in the Asia-Pacific. His analysis of the benefits of using local and/or offshore modular builders, as well as case studies on modular workforce accommodations and multifamily modular solutions, has been used extensively by a global clientele. Reynolds was trained in architectural design at the University of Queensland, consulted extensively in property marketing and development, managed a modular building factory in Sydney, and has worked extensively with modular builders in China.

Automated Structural Steel Building Systems
2:00pm-3:00pm
Nick Coubray
Howick

Nick Coubray is director of Howick Limited and will discuss the development of steel framing systems from stud and track to fully-processed, load-bearing building systems. Coubray will also demonstrate how modular buildings as small as bathroom pods to complete multi-story buildings can be built entirely from cold-formed steel. Systems like Howick’s even allow digital building information modeling to be converted to machine code for manufacturing, maximizing efficiencies in building design, construction, delivery, and cost.
See how frames and trusses, for example, can be manufactured to be self-locating with extreme precision.

**Workshop: Branding & the Customer Experience**
2:00pm-4:30pm

**Gair Maxwell**
A continuation of his keynote, Gair Maxwell will show you how to obtain more mileage from your marketing dollar by creating your own iconic brands—like Apple and Starbucks—as well as understand why most advertising campaigns yield minimal results while iconic brands continue to win the hearts and minds of loyal customers, despite an advertising world filled with clutter, white noise, and ad-speak.

**Sustainable Mass Modular Construction Using Concrete**
3:30pm-4:30pm

**Paco Conde**
Compact Habit has developed an offsite manufacturing system that enables the large-scale production of fully-equipped concrete modules finished to the customer’s specifications. Currently used in Spain, France, Switzerland, and soon North America, the system is based on repeating units of varying widths, lengths, and heights for schools, hotels, hospitals, and multifamily housing. Conde of Compact Habit will demonstrate how the new technology increases construction quality, avoids frequent deviations in costs and timeframes, minimizes waste, and creates economies of scale.

**MONDAY, MARCH 16TH**

**KEYNOTE: ANIRBAN BASU**
**Construction Drivers & Trends in 2015**
9:00am-10:00am

**Design for X: Emerging Digital Technologies in Modular Construction**
10:30am-11:30am

**Matt Egan**
Modularize

Matthew Egan, director at Modularize, explains how Design for X has driven a rethinking of construction and specifically how emerging digital technologies like BIM, 3D printing, virtual reality, and big data are reinforcing the value of modular and offsite construction. Modularize is an engineering company based in the UK that specializes in offsite construction. Learn from the team at Modularize how you can deploy the latest digital systems to support business functions, make your company more globally effective, and stay agile enough to operate in a rapidly changing construction environment.

**Mainstream Permanent Modular Buildings: From Yellowstone National Park to Silicon Valley**
10:30am-11:30am

**Lad Dawson**
Guerdon Modular Buildings

Lad Dawson, CEO of Guerdon, will take you through the history leading up to the construction of five lodges and an employee dormitory built in Yellowstone, our country’s oldest and most iconic National Park. The lodges, located in the highest, most remote location in the park, feature elaborate and locally sourced finishes that will be enjoyed by guests in the park for years to come.

Dawson will explain why modular was chosen for the project; how modular was an advantage throughout the project; how Guerdon worked with traditional contractors, architects, and engineers; how shortened timelines led to additional modular opportunities; and some of the social and green aspects involved.

**Fabricating a National Modular for Urban Interim Housing**
10:30am-11:30am

**John Morrison**
Mark Line Industries

**Alan Rand**
American Manufactured Structures and Services

John Morrison and Alan Rand will discuss their collaboration with Garrison Architects to create a national model for urban-density interim housing for New York City and the US Federal Emergency Management Agency. From its genesis as a design competition called “What If NYC . . .,” the City of New York has proactively sought solutions to the problem of housing displaced residents in urban areas after natural disasters. The City produced a “playbook” following the “What If NYC . . .” competition, but the need for a full-scale prototype and occupancy testing was sharpened following the destruction of coastal superstorm Sandy.
Using a University Prototype to Advance Modular Technologies in Today’s Construction Environment
10:30am–11:30am

Joe Wheeler, AIA
School of Architecture, Virginia Polytechnic Institute and State University

New modular construction research is underway at Virginia Tech’s School of Architecture where Professor Joe Wheeler serves as co-director of the Center for Design Research. The school is building prototype modules for the Chicago Southworks development that includes 13,500 single family residences and 17,500,000 square feet of commercial space. Professor Wheeler will disseminate his findings directly to MBI members through four whitepapers on innovative structural modular frames, optimal assembly line processes, optimal design tools and software for use in modular construction, and the ability of modular construction to deliver high-performance buildings.

How a Leading General Contractor Utilizes Modular Construction to Deliver Successful Projects
1:00pm–2:00pm

RJ Reed
Whiting-Turner Contracting

Modular construction and prefabrication are powerful tools that can help project teams solve specific challenges when executed in a thoughtful manner and with trusted and skilled partners in place. Whiting-Turner has been fortunate to have successfully implemented these strategies on dozens of projects. This session will highlight several projects and their unique constraints to modular construction was successfully used, as well as valuable lessons learned for others getting ready to start similar endeavors. RJ Reed is the southeast regional manager for the Whiting-Turner VDC Building Group and has been instrumental in Whiting-Turner’s innovative strategies including building information modeling, offsite fabrication, and lean construction techniques.

Procurement for Public Works Projects
1:00pm–2:00pm

Grace Kim, AIA
Schemata Workshop, Inc.

The Renton Housing Authority completed their first modular construction project in December. Called the Kirkland Avenue Townhomes, it is the largest, publicly funded, multistory, multifamily project in Washington State. Due to an ever-growing need for affordable housing in both urban and rural areas, publicly subsidized housing projects are ideally suited for modular construction. However, Public Housing Authorities and other public entities who solicit contracts for their projects are often required to undertake a competitive low bid process, which is not always well-suited for the procurement and delivery of a modular project. Grace Kim is an architect and will share insights on the public procurement process (applicable to most public works projects), especially as it relates to the Kirkland Avenue Townhomes.

Future Buildings through Mass Customization and Robotics
2:30pm–3:30pm

Bandar Alkahlan
School of Architecture, Virginia Polytechnic Institute and State University

In this new era of architecture, modular buildings have taken on an increasingly important role in construction, reducing construction time and cost and increasing quality and efficiency. However, modular construction is still estimated to be only about 1% of overall construction. Drawbacks contributing to this are the lack of input from architects, perceived limits in design, and multiple stakeholders. Thus there is a need to expand the role of modular buildings and, in particular, increase within the industry mass customization, not mass production. Bandar Alkahlan’s research proposes a framework for developing connections among digital design, analysis for constructability, digital manufacturing processes, transportation limitations, and assembly techniques. The impact of this research on the practice of architectural, engineering, manufacturing and construction industries is to enhance the design methodologies and processes from how we think, to how we craft architecture through an efficient system in the digital age.

The Wood Construction Horizon: Market & Technical Trends That Will Affect the Offsite Sector
1:00pm–2:00pm

David Fell
FP Innovations

David Fell leads a group of business analysts at FPInnovations that supports the wood and construction sectors in comprehending the sector and supporting innovation in building systems. Dr. Fell will present an overview of trends in commercial and residential construction at national and regional levels. He will also review key trends his group has uncovered that will affect the volumes and types of construction into the next decade. Of particular interest are the shifts to more and higher mixed-use and multifamily construction in the US, a trend that has already happened in Canada, and one that is predicated by economic and demographic factors that are around for at least the mid-term.

Schedule, speakers, topics, and locations are subject to change.
ATTENDEE REGISTRATION
2015 WORLD OF MODULAR
March 13-16 | Bellagio Hotel & Casino | Las Vegas, Nevada

Please use a separate form for each registrant or register online at www.worldofmodular.org

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: ___________________________

In Case of Emergency Onsite: Name of Person to Contact: ___________________________ Phone: ___________________________

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

Registration Fees: (Check all that apply)

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<th>Attendee Type</th>
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<tr>
<td>Member Attendee Single</td>
<td>US$995</td>
<td>US$1095</td>
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<tr>
<td>Member Attendee 2-3 People</td>
<td>US$945</td>
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<td>Member Attendee 10+ People</td>
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<td>Member One Day Pass</td>
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Anytime:
Non-Member Attendee Single. .................................................. US$1595
Non-Member Attendee Multiple ............................................. US$1545
Non-Member One Day Pass .................................................. US$1095

Spouse/Guest Options .......................................................... US$495 (Full Registration)  □ US$95 (Saturday Exhibits Only) □ US$195 (Awards Banquet Only)
(Note: Spouse/Guest options are limited to non-industry participants like spouses, family members, and "significant others.")

Golf Tournament ................................................................. US$209 (Handicap: ___________)
(Note: Golf participation requires purchase of an attendee, exhibitor, or spouse/guest registration.)

□ Will attend opening party March 13  □ Contact me about fundraiser for Foundations  □ Will attend awards dinner March 16

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)

Want to help the Foundations? Please add □ $25 □ $50 or □ $100 to my total payment as a donation to the □ MBI Educational Foundation or the □ MBI Canadian 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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Floorplan as of February 20, 2015 - please visit www.worldofmodular.org for the most up-to-date floorplan.
2015 WORLD OF MODULAR  
March 13-16 | Bellagio Hotel & Casino | Las Vegas, Nevada

EXHIBITOR REGISTRATION & CONTRACT

Please use a separate form for each registrant or register online at www.worldofmodular.org

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: ____________________________

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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$1975 Member  □ US$2975 Non-Member  
Single Booth, 2nd Person. ........................................  □ No Charge  
Single Booth, 3rd+ Person. ........................................  □ US$95  
Double Booth, 1st Person. ........................................  □ US$3950 Member  □ US$950 Non-Member  
Double Booth, 2nd, 3rd, or 4th Person. ........................................  □ No Charge  
Double Booth, 5th+ Person. ........................................  □ US$95  
Non Company Employee. ........................................  □ US$1095  
Spouse/Guest Options* ........................................  □ US$495 (Full Registration)  □ US$95 (Saturday Exhibits Only)  □ US$195 (Awards Banquet Only)  
Golf Tournament** ........................................  □ US$209 (Handicap: ___________ )

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

□ Will attend opening party March 13  □ Contact me about fundraiser for Foundation  □ Will attend awards dinner March 16

Payment:

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Cardholder’s Name: ____________________________________________________________  Cardholder’s Signature: ____________________________________________________________

Cardholder’s Billing Address (if different from above): ____________________________________________________________
Exhibition 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. Non company employees may staff the booth at US$1095 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 exhibition. 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. Notwithstanding 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 will assign space based on proximity 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. Fifty percent (50%) of the exhibit fee will be refunded for cancellations or reductions made by February 13, 2015. There are no refunds for cancellations or reductions made after February 13, 2015.

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 exhibitor 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, 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 exhibit expenses.

11. RESTRICTIONS ON USE OF SPACE: No exhibitor shall subclass, 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 exhibits 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 replaced or 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 tested by a fireproofing compound approved by the appropriate city agency. All packing must be flameproof. Merchandise 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 decorators are strongly urged to obtain insurance coverage against damage or loss, and public liability insurance against injury to the person and property of others. Exhibits material should be covered from the time they are shipped from warehouse, through move-in, show dates, move-out, and until all 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 exhibit 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. Exhibit management is advised to ensure against these 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. Exhibit management shall have sole judgment authority on the adequacy of safeguarding shields and barriers. No storing of inflammable material is allowed behind any back wall or between two back walls.

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 tearing down 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 its exhibit 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 matter of interpretation, amendment, and enforcement of all said rules and regulations, and any such interpretations and amendments when made and brought to the notice of exhibitor shall be final 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 or/and owners of the property where the exhibition is held.

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 to 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: _______________________________

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

EXHIBITOR REGISTRATION
BELLAGIO - LAS VEGAS

Bellagio Las Vegas is located in the middle of the Las Vegas strip and offers luxurious rooms, gourmet restaurants and upscale shopping, along with a healthy dose of cultural enlightenment. It has more than 200,000 square feet of meeting and convention facilities, including the 45,000-square foot Grand Ballroom and 22,000-square foot Bellagio Ballroom. The Fountains of Bellagio are world famous, amazing onlookers as they soar into the sky. A vibrant flower petal chandelier hangs above the lobby like a garden growing from the 18-foot ceiling. The front desk is bordered by a thriving display of foliage, which often coincides with the seasonal display of fresh flowers and trees at the glass-topped Bellagio Conservatory and Botanical Gardens.

DISCOUNTED GUEST ROOMS

MBI has arranged discounted guest room rates as low as US$189 per night for single or double occupancy at the Bellagio Las Vegas. To receive the special rates, call 888-987-6667 and indicate that you are with the “Modular Building Institute.” You are responsible for making your own hotel and travel arrangements. The Bellagio has a $25 per night resort fee. The MBI room block is limited and expires when full or on February 9, 2015. Please make reservations early.
Registration fees include: All program events, materials, speaker handouts, social functions, and meals outlined in the schedule. An MBI badge is required for admittance to all convention and tradeshow events. Payment for single or multiple registrations must accompany registration forms, which will not be processed without payment. Onsite registrations are discouraged and incur an additional $99 fee.

<table>
<thead>
<tr>
<th>Registration Type</th>
<th>Before December 31, 2014</th>
<th>After December 31, 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member Attendee Single</td>
<td>US$995</td>
<td>US$1,095</td>
</tr>
<tr>
<td>Member Attendee 2–3 People</td>
<td>US$945</td>
<td>US$1,045</td>
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<tr>
<td>Member Attendee 4–9 People</td>
<td>US$895</td>
<td>US$995</td>
</tr>
<tr>
<td>Member Attendee 10+ People</td>
<td>US$845</td>
<td>US$945</td>
</tr>
<tr>
<td>Member One Day Pass</td>
<td>US$595</td>
<td>US$595</td>
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<tr>
<td>Non-Member Attendee Single</td>
<td>US$1,595</td>
<td>US$1,545</td>
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<tr>
<td>Non-Member Attendee Multiple</td>
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<td>US$1,095</td>
</tr>
<tr>
<td>Non-Member One Day Pass</td>
<td>US$1,095</td>
<td></td>
</tr>
<tr>
<td>Spouse/Guest</td>
<td>US$495 Full</td>
<td>US$95 Saturday Exhibits</td>
</tr>
<tr>
<td>Golf Tournament</td>
<td>US$209*</td>
<td></td>
</tr>
</tbody>
</table>

*Participants in the golf tournament must be registered at World of Modular as an attendee, exhibitor, or spouse/guest.

Register Online at www.worldofmodular.org

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 13, 2015. No refunds will be given after this date. Registrants who fail to attend the convention without notifying MBI prior to February 13, 2015 will be responsible for the full registration fee. Substitutions are encouraged. Sharing of registrations is not permitted.
MBI’s 2015 Grand Prize Giveaway features a tournament series of Cash Machine challenges, leading up to a final 60 seconds to grab as much cold hard cash as possible.

All registrants, including attendees, exhibitors, and spouses, are eligible for this Grand Prize giveaway.

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

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**ABOUT MBI**

The Modular Building Institute is the only international, non-profit trade association serving commercial modular construction. We serve two distinct segments of the industry - permanent modular construction (PMC) and relocatable buildings (RB). 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 expand the use of offsite construction through innovative construction practices, outreach and education to the construction community and customers, and recognition of high quality modular designs and facilities. Through MBI’s enforceable Code of Business Conduct, MBI promotes integrity and quality in the modular industry by having their members subscribe to the MBI Code of Business Ethics & Conduct. To learn more visit [www.modular.org](http://www.modular.org).

**STAY CONNECTED**

**Free World of Modular Smartphone App**

Everyone participating in World of Modular should download the free MBI smartphone app featuring the convention schedule, exhibit hall floorplan, participant list, facility maps, and more. The app will be available at modular.org about 30 days before the convention in the iTunes, Android, Blackberry, and Windows Mobile app stores. Easy-to-use, the app gives you the latest schedule, attendee-to-attendee connectivity, and real-time updates.

Sponsored by: [brltco](http://www.brltco.com)
WHY SPONSOR WORLD OF MODULAR?

For 30+ years, the Modular Building Institute has provided professionals in the modular building industry a place to network, exchange ideas, learn from experts, discuss issues, display new products and receive well-deserved recognition.

World of Modular includes over 50 sponsorship opportunities, starting as low as US$500, designed for any budget, suited to any level of exposure, and completely customizable. Repeat sponsors agree: MBI is committed to helping sponsors maximize their dollars. If you are new to the World of Modular, establish yourself as a key player by sponsoring this must-attend event. These opportunities won’t last long, reserve yours today!

RESERVE YOUR SPONSORSHIP TODAY! Contact Dave Sikora at dave@modular.org or call 888-811-3288 for more info.

Sponsorship availability as of 11-14-2014. Check worldofmodular.org for the most up-to-date availability.

LANYARDS | Exclusive Sponsorship | US$5,000
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.

PADFOLIOS | Exclusive Sponsorship | US$7,500
High-quality conference padfolios (exact item to be determined) are distributed to all attendees, exhibitors, speakers, and VIP guests and are used throughout the convention to carry on-site schedules, exhibit hall floorplan, speaker handouts, and notes.

PENS | Exclusive Sponsorship | US$1,500
Pens are also distributed to every participant and are used long after the convention has ended. Sponsor logos appear on these items.

WATER BOTTLES | Exclusive Sponsorship | US$3,000
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.

REGISTRATION WELCOME RECEPTION | Excl. Sponsor | US$5,000
Provide one drink ticket with your company’s logo to each attendee who registers on the first day of the conference. Ticket can be redeemed at the Welcome Bar in the registration area.

OPENING PARTY | Exclusive Sponsorship | US$15,000
Get the MBI convention off to a great start by sponsoring the Opening Party, where the 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 selected for this exclusive opportunity.

KEYNOTE SPEAKERS | 3 Opportunities | US$5,000 ea.
Sponsoring a keynote speaker is an excellent way to help MBI provide quality speakers for 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 | US$5,000
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$6,500 sold
Your logo along with MBI’s will be prominently displayed on carpets strategically placed during World of Modular.

REGISTRATION/SWAG TOTE | Exclusive Sponsorship | US$2,500 sold
MBI will provide totes with your company logo. Totes will be placed in the registration area for attendees to take and use to carry registration materials and promotional items.

RECEPTION IN EXHIBIT HALL | 4 Opportunities | US$2,500 ea.
This reception is the most well-attended function of 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 | US$17,500 sold
Take center stage by sponsoring the grand prize, marketed alongside 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.

NEW MEMBER WELCOME LUNCHEON | Excl. Sponsor | US$3,500
Help welcome and greet all new MBI members to World of Modular by sponsoring this luncheon.

GOLF TOURNAMENT & LUNCH | Exclusive Sponsorship | US$12,500 sold
The Golf Tournament presents an ideal opportunity to boost your company’s profile as well as highlight your position as a key industry leader. You will receive exposure throughout the Golf tournament marketing cycle & your company logo will be on each lunch box. Opportunity for microphone time during lunch / prior to the shot gun start is available.

GOLF HOLE CHALLENGE | 6 Opportunities | US$1,000 ea.
Your company will be a hole sponsor with your logo displayed on signage, placed on a designated hole. Each designated hole will have a golf challenge, i.e. closest to the pin or longest drive, that your company sponsors. You will also have the opportunity to have company representatives on the hole to greet participants and provide them with a promotional item.

GOLF BALLS | Exclusive Sponsorship | US$1,500 sold

GOLF TOWELS | Exclusive Sponsorship | US$1,500 sold

GOLF BEVERAGE CARTS & SLEEVES | 2 Opportunities | US$2,500 ea. sold

VIP RECEPTION | Exclusive Sponsorship | US$2,500 sold
This reception precedes the industry awards banquet and is open to all convention participants. VIPs in attendance will include MBI Hall of Fame inductees, Outstanding Achievement recipients, and past presidents.

AWARDS BANQUET | 7 Opportunities | US$3,000 ea. sold
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 | Exclusive Sponsorship | US$1,000 ea. sold
Demonstrate your company’s hospitality by sponsoring a daily refreshment break featuring coffee, tea, sodas, and bottled water. Signage will feature sponsor logos.

BREAKFAST | 3 Opportunities | US$5,000 ea.
You can help attendees get going in the morning with continental breakfasts that include fresh fruit, baked goods, coffee, tea, juices, and bottled water. Signage will feature your company logo.

CONVENTION SPONSOR | US$500 ea.
If you want to sponsor the MBI convention, but have a limited budget, consider becoming a convention sponsor. 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.
WHO YOU WILL REACH

MBI member manufacturers, contractors, and dealers operate worldwide from locations in 19 countries including Argentina, Australia, Canada, Chile, China, Hong Kong, India, Italy, Mexico, Mongolia, Peru, Poland, Puerto Rico, Russian Federation, South Africa, Taiwan, Province of China, Turkey, 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.

One hundred percent 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 • 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

CEP Panels, Inc.
Cherry Hill Fabrication, Inc.
Chronomite Labs
Claridge Products and Equipment
Comark Building Systems, Inc.
Complete Access
CORT
Crane Composites, Inc.
Decorative Panels International
Dehco, Inc.
DIRR Environmental Solutions
Diversified Woodcrafts
Dominion Building Products
DORCE Prefabricated Building & Construction
Industry Trade Inc.
Duro-Last Roofing
Elliott Electric Supply
Edwards Products, Inc.
Eemax, Inc.
Energex Inc.
EZ-Access
Firestone Building Products
Framemex
Friedrich Air Conditioning Co.
Guerdon Enterprises, LLC
Hapco, Inc.
Hi-Tech Housing
Hoover Treated Wood Products, Inc.
Hovwick Limited
Hydro-Stop, Inc.
IMCOR Engineering & Manufacturing
Inova Pods
Intelligent Offsite
Interface Studio Architects
FEES & POLICY

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

Single Booth: US$1,975 Member | US$2,975 Nonmember
Double Booth: US$3,950 Member | US$5,950 Nonmember
Additional staff: US$595 for company employees, US$1,095 for non company employees, US$495 for spouses.

INCLUDED IN YOUR BOOTH

(2) full registrations*, 8’ high draped backwall, 3’ high draped siderails, (1) 7”x44” 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.
Modular Building Institute
944 Glenwood Station Ln., Ste. 204
Charlottesville, VA 22901 USA

THE MODULAR CONSTRUCTION INDUSTRY’S LARGEST EVENT!
WORLD OF MODULAR - ANNUAL CONVENTION & TRADESHOW

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MARCH 13 - 16 2015