

# 2025 MEDIA KIT



THE VOICE OF **COMMERCIAL MODULAR CONSTRUCTION**<sup>®</sup>





Street Tree Nursery  
Company: UrbanBloc Inc.  
Location: San Francisco, CA, USA

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Cover photo:

Silverking Student Housing, Selkirk College  
Company: ROC Modular  
Location: British Columbia, Canada

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## 2025 MEDIA KIT





MBI has nearly  
**30,000**  
contacts & over  
**600**  
**member**  
companies  
around the world

# ABOUT MBI

*Hyundai Engineering America Electric Vehicle and  
Battery Plant  
Company: WillScot Mobile Mini  
Location: Bellville, GA, USA*

## Our History

Founded in 1983, 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.

## 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 Executive Director of MBI 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.



Yongin Yeongdeok Affordable Housing  
Company: Kumkangkind  
Location: Yongin-si, Gyeonggi-do, South Korea

# 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 on MBI website What is Modular Construction page
- 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 on MBI website What is Modular Construction page
- 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 on MBI website What is Modular Construction page 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



# CORPORATE SPONSORSHIP CONT.

## SILVER - \$10,000 +

- 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

## BRONZE - \$5,000 +

- Recognition on MBI website as Bronze sponsor
- Recognition in the MBI annual report as Bronze sponsor
- Recognition in the MBI membership directory as Bronze sponsor
- Recognition in WOM promotional and on-site brochure as Bronze sponsor
- Recognition with Bronze event badge ribbons

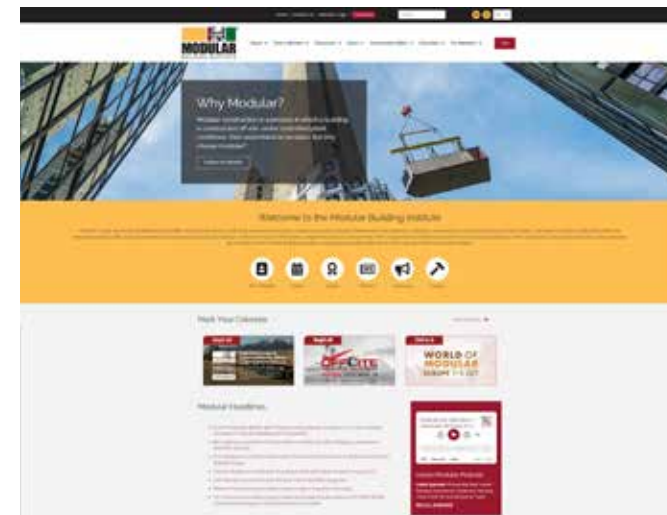
### TERMS, CONDITIONS, CANCELLATIONS

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 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.



Campamento Parque Eolico  
 Horizonte Colbun  
 Company: PROMET  
 Location: Antofagasta, Chile

# MODULAR ADVANTAGE MAGAZINE

**Modular Advantage** is a bi-monthly industry magazine that combines news, feature articles, and MBI's other industry resources. This publication will focus on a different industry topic in every issue. Each issue will also feature submitted articles, industry news, modular building case studies, and information about upcoming industry events.

See chart below for issue details and due dates (both subject to change).

| Issue    | Magazine Focus   | Additional MBI Content                           | Ad Reservation Due |
|----------|--|--|--------------------|
| Jan-Feb  | <b>Unboxing the Shipping Container Industry</b>                  | Interviews & Industry Data                       | November 28, 2024  |
| Mar-Apr  | <b>World of Modular Preview</b>                                  | Speaker Interviews, Exhibitor Spotlights & More  | January 23, 2025   |
| May-Jun  | <b>2025 Awards of Distinction Winners</b>                        | Case Studies, Interviews                         | March 27, 2025     |
| Jul-Aug  | <b>Modular Building Design &amp; Engineering Special Edition</b> | Annual Report Info, Industry News & Case Studies | June 5, 2025       |
| Sept-Oct | <b>Modular Multifamily Housing Around the World</b>              | Industry Interviews, International Case Studies  | July 31, 2025      |
| Nov-Dec  | <b>The Innovation Edition</b>                                    | Industry Interviews & Case Studies               | October 2, 2025    |

This **FREE** printed publication is distributed to MBI members around the world, while digital versions are distributed through *PBC Today* and *Building Design + Construction* to their combined **100,000+ global subscribers.**



## We want to hear from you!

Does your company have a new product, article, case study, innovative project, or other news? Please share it with us so we can let others in the industry know.

Please send your stories and high-resolution photos (300dpi+) to the Communications Manager via email: **communications@modular.org**. Don't miss the opportunity to let others in the industry hear about your exciting developments!

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



# Publication Details

## JAN-FEB ISSUE

(Distribution date: January 2025 + **BONUS** distribution at the 2025 World of Modular)

The first issue of 2025 will explore how shipping containers—and the companies that modify them—have changed the way we build. From ADUs to retail shops to health clinics, this issue will show how these versatile units are being creatively leveraged in every building sector.

## MAR-APR ISSUE

(Distribution date: March 2025 + **BONUS** distribution at the 2025 World of Modular)

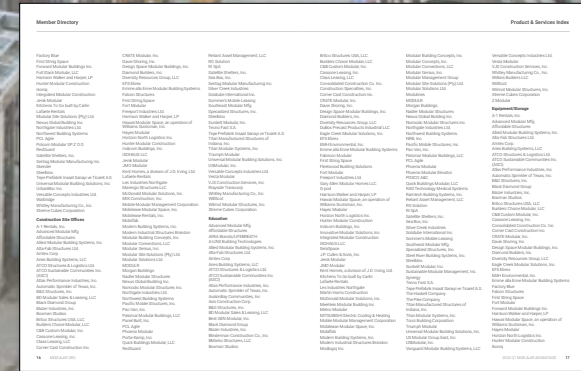
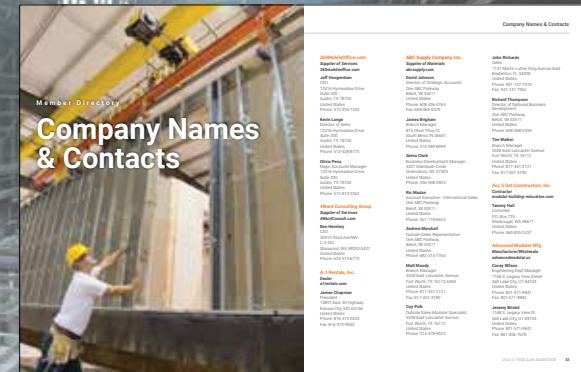
This issue will focus on the 2025 World of Modular, the modular industry's most prestigious annual event. With in-depth information about the speakers, exhibitors, and networking opportunities, this issue will be an indispensable resource ahead of the event.

## MAY-JUN ISSUE

(Distribution date: May 2025)

**Introduced in 2022**, the Awards of Distinction issue will focus on the award-winning individuals, companies, and projects from our 2025 Awards of Distinction. Did your company contribute to one of these awards winning projects? Don't miss this chance to share the spotlight!

**continued...**



# 2025 MEMBER DIRECTORY

**Distribution: Summer 2025**  
**Ads/Content Due: May 30, 2025**

The MBI Member Directory is its own stand-alone resource. As one of MBI's most sought-after and referenced publications, this is your company's chance to be seen by the entire membership for the entire year.

**Don't miss out!**

## Advertiser's Index

All advertisers in the directory will be listed alphabetically in the advertisers index at the front of the directory.

## Non-Advertising Companies

Whether placing an ad or not, 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.



# Publication Details

## JUL-AUG ISSUE

(Distribution date: July 2025)

This issue of *Modular Advantage* will explore the latest modular design and engineering and the professionals who are pushing the boundaries of what modular buildings can be.

## SEPT-OCT ISSUE

(Distribution date: September 2025)

Housing is in urgent demand around the world. This issue of *Modular Advantage* will include articles and interviews with the developers, manufacturers, and designers of modular multifamily projects in the North America, Europe, and abroad.

## NOV-DEC ISSUE

(Distribution date: November 2025)

The final issue of the year will look back at the modular construction industry in 2025 and then take a much-anticipated look ahead at the innovations that will drive the industry forward in 2026. In addition, this issue will feature MBI and member updates, industry news, and case studies.

*Distribution dates and editorial content subject to change.*



MPHA Family Housing Expansion  
Company: DJR Architecture, Inc. & RISE Modular  
Location: Minneapolis, MN, USA





# Publication Details



## RATES

### FULL-YEAR SPONSORSHIP

4 Opportunities \$2,500 ea.

Members only; includes printed logo in six (6) issues of *Modular Advantage* magazine and linked logo on main *Modular Advantage* webpage

### ARTICLE RATES

|                     | MBI MEMBERS | NON-MEMBERS |
|---------------------|-------------|-------------|
| 1,000 – 1,200 words | FREE        | \$2,500     |

Limit 1 article per issue, 3 articles per publication year. Includes publication to modular.org. All articles should be submitted in MS Word format along with at least 3 high-resolution images, the author's byline and high-resolution headshot. All articles subject to editorial approval.

**Questions?** Contact the Communications Manager via email at [communications@modular.org](mailto:communications@modular.org).

### AD RATES

|                    |         |         |
|--------------------|---------|---------|
| Outside back cover | \$2,500 | \$3,500 |
| Inside front cover | \$2,000 | \$3,000 |
| Inside back cover  | \$2,000 | \$3,000 |
| Interior full page | \$1,500 | \$2,500 |
| Interior ½ page    | \$1,000 | \$2,000 |

### FEATURED PRODUCTS

\$350 | \$700

Limit 1 product per issue. Email [communications@modular.org](mailto:communications@modular.org) for full placement details and specs.

### AD SIZES IN INCHES

#### Full page with bleed

11.125" H x 8.625" W

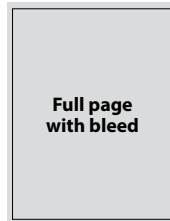
#### Full page no bleed

10.25" H x 7.875" W

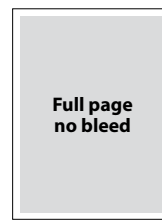
#### Half page horizontal

5" H x 7.875" W

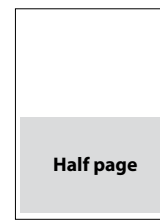
\*The live area for the full page ad with bleed is 10.25" H x 7.875" W, which is 0.375" from each bleed edge.



Full page with bleed



Full page no bleed



Half page

For sponsorship/ad purchase, please contact the Business Development Director: [dave@modular.org](mailto:dave@modular.org)

Article and Featured Product content can be submitted to the Communications Manager: [communications@modular.org](mailto:communications@modular.org)

Artwork can be submitted to the Communications Manager: [communications@modular.org](mailto:communications@modular.org)

### AD REQUIREMENTS\*

- Only hi-resolution PDFs files with embedded fonts and hi-res images are acceptable. Images should be hi-resolution at 300 dpi.
- All color ads must be in CMYK format, not RGB.
- 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 \$150/hour for all work required to convert supplied materials to acceptable digital files.
- Requested proofs will be provided as a screen pdf only.

\*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 article or ad is required in US funds. All required materials must arrive at MBI headquarters no later than the the due dates specified.

Commissions: None

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

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# MBI UPDATES (E-NEWSLETTER)

ANSES Modular Offices (National Social Security Administration)  
Company: ECOSAN S.A.  
Location: Buenos Aires, Argentina

**MBI UPDATES** is MBI's e-newsletter series providing breaking news, important information for members, continuing education opportunities, upcoming events, and more. Build your company's brand with MBI's weekly digest of industry-related news, articles, interviews, and events.

## RATES

### Member Logo: \$2,500 per year

Add your company's hyperlinked logo to each edition of MBI UPDATES. 50+ sends per year to MBI's entire contact database. 5 opportunities.

### Product Spotlight: \$500 ea.

Bring attention to your latest product or service! Submit one image (1000x1000 pixels) and up to 50 words of text to create your own custom ad in an edition of your choosing. 1 spotlight per newsletter.



## 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.

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

**Artwork can be submitted to the Communications Manager:**  
**communications@modular.org**

### TERMS, CONDITIONS, CANCELLATIONS

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355 Sango Ct  
Company: Autovol, Nibbi Brothers, Prefab Logic, Accuset  
Location: Milpitas, CA, USA

# MODULAR.ORG

For sponsorship/ad purchase, please contact the Business Development Director: [dave@modular.org](mailto:dave@modular.org)

Logo artwork can be submitted to the Communications Coordinator at [communications@modular.org](mailto:communications@modular.org)

**Modular.org is the online hub of MBI.** It's constantly updated with upcoming MBI events, searchable member directory listings, industry news, original content, and modular projects from around the world.

**Modular.org receives over 17,500 users per month,** supported by a broad array of top-ranking keywords and search engine marketing. Together with constant updates, third-party advertising, and SEO optimization, modular.org is being visited by more people than ever before.

## Details

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

- MBI homepage
- Why Modular page
- Industry Analysis page
- Request an Estimate page

## RATES

### Annual Rates per Location

**MBI homepage** \$10,000 ea.  
*6 opportunities, modular.org*

**What is Modular Construction?** \$5,000 ea.  
*6 opportunities, modular.org/what-is-modular-construction*

**Industry Analysis** \$2,000 ea.  
*6 opportunities, modular.org/industry-analysis*

**Request an Estimate** \$1,000 ea.  
*8 opportunities, modular.org/request-a-quote*

### Logo Specs

Color logo images must be supplied in either high-resolution tiff, png, jpg, or eps format.



## 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

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# INSIDE MODULAR PODCAST

Featuring interviews and insights from prominent industry voices, Inside Modular covers topics of interest from across the industry, including affordable housing, modular building design, financing, new technologies, and much, much more. **Averaging 1,000 downloads every month, this podcast has performed strongly for years.** Don't miss your chance to be heard by engaged modular construction industry professionals around the world!

## RATES

**Sponsorship** Place your company's advertisement in front of every episode of Inside Modular. Spoken-word advertisement, 30-40 seconds.

**3 months:** \$2,000      **6 months:** \$3,500      **Full year:** \$6,000

2 opportunities. MBI members only. Pre-recorded audio files are accepted, or have your ad copy read by the host for a seamless transition. Includes linked logo on the main Inside Modular page on modular.org.

**Interviews** Have your company representative interviewed on an episode of Inside Modular.

**MBI Members:** FREE      **Non-Members:** \$1,500

For sponsorship/ad purchase, please contact the Business Development Director: [dave@modular.org](mailto:dave@modular.org)

Interested in being interviewed on the podcast? Email [communications@modular.org](mailto:communications@modular.org)

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



**Inside Modular is available on modular.org and through all major podcast providers.**



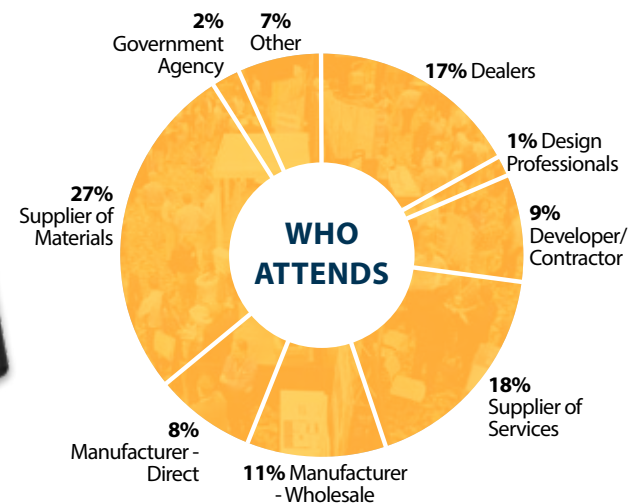


# WORLD OF MODULAR SPONSORSHIPS

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

**Why Sponsor World of Modular?** For 42 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 1,500 attendees from over 20 countries around the globe!

**World of Modular includes a variety of 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

## Opening Night Party

**Exclusive Sponsorship | US \$15,000**

Get World of Modular off to a great start by sponsoring the Opening Networking Reception, where a who's who of modular construction will gather for networking and conversation—all in a relaxed and fun atmosphere. Your logo will be shown and your company will be thanked by the emcee throughout the reception.

## Registration Welcome Reception

**Exclusive Sponsorship | US \$5,000**

Drink tickets with your logo can be redeemed at the Welcome Bar in the registration area.

## Keynote Speakers

**2 Opportunities | US \$10,000 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. Each sponsoring company will have their logo shown and be thanked by the emcee before and after the presentation.

## Breakout Sessions

**Exclusive Sponsorship | US \$10,000**

With multiple tracks of sessions daily, your company can have remarkable exposure with signs displayed outside each breakout room.

## Exhibit Hall Sponsor

**5 Opportunities | US \$2,500 ea.**

The Exhibit Hall is the most well-attended function of World of Modular, with exhibitors sharing new products, services, and technology, and attendees networking, all while enjoying games and networking. Open to all convention participants, the Exhibit Hall is perhaps the best way to connect directly with attendees.



## VIP Reception

**5 Opportunities | US \$2,500 ea.**

This digital 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 Ceremony

**7 Opportunities | US \$3,000 ea.**

This ceremony is the crown jewel of World of Modular, 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 daily refreshment breaks where attendees gather to network. Sponsor all six refreshment breaks over three days.

## 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 1,500 keys will feature your company's logo displayed prominently and will be distributed to anyone staying in the MBI room block.

## Mobile/Event App

**Exclusive Sponsor | US \$7,500**

Get your company in front of every single World of Modular attendee by sponsoring its most critical component: the mobile app through which every session, keynote, networking function, and ceremony will be presented. Sponsorship includes a banner on every page of the mobile app.

## Mobile/Event App Alert

**7 Opportunities | US \$2,500 ea.**

Customize and schedule electronic alerts to every World of Modular attendee. Delivered through the event app and email, these alerts are the perfect way to drive foot traffic to your exhibit booth, announce a new product, and/or get your company noticed by the industry's elite.

## World of Modular Program Ad

**4 Opportunities | US \$2,500 ea.**

Delivered to every World of Modular participant, your full-page ad in this program will be seen by industry leaders around the world both ahead of and during the convention. Available in print to North American attendees and digitally around the world.

## World of Modular Homepage Sponsor

**Exclusive Sponsorship | US \$5,000**

Prominently lace your logo on the World of Modular's most-visited webpage. Boasting nearly 55,000 visits, your company's logo will be seen by attendees and interested industry professionals around the world.



# WORLD OF MODULAR

## Business Meeting

**US \$1,000 ea.**

World of Modular provides the members of the Modular Building Institute their best chance to meet and discuss the ongoing business of the association. As such, it's your best opportunity to be seen by the industry's current and future leaders and influencers. Each sponsoring company will have their logo shown and be thanked by the executive director before and after the meeting.

## Convention Sponsor

**US \$1,000 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\$1,000 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!

## Water Bottles

**Exclusive Sponsorship | US \$3,000**

Branded bottles of spring water are distributed at the start of the convention until they run out.

## Bag Inserts / WOM Swag

**US \$2,000 ea.**

h all attendees. Your piece can include a special offer, invitation, or general advertising message.

## 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 \$1,000 ea.**

Along with signage, your company representatives can greet players at each hole and provide promotional items.

## Exhibit Hall Reception

**4 Opportunities | US \$2,500 ea.**

This reception is the most well-attended function of World of Modular. Signage will feature sponsor logos.

## Exhibit Halo Sponsor

**7 Opportunities | US \$7,500 ea.**

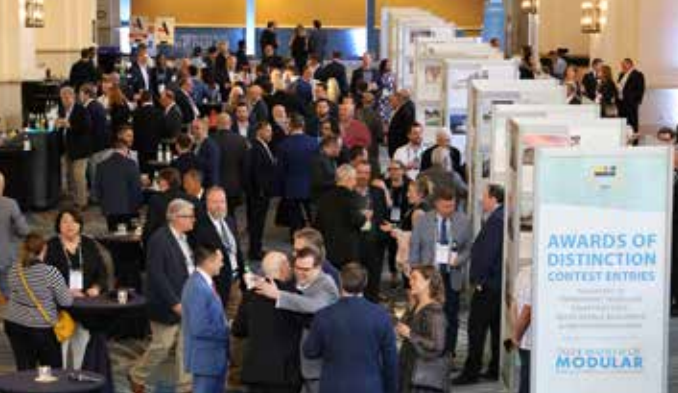
Amplify your exhibit hall presence and extend your brand upward by placing a customized halo over your booth so that attendees to easily locate you in the hall.



**NOTE: This media kit lists the total number of ad/sponsorship opportunities that MBI currently offers.**

**For customized sponsorships or a list of available ad/sponsorship opportunities remaining, please contact Dave Sikora at 888-811-3288 x 155 or [dave@modular.org](mailto:dave@modular.org).**





## WORLD OF MODULAR

# NETWORKING EVENTS:

- Gold Tournament
- Opening Night Party
- Networking Receptions
- VIP Reception & Awards Banquet

For sponsorship/ad purchase, please contact our Business Development Director: [dave@modular.org](mailto:dave@modular.org)

All artwork will be due: **January 15, 2025** and can be submitted to the Business Development Director: [dave@modular.org](mailto:dave@modular.org).



### TERMS, CONDITIONS, CANCELLATIONS

Terms: Payment for each sponsorship opp. is required in US funds. Full payment, artwork and sponsor logo must arrive at MBI headquarters no later than January 15, 2025.

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.

### ARTWORK REQUIREMENTS\*

Only hi-resolution PDFs files with embedded fonts and hi-res images are acceptable. Images should be hi-resolution at 300 dpi.

All color ads must be in CMYK format, not RGB.

All artwork for black and white ads must be submitted in black and white (we will not convert color images).

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 \$150/hour for all work required to convert supplied materials to acceptable digital files.

Requested proofs will be provided as a screen pdf only.

\*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.





United Court Transitional Housing  
Company: CIMC MBS Hong Kong Limited  
Location: Hong Kong

# ONLINE RETARGETING

## Why Retargeting?

Our audience becomes your audience with retargeting. Get direct access to the Modular Building Institute’s website visitors and retarget them with your brand’s ads anywhere they visit online.

With our remarketing ads, your ads will be shown across the web to visitors of modular.org.

## Quality Targeting

Don’t rely on broad, generic targeting on common ad platforms. Stand out with the Modular Building Institute’s qualified audience that will showcase your brand to those who need you the most.

### Choose Your Reach & Duration:

| Package       | Price   | Duration | # of Impressions |
|---------------|---------|----------|------------------|
| Introduction  | \$2,500 | 1 Month  | 35,000           |
| Conversation  | \$4,500 | 3 Month  | 70,000           |
| Brand Builder | \$6,000 | 6 Month  | 100,000          |

### Ad Sizes:

300x250 pixels



300x600 pixels



728x90 pixels



970x90 pixels



# ONLINE RETARGETING

## Track Your Success With Your Personal Dashboard

- Impressions
- Clicks
- Locations

All in Real Time!

Navigation: Innovation Leadership Money Business Small Business Lifestyle Local Outdoor Festival Traveling More

YOUR AD HERE

BREAKING DOWN THE "MODULAR BUILDING CODE"

YOUR AD HERE

YOUR AD HERE

It seems as if the topic of modular construction has become quite popular these days. But with this newfound popularity comes a great deal of confusion and even misinformation. 500 often gets calls from people asking, "what is the modular building code?" So, let's answer that question for:

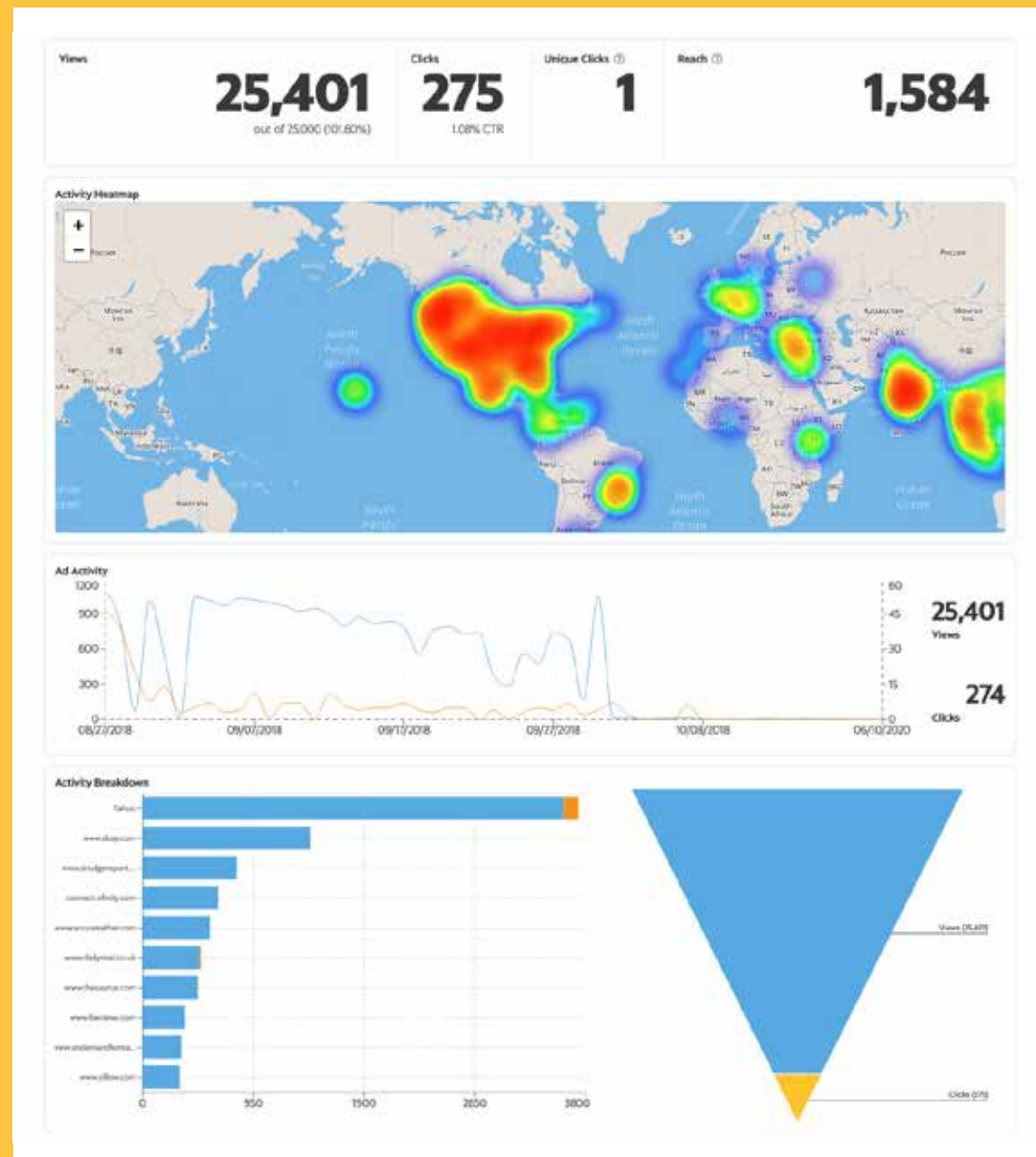
There is no modular building code

Regulating Modular Construction

While there is no modular code, our industry does have a series of administrative rules and regulations, and in some cases guidelines and standards in place. But instead of the building code, our industry constructs to the same applicable building codes as our site-built peers.

In the United States, that is typically a state-adopted version of the International Building Code (IBC). The IBC is updated every three years, with the latest version known as the "2018 IBC". Each state has its own code adoption cycle and policies for amending the IBC, resulting in a national base-modul code with varying regional variations. In Canada, most provinces adopt the National Building Code, which is updated every five years.

If the code remains silent on a particular issue the word "modular" is not in the IBC it is presumed that the code applies, as there is no code it not an exemption from the code. Presumably because the world







# CONTACT US

*Yale University Sports Facilities  
Company: Mobile Modular Management Corporation  
Location: New Haven, CT, USA*

For more information and/or to purchase ads/sponsorships, contact  
**Dave Sikora at 888-811-3288 x155 or [dave@modular.org](mailto:dave@modular.org).**

If interested in other marketing or outreach opportunities, please  
contact our Communications Department at **888-811-3288 x159**  
or **[communications@modular.org](mailto:communications@modular.org)**.

**THE VOICE OF COMMERCIAL MODULAR CONSTRUCTION®**

As the voice of  
**MODULAR  
CONSTRUCTION,**  
The Modular Building  
Institute's mission is  
to increase the market  
share for commercial  
modular projects  
and to lead the way in  
**CHANGING THE WAY  
THE WORLD BUILDS**



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