2021 WORLD OF MODULAR
DIGITAL CONFERENCE & TRADESHOW
EXHIBITOR & ATTENDEE PROSPECTUS

A Global Event
MARCH 8-12, 2021
THE BEST SHOW IN THE INDUSTRY

Join modular construction professionals from around the world for the 38th annual World of Modular digital conference and tradeshow, presented by Modular Building Institute.

World of Modular is an open forum for anyone interested in modular construction. From general contractors, architects, and designers to suppliers of building products, services, and financing, World of Modular remains the single best place for everyone involved in the modular construction industry to learn, share, and network. And now with an unlimited global audience representing every facet of the industry, the time has never been better to register.

This year’s digital event will be held March 8-12. Links for online participation will be provided.

Why Sponsor World of Modular?

For nearly 40 years, the Modular Building Institute has provided members of 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 dozens of sponsorship opportunities, starting as low as US $500. The show may be digital in 2021, but 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 the modular construction industry’s marquee event.

Sponsorship information coming soon!
WHAT IS A DIGITAL BOOTH?

We’ve designed digital booths to mimic a physical booth as closely as possible while taking advantage of the opportunities of online interactivity.

With pre-recorded video; instant access to online documents, interviews, and resources; and a live chat feature, your digital booth at the 2021 World of Modular has unlimited potential.

How do digital booths work?

Digital booths work in much the same way as those in a traditional expo hall. With the help of MBI staff, you’ll design your digital booth using resources you already have. Each booth will operate under the same general framework but remain customizable to meet your company’s needs.

During the days of the event, you’ll be able to “man your booth” and network with attendees though the included live chat feature. Booths will remain active for four weeks (or more!) after the event.

The Voice of Commercial Modular Construction™

Founded in 1985, the Modular Building Institute (MBI) 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. MBI strives to keep up with the latest trends of the modular/kit construction industry and has expanded its membership over the years to include architects, owner-developers, and general contractors.

As the Voice of Commercial Modular Construction (TMI), 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.

For more information, visit www.modular.org.

Protecting Your Business & Promoting Our Industry

Every year, MBI monitors and reviews thousands of different bills and proposed regulations to determine their potential impact on the modular construction industry. MBI has taken the lead to introduce, change, and defeat legislation and regulations that would have an adverse impact on our Industry’s ability to utilize our assets in the manner in which they were intended. We have successfully protected our members’ interests in numerous states and provinces on issues ranging from taxation, plan approval, code compliance, relocation and reinstallation. In short, MBI is the voice of the commercial modular construction industry.

Connect with the Modular Building Institute

Executive Director: Tom Hardiman
Operations Director: Naveen Malhotra
Business Development Director: Dave Sikora
Member Engagement Specialist: Anna Garrison
Events Director: Amanda Rose
Government Affairs Director: Ian Hannah
Marketing Director: Jake McKee
Communications Coordinator: Jane Bauer

MBI built this digital booth with two videos, text, image links to multimedia content, and links to contact its staff via email, social media, and live chat.
World of Modular has been fantastic. It gets busier and busier every year.

**Andy Berube,**
Stack Modular,
Exhibitor, 2020 World of Modular

We’ve had tons of visitors to our booth so far. It’s been amazing.

**Diana Atvars,**
Jackson | Main Architects,
Exhibitor, 2020 World of Modular

I’ve been doing trade shows for five decades. We accomplished more today than we’ve done in the last two months in terms of contacts.

**Ronald Lanzo,**
AFR Furniture Rental,
Exhibitor, 2020 World of Modular
Reserve your space at modular construction’s Largest Event!

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

This year’s all-digital World of Modular will include dedicated exhibit hours with an international audience eager to learn about your company. Plus MBI will be marketing this event extensively through its website, paid third-party ads, email campaigns, and social media marketing. If your company supplies the modular building industry with materials or services, you should exhibit at this event.

EXHIBITORS:

<table>
<thead>
<tr>
<th>Digital Exhibit Sponsorship</th>
<th>Before 3/1</th>
<th>After 3/1</th>
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</thead>
<tbody>
<tr>
<td>Member</td>
<td>US $2000</td>
<td>US $2500</td>
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<tr>
<td>Non-Member</td>
<td>US $3000</td>
<td>US $3500</td>
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*includes two registrations

<table>
<thead>
<tr>
<th>Digital Exhibit Sponsorship—Unlimited</th>
<th>Before 3/1</th>
<th>After 3/1</th>
</tr>
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<tbody>
<tr>
<td>Member</td>
<td>US $2500</td>
<td>US $3500</td>
</tr>
<tr>
<td>Non-Member</td>
<td>US $3500</td>
<td>US $4500</td>
</tr>
</tbody>
</table>

*includes unlimited exhibitor registrations from the exhibiting company

INCLUDED IN YOUR EXHIBIT:

• a welcome video (5-10 minutes) that demonstrates your products and services
• eight (8) PDF uploads to be shared on your exhibitor’s webpage
• live chat option during the digital event hours
• a listing in the event program
• pre-show listing on the World of Modular webpage
• list of attendees provided after the event
• at least 30 days of visibility after the show

THE WORLD (OF MODULAR) AT YOUR FINGERTIPS

Download the World of Modular mobile app, free with your registration! With it you can:

• See a list of all registered participants & contact information
• Communicate and schedule meetings with attendees & exhibitors
• Review the most up to date agenda & session description
• Watch keynote speakers
• Participate in breakout sessions
• Visit exhibit booths
ATTENDEES BY ORIGIN
DATA FROM 2020; TOTAL 959 INDIVIDUALS

U.S. & CANADA

REMAINING PROVINCES
BC: 18   NL: 0   NU: 0   SK: 0
MB: 0    NS: 0   PE: 0   YT: 0
NB: 3    NT: 0   QB: 19

REMAINING STATES
AL: 9    KS: 6    NE: 2    SD: 3
AK: 6    KY: 7    NH: 1    TN: 11
AR: 1    LA: 8    NJ: 18   UT: 4
AZ: 12   MA: 18   NM: 0    VA: 23
CT: 1    ME: 0    NV: 10   VT: 1
DC: 3    MN: 20   NY: 26   WA: 17
DE: 0    MO: 12   OH: 16   WI: 18
HI: 0    MS: 1    OK: 2    WV: 0
ID: 19   MT: 2    OR: 15   WY: 0
IN: 26   NC: 13   RI: 0
IA: 6    ND: 1    SC: 18

TOTAL BY COUNTRY
AUSTRALIA 3, BAHAMAS 1, BRAZIL 2, CANADA 117, CHILE
4, COLUMBIA 1, COSTA RICA 1, ECUADOR 1, GERMANY 1
IRELAND 3, JAPAN 2, MEXICO 2, NETHERLANDS 1, NEW ZEALAND
2, PERU 4, POLAND 5, PUERTO RICO 4, SAUDIA ARABIA 1, SOUTH
AFRICA 1, SPAIN 3, SWEDEN 1, SWITZERLAND 1, TURKEY 2, UNITED
KINGDOM 3, UNITED STATES 793

Don’t Miss Your Chance to Attend In Person!

If meeting and travel restrictions are lifted, in-person functions will be added up to the maximum allowed in beautiful San Diego, California with attendee and exhibitor online registrations converted to in-person, if desired. Register early for your opportunity to attend exclusive in-person World of Modular events.
ATTENDEES BY PROFESSION

- MANUFACTURER (DIRECT): 123
- CONTRACTORS: 101
- OWNER/DEVELOPER: 83
- DEALERS: 78
- SUPPLIERS (MATERIALS): 60
- MANUFACTURER (WHOLESALE): 56
- SUPPLIERS (SERVICES): 51
- DESIGNERS: 39
- GOVERNMENT AGENCIES: 18
- INDIVIDUALS: 4
- FINANCIAL INSTITUTIONS: 3
- STATE CODE AGENCY: 2
- EDUCATION: 1
- FACILITY PLANNER: 1

EXHIBITORS BY TYPE

DATA FROM 2020; TOTAL 128 COMPANIES

- SUPPLIERS (MATERIALS): 187
- SUPPLIERS (SERVICES): 49
- MANUFACTURERS (DIRECT): 30
- MANUFACTURERS (WHOLESALE): 26
- CONTRACTORS: 19
- DESIGNERS: 13
- FINANCIAL: 7
- DEALERS: 2
- GOVERNMENT AGENCIES: 1
- OWNER/DEVELOPER: 1
BEYOND WORLD OF MODULAR

World of Modular is an event like no other, but there’s so much more to the Modular Building Institute. Maybe it’s a key contact we can introduce to you or a regulatory challenge we can help you overcome. Whatever your need, MBI is dedicated to helping make your business more successful all year round. We are confident that by becoming a member—or taking full advantage of your existing membership—you will not be disappointed with your return on investment.

The only show organized by the industry for the industry.

OUR MISSION

As the Voice of Commercial Modular Construction®, MBI promotes the advantages of modular construction while advocating for the removal of barriers that limit growth opportunities. Through its long-standing relationships with member companies, policy makers, developers, architects and contractors, MBI has become the trusted source of information for the commercial modular construction industry.

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