2021 WORLD OF MODULAR
ANNUAL CONVENTION & TRADESHOW

EXHIBITOR & ATTENDEE PROSPECTUS

San Diego
MARCH 6-9, 2021
THE BEST SHOW IN THE INDUSTRY

Join nearly a thousand modular construction professionals for the 38th annual World of Modular in San Diego, California. 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 with an attendance growth average of nearly 25% over the past three years, the time has never been better to register.

This year’s event will be held March 6-9 at the luxurious Manchester Grand Hyatt in San Diego, CA.

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 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, so reserve yours today.

SPONSORSHIPS

Bag Inserts/WOM SWAG

Opportunities | US $2000 EA
Easily reach all attendees. Your piece can include a special offer, invitation, or general advertising message.

Water Bottles

Exclusive Sponsorship | US $3000
Branded bottles of spring water are distributed at the start of the convention until they run out.

Registration Welcome Reception

Exclusive Sponsorship | US $5000
Drink tickets with your logo can be redeemed at the Welcome Bar in the registration area.

Opening Party

Exclusive Sponsorship | US $15,000
Get WOM 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.

Keynote Speaker

2 Opportunities | US $5000 EA
Sponsoring a keynote speaker is an excellent way to help MBI provide quality speakers for the annual convention—and get your name heard by everyone.

Breakout Sessions

Exclusive Sponsorship | US $5000
With multiple tracks of sessions daily, your company can have remarkable exposure with signs displayed outside each breakout room.

Entrance Carpet

Exclusive Sponsorship | US $6500
Your logo along with MBI’s will be prominently displayed on carpets strategically placed during World of Modular.

Reception in Exhibit Hall

4 Opportunities | US $2500 EA
This reception is the most well-attended function of World of Modular. Signage will feature sponsor logos.

New Member Welcome Luncheon

Exclusive Sponsorship | US $3500
Help welcome and greet all new MBI members to World of Modular by sponsoring this luncheon.

Golf Tournament & Lunch

Exclusive Sponsorship | US $12,500
You will receive exposure throughout the Golf tournament marketing cycle & your company logo will be on each lunch box. Opportunity for microphone time is available.

Golf Hole Challenge

6 Opportunities | US $1000 EA
Along with signage, your company representatives can greet players at each the hole provide promotional items.

Hotel Keycards

Exclusive Sponsorship | US $7500
Key cards to hotel guestrooms are often the first sponsored item convention attendees see, and better yet, touch.

...and many more!
Reserve your booth 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 World of Modular will include dedicated exhibit hours with an audience ready to buy. Plus MBI will be marketing this event extensively through its website, paid 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.

<table>
<thead>
<tr>
<th>Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member: Single Booth</td>
<td>US $2200</td>
</tr>
<tr>
<td>Member: Double Booth</td>
<td>US $4400</td>
</tr>
<tr>
<td>Non-Member: Single Booth</td>
<td>US $3200</td>
</tr>
<tr>
<td>Non-Member: Double Booth</td>
<td>US $6400</td>
</tr>
<tr>
<td>Other: Additional booth staff</td>
<td>US $795 for company employees, US $1295 for non-company employees, US $595 for spouses</td>
</tr>
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INCLUDED IN YOUR BOOTH:
- (2) full registrations*, 8’ high draped backwall, 3’ high draped siderrails, (1) 7” x 44” single line ID sign, (1) 6’ draped table*, (2) contour chairs*, (1) wastebasket*, listing in the onsite program, and pre-show listing on the MBI website.

*Double booths include (4) full registrations, (2) 6’ draped tables, (4) contour chairs, (2) wastebaskets.

ADDITIONAL SERVICES:
Additional services like carpeting, electricity, and installation must be purchased separately through GES Exposition Services.

STAFFING REGULATIONS:
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.

BOOTH ASSIGNMENTS:
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.

2020 EXHIBITOR KIT
Order everything you need for your booth through GES online. Shipping details and deadlines will also be listed.

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

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

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ATTENDEES BY ORIGIN
DATA FROM 2020; TOTAL 959 INDIVIDUALS

U.S. & CANADA

ALBERTA 30
ONTARIO 47
COLORADO 28
MICHIGAN 35
ILLINOIS 30
PENNSYLVANIA 45
MARYLAND 37
GEORGIA 70
FLORIDA 59
TEXAS 82
CALIFORNIA 53

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

EXHIBITORS BY TYPE
DATA FROM 2020; TOTAL 128 COMPANIES

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

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

Pacific Luxury at the Manchester Grand Hyatt

Explore Southern California’s vibrant culture and natural beauty from our waterfront hotel in downtown San Diego. Experience spacious rooms, stunning views, and upscale amenities steps from the city’s top attractions. Guests enjoy easy access to San Diego’s best beaches, restaurants, shops, entertainment venues, and more.
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.

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.

The only show organized by the industry for the industry.

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