2019 MEDIA KIT

CHANGING THE WAY THE WORLD BUILDS
GREENER. FASTER. SMARTER.

MODULAR.ORG
About MBI

Our History

Founded in 1983, the Modular Building Institute is the international non-profit trade association serving modular construction. Members are manufacturers, contractors, and dealers in two distinct segments of the industry - permanent modular construction (PMC) and relocatable buildings (RB). Associate members are companies supplying building components, services, and financing.

Our Mission

As the Voice of Commercial Modular Construction™, it is MBI's 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.

Our Governance

MBI is governed by a Board of Directors consisting of a minimum of ten persons elected by and from the regular and associate membership.

Committees are formed by volunteer members of the Board of Directors and may include members at large. These groups focus on short term, specific needs of the Association and membership, generally responding to emerging issues and trends.

The MBI Executive Director is Tom Hardiman, CAE.

Our Code of Conduct

Through its enforceable Code of Business Conduct, MBI promotes integrity and quality in the modular industry by having their member subscribe to the MBI Code of Business Ethics & Conduct.

MBI has over 10,000 contacts & 350+ member
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Corporate Sponsorship

COMPLETELY CUSTOMIZABLE

MBI Members can choose a desired exposure level and establish your company as a leader in the commercial modular construction industry.

DIAMOND - $40,000 +

* Use of Diamond partner logo
* Recognition at World of Modular (WOM) opening session with Diamond Award
* Personalized benchmarking report
* Four WOM registrations or two booths
  - Recognition in MBI website Find a Builder listings as corporate sponsor
  - Recognition on MBI website as Diamond Sponsor
  - Recognition in MBI annual report as Diamond Sponsor
  - Recognition in the MBI membership directory as Diamond Sponsor
  - Recognition in WOM promotional and on-site brochures as Diamond Sponsor
  - Recognition with Diamond event badge ribbons
  - First rights of refusal on chosen sponsorships

PLATINUM - $30,000 +

* Printed personalized benchmarking report
* Two WOM registrations or one booth
  - Recognition in MBI website Find a Builder listings as corporate sponsor
  - Recognition on MBI website as Platinum sponsor
  - Recognition in MBI annual report as Platinum sponsor
  - Recognition in the MBI membership directory as Platinum sponsor
  - Recognition with Platinum event badge ribbons
  - First rights of refusal on chosen sponsorship
GOLD - $20,000 +

- Recognition in MBI website Find a Builder listings as corporate sponsor
- Recognition on MBI website as Gold sponsor
- Recognition in the MBI membership directory as Gold sponsor
- Recognition in the WOM promotional and on-site brochures as Gold sponsor
- Recognition with Gold event badge ribbons

SILVER - $20,000 +

- Recognition on MBI website as Silver sponsor
- Recognition in the MBI annual report as Silver sponsor
- Recognition in the MBI membership directory as Silver sponsor
- Recognition in WOM promotional and on-site brochure as Silver sponsor
- Recognition with Silver event badge ribbons
- First rights of refusal on chosen sponsorships

TERMS, CONDITIONS, CANCELLATIONS

Terms: Payment for each ad is required in US funds. Full payment, artwork and/or logo must arrive at MBI headquarters no later than the due dates specified.

Commissions: None

Cancellations: Cancellations or changes must be made in writing and will not be accepted after closing dates.

Advertising contracts subject to rate change upon notice. Contracts may be cancelled at the time rate change is effective without incurring a short-rate. Advertisers not fulfilling contract obligations will be short-rated. Publisher reserves the right to reject any ad. Advertisers agree to indemnify and protect the publisher from claims or expenses resulting from the unauthorized use of names, photographs, drawings, or words protected by copyright or registered trademark. The publisher is not liable for delivery delays or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental agency, fire, flood, insurrection, riot, explosion, embargo, strike, weather legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting publishing or delivery in any way.
The Modular Advantage is a quarterly print and digital publication. The quarterly Modular Advantage is a multi-page industry magazine that combines some of MBI’s individually printed literature into one publication. Each quarter this publication will focus on a different industry topic. Each issue will also feature industry news, MBI & company news, MBI member case studies, and any upcoming industry events that MBI is hosting or participating in. See chart below for issue details and due dates.

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We want to hear from you!
Does your company have a new product, innovative project, recent hire, a change in your office location, or a revamped website? Please share it with us so we can let others in the industry know your latest news.

Please send your stories and high resolution photos to the Communications Manager via email: communications@modular.org.

Don’t miss the opportunity to let others in the industry hear about the exciting developments in your company!

Not all content submitted will be used in the Modular Advantage publications. MBI reserves the right to choose what content will be used.

This FREE printed publication will be distributed to all MBI members across the globe, while the digital version will be distributed through Building Design & Construction Magazine to their 40,000+ subscribers.
PUBLICATION DETAILS

1ST QUARTER ISSUE (Distribution date: February 2019):

This issue will feature the **Annual Member Directory**, along with industry news, MBI and company updates, and summaries of the annual reports. This is the only directory dedicated exclusively to the commercial factory built industry. Make sure your products are front and center. Don’t miss placing your ad in the only industry purchasing resource that stays on your prospects’ desks for a full year. Industry professionals look to the directory as an informative resource throughout the year. An advertisement in the MBI Membership Directory is a sure fire way to consistently place your marketing message in the hands of a targeted audience.

**Company Highlight**
Throughout the directory, all advertisers will have their company highlighted in yellow - a way of spotlighting your company to MBI members worldwide. All listings will be in the alphabetical order, by company section and the alphabetical order by category section.

**Non-advertising Companies**
Whether or not placing an ad, all MBI members will be listed in the directory free of charge. This is a benefit of membership in the Modular Building Institute. However, only those members placing ads will receive any of the advertiser benefits listed above.

2ND QUARTER ISSUE (Distribution date: June 2019):

This issue will examine the way technology is shaping the Construction Industry along with industry news, MBI and company updates, and member case studies.

Simulation only. Cover and page layout are subject to change.
This issue will feature the awards of distinction winners. The awards of distinction are the commercial modular industry’s premier awards program. They recognize the industry’s best in modular construction projects. Winners are announced at the 2019 World of Modular Annual Convention.

This issue will feature yearly Wrap Up. It will also include industry news, MBI and company updates, and member case studies.

Distribution dates subject to change.
Logo (color)
Modular Advantage Sponsor
6 Opportunities...................................................$2500 ea.

Ads (color)
Full page .............................................................$1500 ea.
½.........................................................................$1000 ea.
¼.........................................................................$  500 ea.

Cover Rates (color, full page only)
Inside front cover....................................................$2000 ea.
Inside back cover ...................................................$2000 ea.
Outside back cover .................................................$2500 ea.

Sizes in inches
Full page with bleed....................................................11" H x 8.625" W*
Full page no bleed.....................................................10.25" H x 7.875" W
½...............................................................................5" H x 7.875" W
¼.............................................................................5" H x 3.8125" W

*The live area for the full page ad with bleed is 10.25" H x 7.875" W, which is 0.375" from each bleed edge. Templates available upon request.

ARTWORK REQUIREMENTS

:: Only PC-compatible digital files are acceptable
:: All artwork must include complete contact information for artist/designer, in the event they must be contacted concerning the submitted files
:: Advertisers will be charged $120/hour for all work required to convert supplied materials to acceptable digital files
:: Adobe InDesign*, Photoshop*, PDF artwork is accepted. Include all images and screen and printer fonts. Files must be packaged and/or collected for output
:: All color ads must be in CMYK format, no RGB images
:: Images should be hi-resolution scans at 300** dpi saved as TIFFs in a CMYK format only
:: Artwork can be submitted via PC-formatted CD-ROM or email
:: Requested proofs will be provided as a screen pdf only

* Adobe Creative Cloud or lower
** We cannot guarantee print quality for images submitted in resolutions lower than 300 dpi

Simulated Rates:
92019 MBI MEDIA KIT |

TERMS, CONDITIONS, CANCELLATIONS

Terms: Payment for each ad is required in US funds. Full payment, artwork and/or logo must arrive at MBI headquarters no later than the due dates specified.
Commissions: None
Cancellations: Cancellations or changes must be made in writing and will not be accepted after closing dates.

Advertising contracts subject to rate change upon notice. Contracts may be cancelled at the time rate change is effective without incurring a short-rate. Advertisers not fulfilling contract obligations will be short-rated. Publisher reserves the right to reject any ad. Advertisers agree to indemnify and protect the publisher from claims or expenses resulting from the unauthorized use of names, photographs, drawings, or words protected by copyright or registered trademark. The publisher is not liable for delivery delays or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental agency, fire, flood, insurrection, riot, explosion, embargo, strike, weather legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting publishing or delivery in any way.

For sponsorship/ad purchase, please contact the Business Development Director: dave@modular.org

Article content can be submitted to the Communications Manager: communications@modular.org

Artwork can be submitted to the Business Development Director: dave@modular.org or via PC-formatted CD-ROM.
Member Connection Now (MCN) is MBI’s monthly e-newsletter providing breaking news, important information for members, continuing education opportunities, upcoming events and more. This member benefit keeps modular building industry professionals up-to-date on the latest news and events in the association.

Details
The sponsor’s company logo will appear in all MCNs for the year. All MCNs will be archived on modular.org for members to reference at any time. Color logo images must be supplied in either high-resolution tiff or eps format.

We want to hear from you!
Does your company have a new product, innovative project, recent hire, a change in your office location, or a revamped website? Please share it with us so we can let others in the industry know your latest news.

Please send your stories and high resolution photos to the Communications Manager via email: communications@modular.org. MBI must receive content at least 1 week before the next send.

Not all content submitted will be used in the Modular Connection Now. MBI reserves the right to choose what content will be used.

Member Connection Now (MCN)
Logo
Dealer/Contractor Excl. Sponsorship ..............$5000
Manufacturer Excl. Sponsorship ......................$5000
Owner/Developer Excl. Sponsorship .................$5000
Associate Excl. Sponsorship ...........................$5000

Annual sponsorship - Must commit to 1 year.

For sponsorship/ad purchase, please contact our Business Development Director: dave@modular.org

Logo artwork will be due:
December 10, 2018
and can be submitted to the Business Development Director: dave@modular.org or via PC-formatted CD-

TERMS, CONDITIONS, CANCELLATIONS

Terms: Payment for each ad is required in US funds. Full payment, and logo must arrive at MBI headquarters no later than the the due date specified above.

Commissions: None

Cancellations: Cancellations or changes must be made in writing and will not be accepted after closing dates.

Advertising contracts subject to rate change upon notice. Contracts may be cancelled at the time rate change is effective without incurring a short-rate. Advertisers not fulfilling contract obligations will be short-rated. Publisher reserves the right to reject any ad. Advertisers agree to indemnify and protect the publisher from claims or expenses resulting from the unauthorized use of names, photographs, drawings, or words protected by copyright or registered trademark. The publisher is not liable for delivery delays or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental agency, fire, flood, insurrection, riot, explosion, embargo, strike, weather legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting publishing or delivery in any way.
Modular.org provides valuable industry resources 24 hours a day. The site is constantly updated with upcoming MBI events, searchable membership directory, and industry news. Modular.org gets 22,000 visits per month from 17,000 users. Make your company name prominent on this popular website by placing your company logo, linked to your own website.

Details
You have the opportunity to display your company’s logo on any of the following web pages for an entire year:

- MBI homepage
- Events Calendar page
- Find a Provider page
- Why Build Modular page
- Request an Estimate page
- Modular 101 page

Annual Rates per Location

**MBI Homepage**
- 8 Opportunities..................................................$10,000 ea.

**Events Calendar page**
- Exclusive Sponsorship............................................$5000 ea.

**Find a Provider page**
- 8 Opportunities..................................................$3000 ea.

**Why Build Modular page**
- 6 Opportunities..................................................$3000 ea.

**Request an Estimate page**
- 8 Opportunities..................................................$1000 ea.

**Modular 101 page**
- 1 Opportunity per training.................................$2500 ea.

Logo Specs
Color logo images must be supplied in either high resolution tiff, jpeg, or eps format.

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World of Modular Sponsorships

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 offers networking opportunities with more than 700 attendees, from 23+ countries around the globe!

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!

World of Modular attendees include manufacturers and dealers of modular buildings as well as suppliers of building products, services, and financing.
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.

Bag Inserts/WOM SWAG
4 Opportunities | US $2,000 ea.
Including your company insert to be distributed in the on-site registration area is a great way to ensure direct access to all participants. Your piece can include a special offer, invitation, or general advertising message.

Water Bottles
Exclusive Sponsorship | 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
Exclusive Sponsorship | 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 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 selected for this exclusive opportunity.

Keynote Speakers
2 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
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
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
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 opportunity is one of our most visible sponsorships, generating excitement that starts before the convention and lasts long after.
New Member Welcome Luncheon  
**Exclusive Sponsor | US $3,500**  
Help welcome and greet all new MBI members to World of Modular by sponsoring this luncheon.

Golf Tournament & Lunch  
**Exclusive Sponsor | US $12,500**  
The Golf Tournament presents an ideal opportunity to boost your company’s profile as well as highlighting 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 shotgun start is available.

Golf Balls  
**Exclusive Sponsorship | US $1,500**

Golf Towels  
**Exclusive Sponsorship | US $1,500**

Golf Beverage Carts  
2 Opportunities | US $2,500 ea.

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.

VIP Reception  
**Exclusive Sponsorship | US $2,500**  
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  
7 Opportunities | US $3,000 ea.  
This 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 $5,000**  
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.

Hotel Key Cards  
**Exclusive Sponsorship | US $7,500**  
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.

Convention Sponsor  
US $500 ea.  
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. Show everyone that your company supports the World of Modular!

NOTE: This media kit lists the total number of ad/sponsorship opportunities that MBI offers. For a list of available ad/sponsorship opportunities remaining, please contact Dave Sikora at 888-811-3288 x 155 or dave@modular.org.
NETWORKING EVENTS:

Opening Party
Golf Tournament
Grand Prize
VIP Reception & Awards Banquet

For sponsorship/ad purchase, please contact our Business Development Director: dave@modular.org

All artwork will be due:
December 31, 2018
and can be submitted to the Business Development Director: dave@modular.org.

ARTWORK REQUIREMENTS

:: Only PC-compatible digital files are acceptable
:: All artwork must include complete contact information for artist/designer, in the event they must be contacted concerning the submitted files
:: Advertisers will be charged $120/hour for all work required to convert supplied materials to acceptable digital files
:: Adobe InDesign®, Photoshop®, PDF artwork is accepted. Include all images and screen and printer fonts (files must be packaged and/or collected for output)
:: All artwork for black and white ads must be submitted in black and white (we will not convert color images)
:: All color ads must be in CMYK format, no RGB images
:: Images should be hi-resolution scans at 300** dpi saved as TIFFs in a CMYK or BW format only
:: Artwork can be submitted via PC-formatted CD-ROM or email
:: Requested proofs will be provided as a screen pdf only

* Adobe Creative Cloud or lower
** We cannot guarantee print quality for images submitted in resolutions lower than 300 dpi

Important Note: You are responsible to ensure that your artwork does not violate any copyright infringements. We will print your artwork as submitted and you assume all liability from any copyright infringements that may result from your ad.

TERMS, CONDITIONS, CANCELLATIONS

Terms: Payment for each sponsorship opp. is required in US funds. Full payment, artwork and black and white logo must arrive at MBI headquarters no later than December 31, 2018.

Commissions: None

Cancellations: Cancellations or changes must be made in writing and will not be accepted after closing dates.

Advertising contracts subject to rate change upon notice. Contracts may be cancelled at the time rate change is effective without incurring a short-rate. Advertisers not fulfilling contract obligations will be short-rated. Publisher reserves the right to reject any ad. Advertisers agree to indemnify and protect the publisher from claims or expenses resulting from the unauthorized use of names, photographs, drawings, or words protected by copyright or registered trademark. The publisher is not liable for delivery delays or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental agency, fire, flood, insurrection, riot, explosion, embargo, strike, weather legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting publishing or delivery in any way.
Contact Us:

For more information and/or to purchase ads/sponsorships, contact Dave Sikora at 888-811-3288 x155 or dave@modular.org.

If interested in other marketing or outreach opportunities, please contact our Communications Department at 888-811-3288 x152 or communications@modular.org.

Modular Building Institute
944 Glenwood Station Lane, Suite 204
Charlottesville, Virginia 22901 USA

Phone: 888-811-3288 toll-free | 434-296-3288
Fax: 434-296-3361
E-mail: info@modular.org
Website: modular.org

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