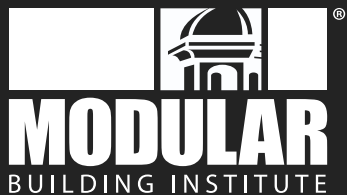


2027 WORLD OF MODULAR

ANNUAL CONVENTION & TRADESHOW

MEDIA KIT



SAVE THE DATE

ORLANDO

FLORIDA | APRIL 5-8, 2027





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WHY SPONSOR?

Why Sponsor World of Modular? For over 43 years, the Modular Building Institute has provided the modular building industry a place to network, exchange ideas, learn from experts, discuss issues, display new products and receive well-deserved recognition.

MBI's World of Modular and World of Modular Europe include a variety of sponsorship opportunities, designed for any budget, suited to any level of exposure, and completely customizable. If you are new to the event, establish yourself as a key player by sponsoring this must-attend global gathering of industry leaders. These opportunities won't last long, reserve yours today!

50+

Sponsorship Opportunities

\$1,000

Starting Price

Repeat sponsors agree:

Regardless of the amount, MBI is committed to helping maximize spend.

"It's refreshing to be in a room full of others who embrace modular — instead of convincing others how great it is, we focus on how to keep improving."

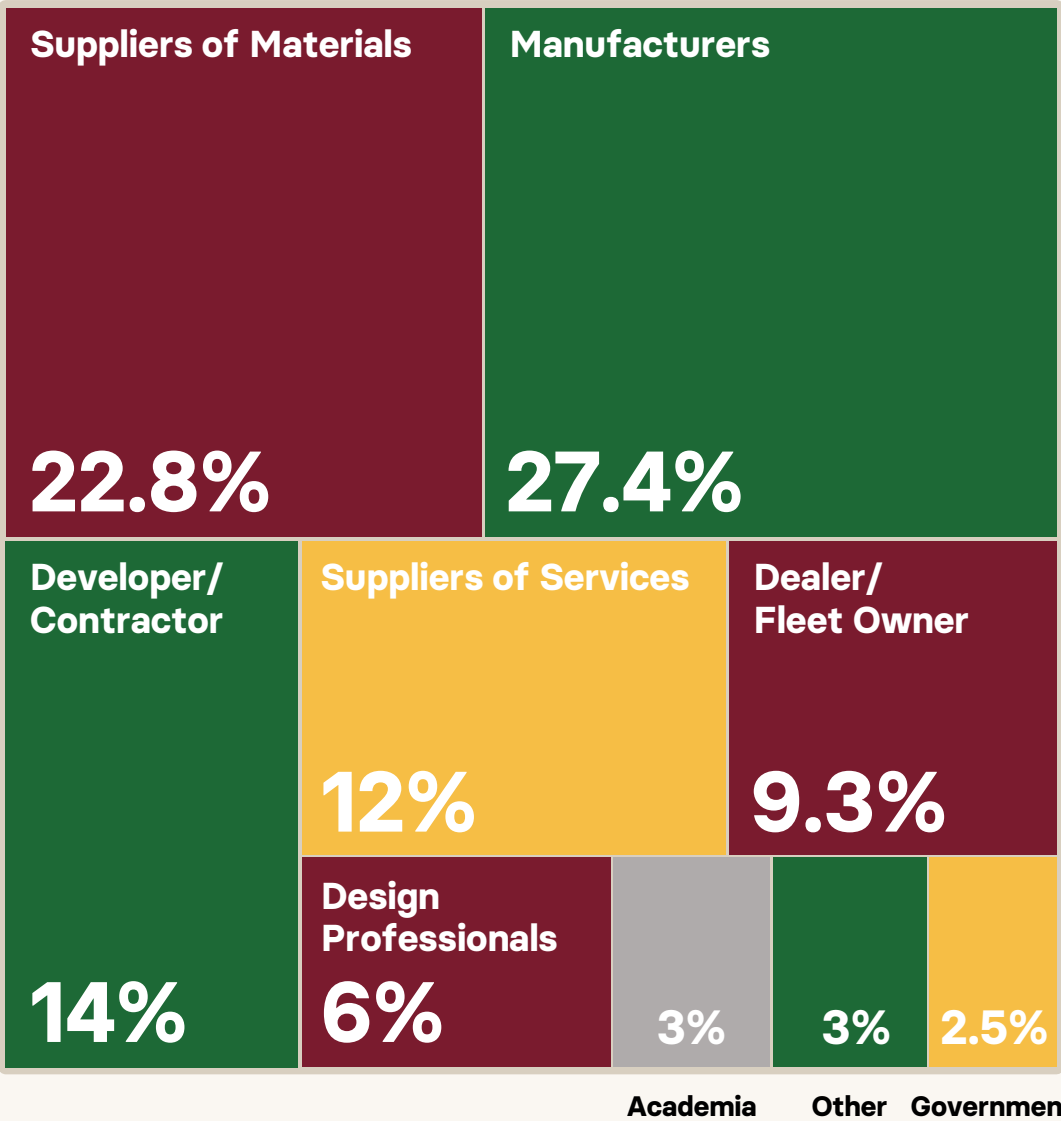
"World of Modular allows for open conversation and idea-sharing across the entire industry. Everyone is in one place, at the same time, with the same intent."

WHO ATTENDS?



World of Modular brings together a vibrant cross-section of the offsite construction industry. Attendees include manufacturers, dealers, and developers of modular buildings as well as suppliers of building products, services, financing, and more!

Attendee by Industry



SPONSORSHIP TIERS

Completely customizable. Choose your level of exposure!

 DIAMOND	 PLATINUM	 GOLD	 SILVER	 BRONZE
\$40,000+	\$30,000+	\$20,000+	\$10,000+	\$5,000+
✓ Includes all Platinum benefits (upgraded to Diamond recognition)	✓ Includes all Gold benefits (upgraded to Platinum recognition)	✓ Includes all Silver benefits (upgraded to Gold)	✓ Includes all Bronze benefits (upgraded to Silver)	✓ Recognition on MBI website as Bronze sponsor
✓ 4 WOM registrations OR 2 booths	✓ 2 WOM registrations OR 1 booth	✓ Recognition on MBI webpage "What is Modular Construction"	✓ Recognition on MBI webpage "Request an Estimate"	✓ Recognition in MBI annual report & membership directory
✓ Use of Diamond sponsor logo	✓ Printed personalized benchmarking report	✓ Gold event badge ribbons	✓ First rights of refusal on chosen sponsorships	✓ Recognition in WOM promotional and on-site signage/brochures
✓ WOM opening session recognition with Diamond Award	✓ Platinum event badge ribbons		✓ Silver event badge ribbons	✓ Bronze event badge ribbons
✓ Diamond event badge ribbons				

For customized sponsorships or a list of available remaining opportunities, please contact Dave Sikora at 888-811-3288 x 155 or dave@modular.org.



HIGH-VISIBILITY SIGNATURE EVENT SPONSORSHIPS

EXCLUSIVE



Opening Night Party

\$15,000

Kick off World of Modular in style! Connect with top industry leaders in a relaxed setting while gaining continuous logo placement and an announcement by the event's emcee.

EXCLUSIVE

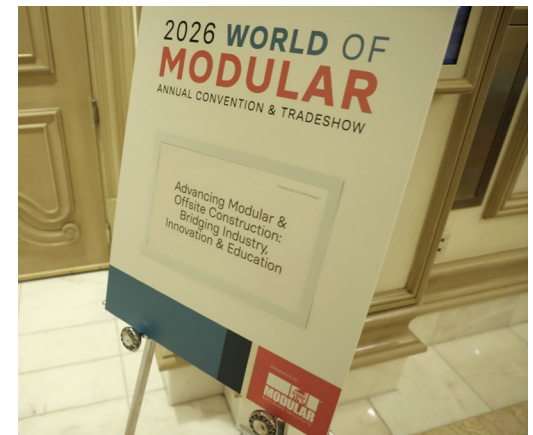


Golf Tournament & Lunch

\$12,500

Get noticed throughout the Golf Tournament marketing cycle. Includes your logo printed on every lunch box plus an exclusive opportunity for microphone time during the event.

EXCLUSIVE



Breakout Session Signage

\$10,000

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



HIGH-VISIBILITY
SIGNATURE EVENT SPONSORSHIPS

2 OPPORTUNITIES



Keynote Speakers

\$10,000

Support top MBI convention speakers! Gain maximum exposure across all attendees, VIPs, and exhibitors with emcee recognition and logo display before and after each presentation.

EXCLUSIVE



Hotel Key Cards

\$7,500

Be the first brand attendees see! Your logo will be prominently printed on guestroom key cards distributed to everyone staying within the official MBI hotel room block.

8 OPPORTUNITIES



Bag Inserts / Swag

\$2,000 ea.

Create awareness of your company with each event attendee. Your piece can include a special offer, invitation, or general advertising message.



CONNECT & HOST NETWORKING & HOSPITALITY

EXCLUSIVE



Registration Welcome Reception

\$7,500

Welcome attendees as they arrive with your sponsored signature cocktail. From 10AM - 5PM, the Welcome Reception area will host networking and badge pick-up, complete with custom bar signage and sponsor-branded napkins.

5 OPPORTUNITIES



VIP Reception

\$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.

4 OPPORTUNITIES



Exhibit Hall Cocktail Reception

\$2,500

Get your company into the most well-attended function of WOM; signage features custom-branded sponsor signage at the bar.



CONNECT & HOST NETWORKING & HOSPITALITY

7 OPPORTUNITIES



Awards Ceremony

\$3,000

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.

EXCLUSIVE



Refreshment Breaks

\$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.

EXCLUSIVE



Water Bottles

\$3,000

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



BE SEEN ON THE FLOOR

EXHIBIT HALL & ONSITE VISIBILITY

EXCLUSIVE



Lunch Sponsor

\$5,000

Sponsor the first full day conference luncheon with your logo proudly displayed on the large ballroom screens for the full hour and a half hour while attendees network and replenish.

7 OPPORTUNITIES

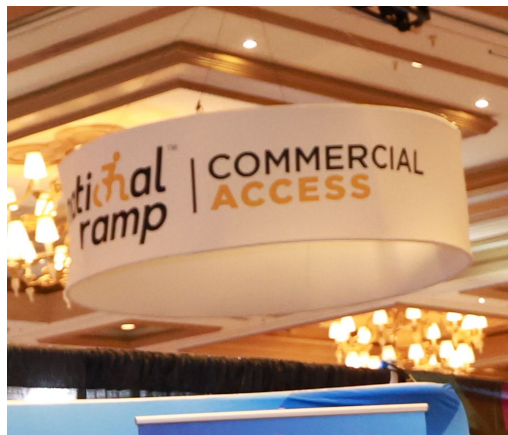


Exhibit Halo Sponsor

\$3,000

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

6 OPPORTUNITIES



Golf Hole Challenge

\$1,000 ea.

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



YOUR COMPANY IN ATTENDEES POCKET

DIGITAL SPONSORSHIPS

EXCLUSIVE



Event App

\$7,500

Sponsor the most critical component of the event: the mobile app. Every session, keynote, networking function, and ceremony lives on this application. Sponsorship includes a banner on every page of the mobile app.

7 OPPORTUNITIES

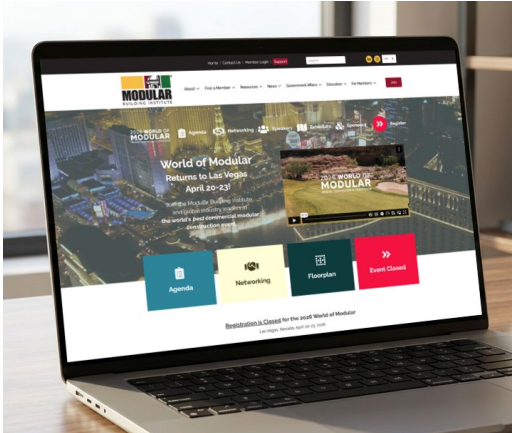


Event App Alert

\$2,500 ea.

Customized, scheduled electronic alerts via app & 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.

EXCLUSIVE



WOM Homepage

\$5,000

Prominently lace your logo on the event's most-visited webpage. Boasting substantial traffic, your company's logo will be seen by interested industry professionals around the world.



SHARE YOUR MESSAGE MARKETING OPPORTUNITIES

5 OPPORTUNITIES

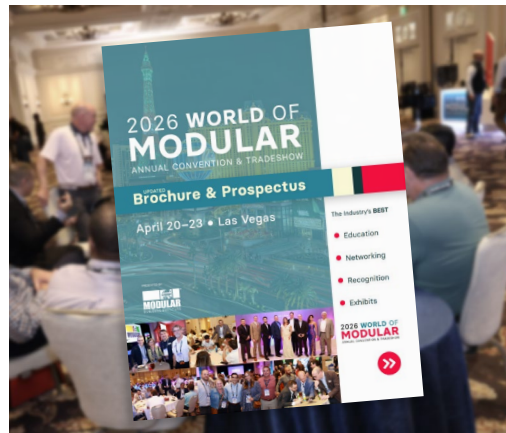


1st Prospectus Program Ad

\$1,500

Full-page ad delivered to all MBI members and contacts, offering early visibility and extended shelf-life as the entire industry plan their convention experience.

5 OPPORTUNITIES



2nd Prospectus Program Ad

\$1,500

Full-page ad delivered to the complete MBI database, placing your brand front and center during peak anticipation with the full event schedule and speaker details.

5 OPPORTUNITIES



Onsite Program Ad

\$2,500

Full-page ad delivered to every WOM participant, seen by industry leaders before and during the convention.



MAXIMIZE YOUR SPEND BUDGET SPONSORSHIPS

4 OPPORTUNITIES



Business Meeting

\$1,000

WOM provides MBI members their best chance to meet and discuss the association's ongoing business. Your company logo shown and thanked by the director before the meeting.

7 OPPORTUNITIES



Convention Sponsor

\$1,000

For sponsors with a limited budget: general sponsorship starting at just \$1,000, listing your company in the onsite program, signage, and on the MBI website.

NEED A CUSTOM COMBINATION OR HAVE A SPECIFIC BUDGET IN MIND?



We can partner with you to bundle benefits, mix and match available slots, and put together a personalized package that fits your targets.

**Contact Dave Sikora at
888-811-3288 x 155
or dave@modular.org
to discuss options**



ARTWORK REQUIREMENTS & TERMS

WORLD OF MODULAR

ANNUAL CONVENTION & TRADESHOW

For sponsorship/ad purchase, please
contact our Business Development

Director: dave@modular.org

All artwork will be due:

January 15, 2027

Submit files to the Business Development

Director: dave@modular.org

ARTWORK REQUIREMENTS

- Only hi-resolution PDFs with embedded fonts and hi-res images accepted (300 dpi minimum).
- All color ads must be in CMYK format, not RGB.
- Black & white ads submitted in black and white only — color images will not be converted.
- Artwork must include complete contact info for the artist/designer.
- \$150/hour charge to convert supplied materials to acceptable digital files.
- Requested proofs provided as 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.

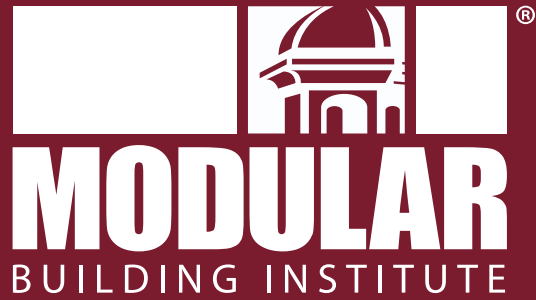
TERMS, CONDITIONS, CANCELLATIONS

Terms: Payment for each article or ad is required in US funds. All required materials must arrive at MBI headquarters no later than the 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 shorted. 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.



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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