2023 MEDIA KIT



MODULAR BUILDING INSTITUTE

THE VOICE OF **COMMERCIAL MODULAR CONSTRUCTION™**



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Cover photo: Duffin Cove Oceanfront Lodging in Tofino, British Columbia, from Nomodic Modular Structures Inc.

2023
MEDIA KIT





ABOUT MBI

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.



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

MODULAR BUILDING INSTITUTE

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.



MODULAR ADVANTAGE MAGAZINE

This **FREE** printed publication will be distributed to MBI members across the globe, while the digital versions will be distributed through *PBC Today* and *Building Design + Construction* to their combined **250,000+ subscribers**.



***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 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.**

Issue	Magazine Focus	Additional MBI Content	Ads/Content Due
Jan-Feb	**MBI 40th Anniversary Special**	Interviews & Retrospectives	December 2, 2022
Mar-Apr	**World of Modular Preview**	Speaker Interviews, Awards of Distinction Preview	February 10, 2023
May-Jun	**Awards of Distinction Special**	Case Studies, Interviews, Awards of Distinction Winners	April 7, 2023
Jul-Aug	**To Be Determined**	Annual Report Info, Industry News	June 9, 2023
Sept-Oct	**International Issue**	Industry Interviews, International Case Studies	August 11, 2023
Nov-Dec	**The Innovation Edition**	Industry Interviews, Case Studies	October 6, 2023

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 (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 2023 + **BONUS** distribution at the 2023 World of Modular)

The first issue of 2023 will celebrate 40 years of the Modular Building Institute with new articles and interviews with some of the most influential leaders and innovators from MBI's past, present, and future.

MAR-APR ISSUE

(Distribution date: March 2023 + **BONUS** distribution at the 2023 World of Modular)

This issue will focus on the 2023 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 show.

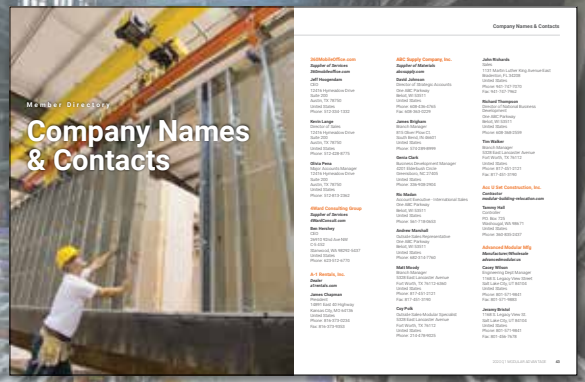
MAY-JUN ISSUE

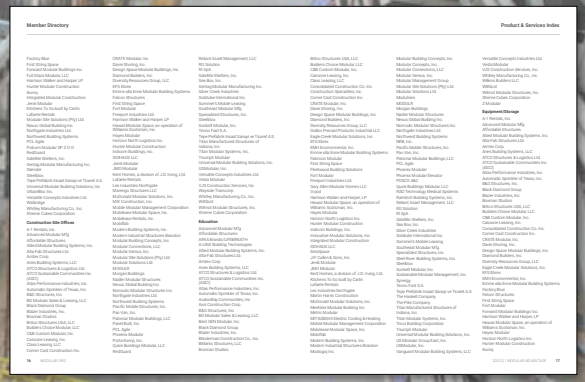
(Distribution date: May 2023)

Introduced in 2022, the Awards of Distinction issue will focus on the award-winning individuals, companies, and projects from our 2023 Awards of Distinction. Did your company contrubute to one of these awards winning projects? Don't miss this chance to share the spotlight!

continued...







2023 MEMBER DIRECTORY

Distribution: Summer 2023
Ads/Content Due: May 13, 2023

The 2023 MBI Member Directory is now 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 2023)

This issue of 2023 will include interviews and case studies from around the modular construction industry.

SEPT-OCT ISSUE

(Distribution date: September 2023)

This issue will feature a closer look at the international commercial modular construction market and include interviews with MBI members around the world. In addition, this issue will feature MBI and company updates, industry news, and member case studies.

NOV-DEC ISSUE

(Distribution date: November 2023)

The final issue of the year will look back at the modular construction industry in 2023 and then take a much-anticipated look ahead at the innovations that will drive the industry forward in 2024. In addition, this issue will feature MBI and member updates, industry news, and case studies.

Distribution dates and editorial content subject to change.







Publication Details



RATES

LOGO *(color)*

Modular Advantage Sponsor

5 Opportunities	$2,500 ea.

ADS *(color)*

Full page	$1,500 ea.
½ page	$1,000 ea.

COVER RATES *(color, full page only)*

Inside front cover	$2,000 ea.
Inside back cover	$2,000 ea.
Outside back cover	$2,500 ea.

SIZES IN INCHES

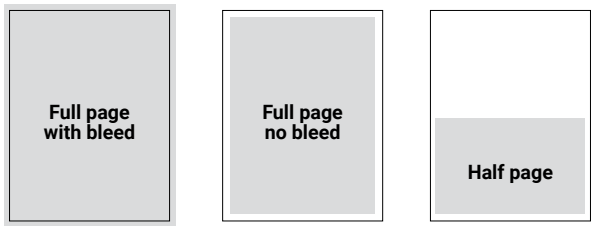
Full page with bleed
11.125" H x 8.625" W*

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.



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 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.
- 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.

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

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.



MBI UPDATES (E-NEWSLETTER)



MBI UPDATES is MBI's e-newsletter series 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.

RATES

Member Logo: $2,500

Add your company's hyperlinked logo to each edition of Member Connection Now. 40+ sends per year to MBI's entire member database. 5 opportunities.

Product Spotlight: $500

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 Business Development Director: dave@modular.org

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

Logo artwork can be submitted to the Communications Coordinator at communications@modular.org

MODULAR.ORG

Modular.org is the online hub of MBI. It's constantly updated with upcoming MBI events, searchable member directory, industry news, and original content. Modular.org gets over 45,000 pageviews from 12,000 users per month. 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
- Why Modular page
- Industry Analysis page
- Request an Estimate page

RATES

Annual Rates per Location

MBI Homepage
8 Opportunities $10,000 ea.

Why Build Modular page
6 Opportunities $3,000 ea.

Industry Analysis page
6 Opportunities $3,000 ea.

Request an Estimate page
8 Opportunities $1,000 ea.

Logo Specs

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



TERMS, CONDITIONS, CANCELLATIONS

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Commissions: None

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

Interested in being interviewed on the podcast? Email 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 PODCAST

Featuring interviews and insights from prominent industry voices, Inside Modular delves into the world of commercial modular construction from all angles. Episodes are released twice a month and cover topics of interest from across the industry, including affordable housing, modular building design, financing, new member profiles, and much, much more. **Each episode averages approximately 200 listeners within its first 30 days of release.** Don't miss your chance to be heard by engaged industry professionals around the world!



RATES

Inside Modular sponsorship Spoken-word advertisement, 30-45 seconds

3 episodes: $1,500 **10 episodes:** $4,000 **Full year:** $7,500

Place your company's advertisement just after the introduction. Pre-recorded audio files are accepted, or have your ad copy read by the host for a seamless transition. Ads remain with each episode for the life of the podcast. Includes website landing page logo link.

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



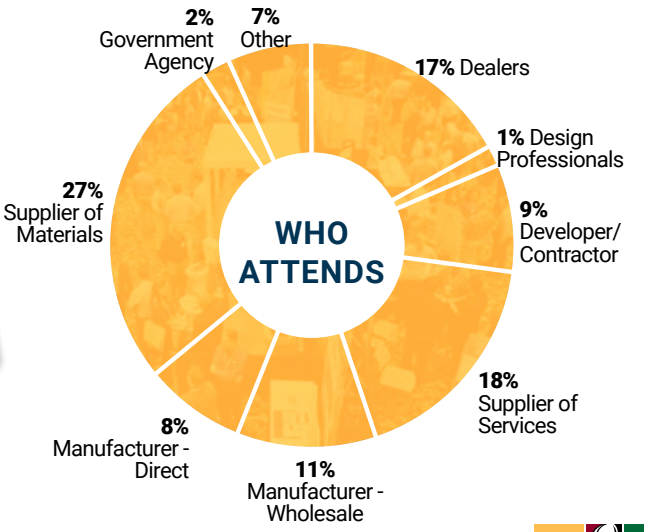
WORLD OF MODULAR SPONSORSHIPS

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 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 1,000 attendees, from 23+ 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
3 Opportunities | US $7,500 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. Sponsorship of the Exhibit hall also includes sponsorship of the digital reception.

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. This sponsorships includes a commercial that will be shown during the awards presentation.

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 1,000 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

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.

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, its 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.

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

All artwork will be due:

December 31, 2022

and can be submitted to the Business Development Director: dave@modular.org.



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, 2022.

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 $120/ 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.



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

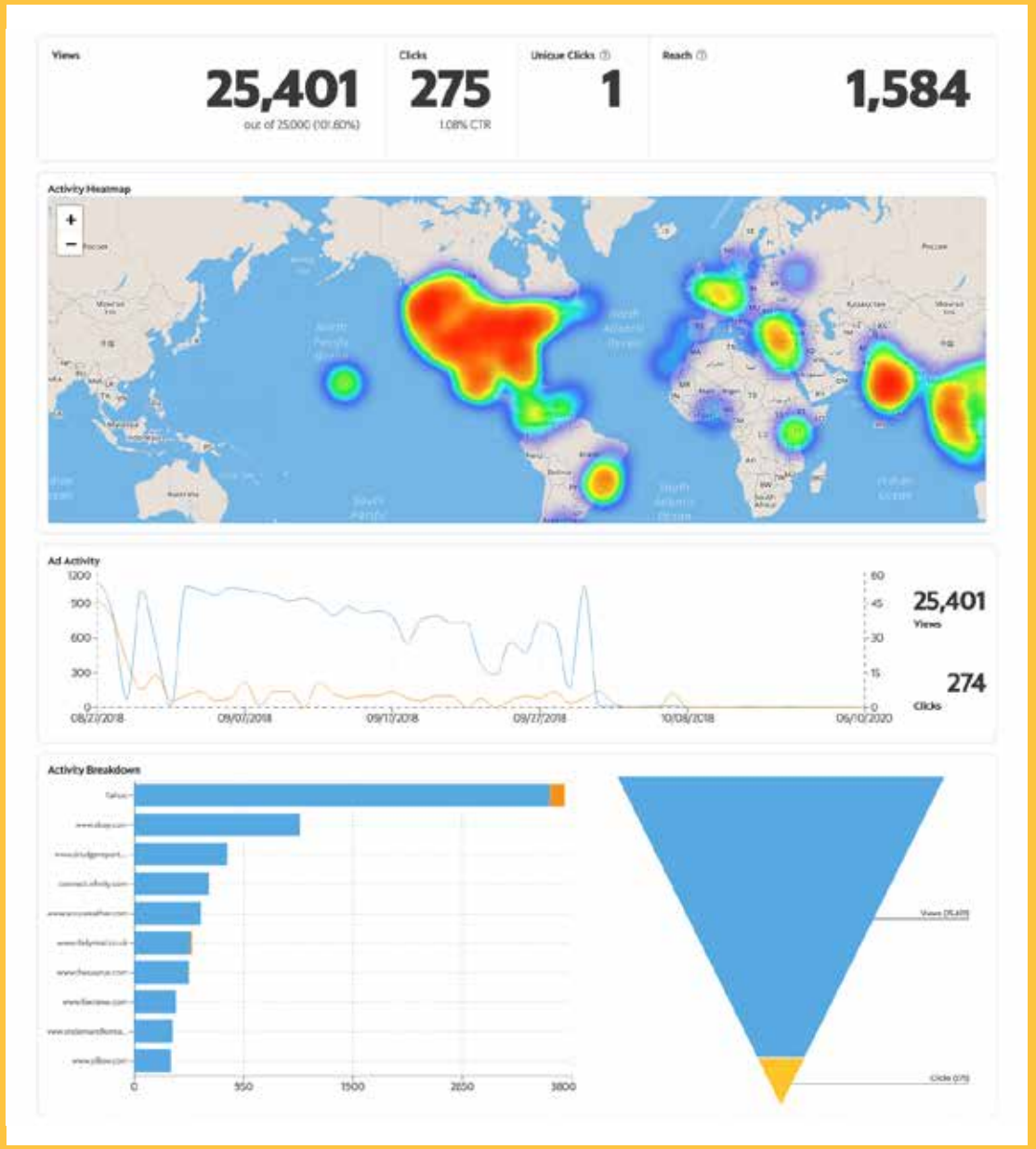
ONLINE RETARGETING

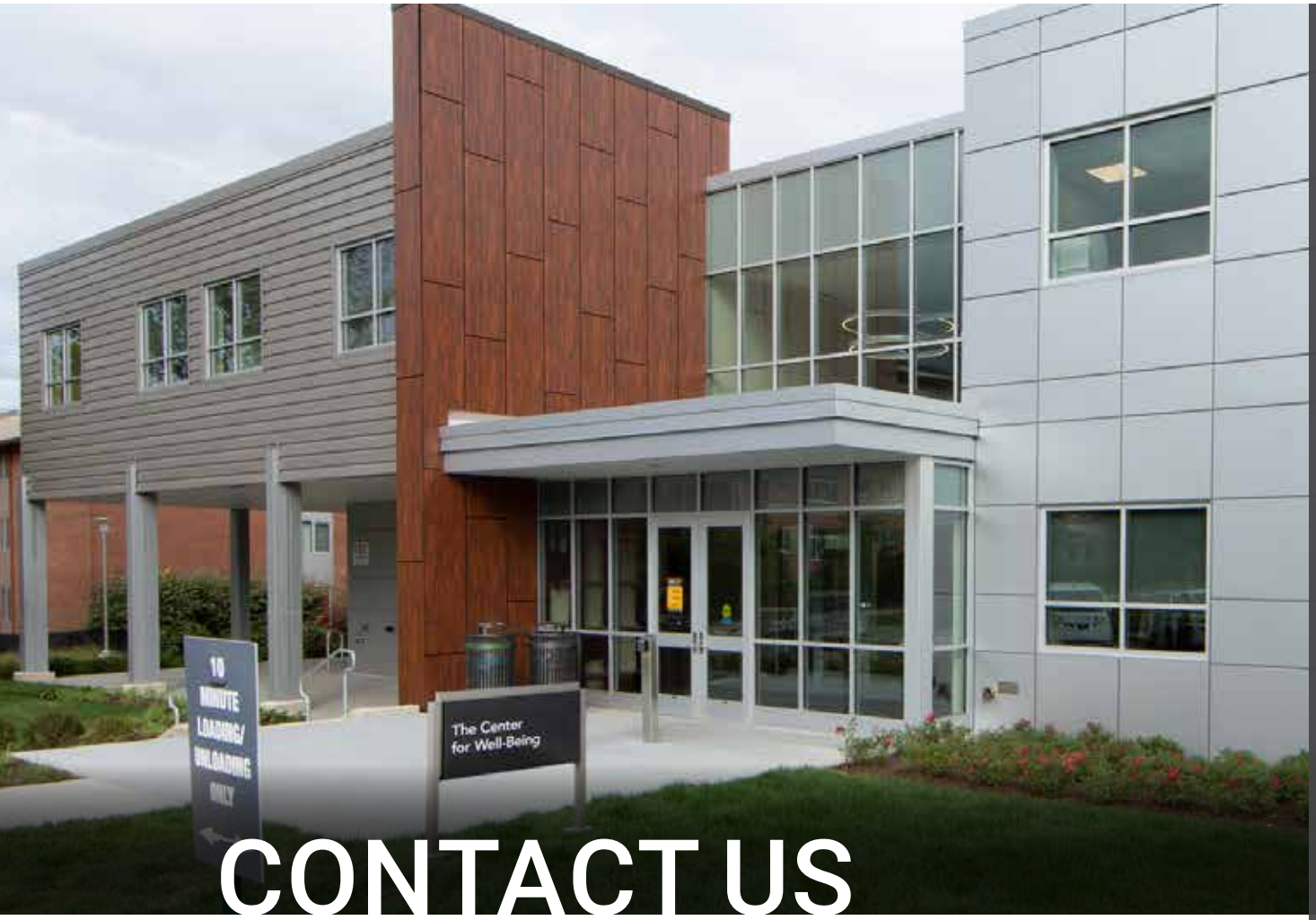
Track Your Success With Your Personal Dashboard

- Impressions
- Clicks
- Locations

All in Real Time!







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.**

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**

MODULAR BUILDING INSTITUTE

Modular Building Institute
285 Hydraulic Ridge Road, Suite 6
Charlottesville, Virginia 22901 USA

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

THE VOICE OF **COMMERCIAL MODULAR CONSTRUCTION™**