



2010-2011 Marketing Planner



**Stand Out from the Crowd
with MHI's Advertising and
Sponsorship Opportunities**

TAKE ADVANTAGE OF MHI'S SPONSORSHIP AND ADVERTISING OPPORTUNITIES AND SAVE WITH CORPORATE PARTNER PROGRAM

Even in today's technology driven world, connectivity is still fundamental in business. Building and growing your business starts by building relationships and building your company's brand and image. The relationships you make today will turn into the business opportunities of tomorrow. How are you going to stand out among your competitors?

MHI is your one-stop source for marketing success. As the largest national umbrella organization of the manufactured housing industry, land-lease community industry, and modular housing industry, MHI connects with thousands of industry members each day and tens of thousands of industry members throughout the year through its business services and meetings, tradeshow, and publications. By taking advantage of MHI's advertising and sponsorship opportunities, you are showing your strong support for the industry.

The 2011 MHI Marketing Planner is packed with excellent opportunities to help you not only make the connections, but make the connections turn into lasting relationships. We invite you to take advantage of these many opportunities, to join in these powerful relationships by investing in these meeting sponsorships, and advertising in the *MH NewsWire* and on the MHI, NCC or NMHC Websites.

You can take advantage of significant savings by becoming a MHI Corporate Partner. These partnerships include annual support of MHI through MHI events, MHI publications and programs, while saving you thousands of dollars. The more you spend, the bigger your discount and exposure! The following are examples of how much you can save:

\$10,000 (you would receive a 3% discount)
(totaling \$300 in savings)

\$20,000 – you would receive a 5% discount
(totaling \$1,000 in savings)

\$25,000 – you would receive a 10% discount
(totaling \$2,500 in savings)

\$30,000 – you would receive a 15% discount
(totaling \$4,500 in savings)



This adds up to substantial savings! Even if you are not interested in a package, MHI does offer competitive pricing on advertising and sponsorships to help you reach your target audience.

ADVERTISING/SPONSORSHIP CONTACT:
CHERYL HARDEE
703.558.0668
Cheryl@mfghome.org

MHI Corporate Partner Program

Attract the attention of the factory-built housing industry and your target audience and become a Corporate Partner. These partnerships include annual support of MHI through MHI events, publications and programs, while saving you thousands of dollars. Receive the following discounts on a special partner program package: Premier Partner – 15% (\$4500 in savings), Exclusive Partner – 10% (\$2500 in savings); Preferred Partner – 5% (\$1000 in savings) and Corporate Partner 3% (\$200 in savings). The more you spend, the bigger your discount!

**We recognize that every opportunity may not meet your specific needs. Please feel free to contact Cheryl Hardee at 703.558.0668 to discuss how you can customize a package better suited for your company or to talk about how to make a package work for you. If you are not interested in a package, you can still sign up for individual opportunities. Please see the enclosed form.*

Getting Started is Easy

Choose the partner package that you want.

Choose which events at MHI's Meetings (National Congress & Expo for Manufactured and Modular Housing, MHI Annual Meeting and MHI Winter Meeting & Legislative Conference) you want to sponsor at the level you have chosen.

Check all of your choices on the enclosed order form – you can also choose from advertising in the MH Newswire and on the MHI, NMHC or NCC Web sites.

Add up the total.

Subtract your Partner discounts.

Benefits

- Recognition at MHI Meetings and on MHI's Web site
- Discounts on total package: 15% Premier Partner; 10% – Exclusive Partner; 5% – Preferred Partner; 3% Corporate Partner.
- First choice on exclusive sponsorship opportunities: 1st choice – Premier Partner; 2nd choice – Exclusive Partner; 3rd choice – Preferred Partner and 4th choice — Corporate Partner.
- First choice on premium advertising placements: 1st choice – Premier Partner; 2nd choice – Exclusive Partner; 3rd choice – Preferred Partner and 4th choice—Corporate Partner
- Recognition on Web site
- Recognition in Meeting Program Guides
- Recognition at Meetings

Interested in becoming a member of MHI? Please visit www.manufacturedhousing.org and click on "Join MHI."

2010/2011 Business Meetings

MHI Business meetings are held two times each year: MHI Business meetings are open to MHI members only, drawing hundreds of industry leaders and association members at each meeting to discuss and debate important industry issues and policies, build relationships through a variety of networking opportunities, and keep informed on industry trends and information necessary for success. As a sponsor you will have the ability to generate new leads, gain exposure and access to new clients, while maintaining relationships with existing

Platinum Sponsor	Winter	Annual
Opening Reception	\$10,000	\$10,000
Luncheon	\$15,000	\$15,000
Awards Reception & Dinner	x	\$15,000
Gold Sponsor		
Morning General Session	\$5,000	\$5,000
Continental Breakfasts	\$5,000	\$5,000
Silver Sponsor		
Division Meeting Refreshments	\$750/mtg	\$750/mtg
Lanyards/Registration Giveaways	\$500	\$500

2010/2011 Business Meetings— Sponsorship Benefits

Sponsor Benefits	Silver	Gold	Platinum
Free Registrations		(1)One	(2)Two
Preregistration List for Marketing		Yes	Yes
Company Logo Prominent	Yes	Yes	Yes
Sponsor Ribbon on Badge	Yes	Yes	Yes
Recognition at Meeting (Mention of Company Name)	Yes	Yes	Yes
Opportunity to Address Attendees (Luncheon and General Session Only)			Yes
Company Name on Cover of Meeting Program		Yes	Yes
Company Name on Website	Yes	Yes	Yes
Registration Giveaways/Marketing Pieces*	Yes	Yes	Yes
<i>*Costs of Items Incurred By Sponsor</i>			

**Tradeshow Sponsorships | Exhibiting National Congress & Expo|
April 26-28, 2011**

The National Congress & Expo is the largest annual tradeshow for the manufactured and modular housing industries. It is the premiere industry opportunity to network with up to 1,000 housing professionals and increase your company's visibility. With hundreds of attendees, the NCC Forum is the largest gathering of community operators.

SINGLE – 10'x10' Booth	MHI MEMBER	NON-MEMBER
Aisle	\$1,200	\$1,500
Corner	\$1,400	\$1,700
DOUBLE – 20' x 10' Booth		
Two Aisles	\$2,000	\$2,300
Corner & An Aisle	\$2,200	\$2,500
Two Corners	\$2,400	\$2,700

OTHER.....Please call Greg Rinck at 703.558.0646 for special rate.

Two complimentary registrations valued at \$1,000 are included per each booth space. Exhibit space includes pipe and drape, sign, existing carpet, skirted table and two chairs. Additional registrations will be available at a discounted rate, up to five discounts per booth.

SPONSOR BENEFITS	BRONZE	SILVER	GOLD	PLATNUM	DIAMOND
Free Registrations-Full Congress Access			1 (One)	2 (Two)	3 (Three)
Free Preregistration List for Marketing	Yes	Yes	Yes	Yes	Yes
Company Logo Prominent on Event Sponsor Sign/Banner		Yes	Yes	Yes	Yes
Sponsor Ribbon on Badge	Yes	Yes	Yes	Yes	Yes
Recognition In Congress Program <i>(Platinum and Diamond: Prominent Placement of Logo)</i>	Yes	Yes	Yes	Yes	Yes
Recognition on Congress Signage <i>(Platinum and Diamond: Prominent Placement of Logo)</i>	Yes	Yes	Yes	Yes	Yes
Company Name and Logo on Website <i>(Platinum and Diamond: Prominent Placement of Logo)</i>	Yes	Yes	Yes	Yes	Yes
Registration Giveaways/Marketing Pieces*	Yes	Yes	Yes	Yes	Yes
Discount in Onsite Program		5%	10%	Free	Free
Five Minute Welcome Speech <i>(Awards Luncheon, General Sessions, and Exclusive Preconference Sponsors Only)</i>					Yes
Banner and Signage for Sponsored Event				Yes	Yes
Company Listing in Promotional Material	Yes	Yes	Yes	Yes	Yes
Complimentary 10x10 Booth Space			1 (One)	1 (One)	2 (Two)
Logo Included in Email Promotions				Yes	Yes
Hospitality Suite*	Yes	Yes	Yes	Yes	Yes
Complimentary Program Ad				Yes	Yes
Announcement in MHI Week in Review					Yes
Logo on Front of Conference Workbooks <i>(Exclusive Preconference Sponsors Only)</i>					Yes
*Costs of Items Incurred By Sponsor – Limited Availability for Hospitality Suite					

SPONSORSHIPS—National Congress & Expo	
Diamond Sponsor	
Wednesday Opening Session	\$20,000
Thursday General Session	\$20,000
Opening Reception (Tuesday Evening)	\$20,000
Chairman’s Reception (Wednesday Evening)	\$20,000
National Awards Luncheon (Wednesday)	\$15,000
Platinum Sponsor	
National Communities Council Forum Exclusive Sponsor	\$10,000
Congress & Expo Open House Lunch (Thursday)	\$10,000
Gold Sponsor	
Tote Bags	\$5,000
Expo Internet Café/Cyber Kiosks	\$5,000
Silver Sponsor	
Key Cards	\$2,500
Continental Breakfasts: Wednesday	\$2,500
Continental Breakfasts: Thursday	\$2,500
Congress & Expo Pens	\$2,500
Bronze Sponsor	
Inserts in Registration Bags	\$1,000

2011 Congress & Expo On-Site Program

Advertising in the official 2011 Congress & Expo program provides your company with an excellent venue for promoting your company’s products and services. With up to 1,000 leaders from both the modular and the manufactured housing industries, the value of advertising in the program is unmatched.

Full Page Ad	\$1,500
Half Page Ad	\$1,100
Quarter Page	\$900

Website Advertising

Why Advertise on MHI's Web sites?

1. Advertising on the MHI, National Communities Council, and National Modular Housing Council web sites provides an affordable and effective way to put your business message before the thousands of industry members and consumers who visit these sites every day.
2. Thousands look to these sites for the national association as a trusted source of information. Wouldn't you want your ad to appear on a site with the credibility of your national association backing it?
3. Advertising on MHI's web sites with a link to your site will help you sell more of your products and services while showing your strong support for the industry.
4. As the magazine publishing industry is struggling, more and more people are looking to the internet for information and to keep up with the latest news and trends.

Your ad remains every day for the term of your contract for less than the cost of a magazine ad.

Banner Advertising Specifications

Ads should be submitted as .jpg files in appropriate size listed below. Website ads include a link to your Website. Please submit a target URL for the link.

MHI WEB SITE		
www.manufacturedhousing.org (APPROX. 250,000 VIEWS PER MONTH)		
Home Page	155 x 110 pixels	\$1,000 – Quarter (\$500 savings) \$3,500 – Year
Calendar of Events	132 x 125 pixels	\$500 – Quarter (\$250 savings) \$1,750 – Year
Membership Directory	132 x 110 pixels	\$500 – Quarter (\$250 savings) \$1,750 – Year
Consumer Center	147 x 82 pixels	\$500 – Quarter (\$250 savings) \$1,750 – Year
Developer Section	120 x 90 pixels	\$500 – Quarter (\$250 savings) \$1,750 – Year

<p>NATIONAL MODULAR HOUSING COUNCIL (NMHC) www.modularcouncil.org (APPROX. 50,000 VIEWS PER MONTH)(AD WILL ALSO APPEAR ON OTHER PAGES WITHIN THE SITE)</p>		
<p>Home Page</p>	<p>115 X 110 pixels</p>	<p>\$800 – Quarter} (\$400 savings) \$2,800 – Year</p>

<p>NATIONAL COMMUNITIES COUNCIL (NCC) www.mhcommunities.org (APPROX. 10,000 VIEWS PER MONTH) (AD WILL ALSO APPEAR ON OTHER PAGES WITHIN THE SITE)</p>		
<p>Home Page</p>	<p>115 x 110 pixels</p>	<p>\$600 – Quarter (\$400 savings) \$2,000 – Year</p>



MHI IS PLEASED TO ANNOUNCE THE MANUFACTURED HOUSING BUYER'S GUIDE – A WEB-BASED ONLINE DIRECTORY FOR LOCATING PRODUCTS AND SERVICES OFFERED BY MHI MEMBER COMPANIES, NATIONAL CONGRESS & EXPO EXHIBITORS AND SUPPLIERS TO THE INDUSTRY.

MHI's Members and Exhibitors have first right-of-refusal to secure premium online leadership positions

Compelling Value

- **Industry's premier online buyer's resource**
- **Ultra-relevant search results**
- **Thousands of qualified results**
- **Substantial promotion by MHI**
- **Cut through the clutter of search engines**
- **Exclusive sponsorships reserved for MHI Members and Exhibitors**
- **Prominence for Members, NC&E Exhibitors and Sponsors, MHI Advertisers**

Exclusive Member Benefits

- **MHI Members, NC&E Exhibitors and Sponsors have first right-of-refusal**
- **Home Page and Category Page Exposure**
- **Product Showcases**
- **Banner and Skyscraper Advertisements**
- **Bundle with "MHI NewsWire" Sponsorship**
- **Priority Status**

Continuous MHI Marketing

- **Prominent link to Buyer's Guide from www.ManufacturedHouseing.org**
- **Prominent link to Buyer's Guide from "MHI Week in Review" and "MH NewsWire"**



Manufactured Housing Buyer's Guide

- ADVERTISE
- Select a category
- Aftersales/Upkeep
 - Appliances
 - Association
 - Attorney
 - Building Materials & Equipment
 - Cabinets
 - Commercial Lending/Brokerage
 - Community Owners/Managers
 - Community Service/Product Providers
 - Computer Services
 - Consulting Services
 - Developer
 - Distributor
 - Doors and Accessories
 - Electrical and Electronics
 - Energy Efficiency
 - Exhibitors
 - Exterior Accessories
 - Floor Plan Lending
 - Flooring and Coverings
 - Foundations/Anchoring Systems
 - Green Building Products
 - Heating & Air Conditioning
 - Home Manufacturers
 - Installation Equipment & Materials
 - Insurance Services
 - Interior Decor
 - Interior Mat. & Wall Coverings
 - Landscape Architect
 - Loan Brokerage/Appraisal
 - Marketing
 - Members
 - Plumbing Materials
 - Retail/Mortgage Lending
 - Roofing Materials
 - Safety and Security
 - Siding and Insulation
 - Transportation Eq. and Service
 - Ventilation Systems
 - Warranties
 - Windows and Skylights

Welcome to the Manufactured Housing Buyer's Guide

Welcome to the Manufactured Housing Buyer's Guide – an online directory for locating products and services from Manufactured Housing Institute Supplier Member and Exhibitor companies.

Now, factory-built housing industry buyers can find products, companies and sales contacts – quickly!

Search, using our Category List at left or by Keyword using the Search link below. Search users can further refine their search by city, state, postal code or even by area code number.

search (or click on a category at left)



Product Showcase

[learn about sponsorship opportunities]



Sponsorship Bundles

Buyer's Guide Product Showcase

- Leaderboard Banner **\$ 5,995 (6 month flight)**
 - PLUS* free weekly Newsbriefs sponsorship
- Skyscraper **\$ 4,995 (6 month flight)**
 - PLUS* free monthly Newsbriefs sponsorship

A La Carte Placements

Home Page

- Sidebar Full Skyscraper **\$ 2,995 (6 month flight)**
- Sidebar Half Skyscraper **\$ 1,995 (6 month flight)**

Category Page

- Sidebar Full Skyscraper **\$ 1,195 (6 month flight)**
- Sidebar Half Skyscraper **\$ 795 (6 month flight)**

Valuable Benefits at Every Level

- Year-round comprehensive exposure
- Enhanced business information page with links to PDF files, white papers, videos, etc.
- Bonus Exposure via "MH Week in Review" and "MH NewsWire" free sponsorships
- First right of refusal for future flights

Online Buyer's Guide placements are available on a "first come, first served" basis. Placements on hold are subject to release until payment is received. Category assignments are subject to approval of MHI.

To Purchase Sponsorships/Advertisement Placements, or ask questions, please contact Tim DePuy at (970)871-4688 or TDePuy@InfoInc.com



ADVERTISING PLACEMENT ORDER

ADVERTISEMENT PLACEMENT

SUPPLIER COMPANY INFORMATION

Table with 2 columns: Ad Placement Description and Price. Includes categories like Home Page - Product Showcase/Banner, Category Page - Banner, etc. with checkboxes and prices.

* Please indicate your category selection(s) on the following page

Supplier Company Information fields: Company Name, Address, City, State, Zip Code, Point-of-Contact, POC Phone, POC Fax, POC E-Mail Address.

SUPPLIER BILLING INFORMATION (if different from above)

Supplier Billing Information fields: Company Name, Address, City, State, Zip Code, Point-of-Contact, POC Phone, POC Fax, POC E-Mail Address.

PAYMENT METHOD:

FAX your completed and signed MHI Advertisement Placement Order to 970-871-4600

Payment Method options: Visa, Mastercard, Amex, Check. Includes fields for CARD #, C V V, and EXPIRATION.

*I certify I am an authorized purchaser for my company and agree to purchase Home Page/Category Sponsorships and/or other advertising for the categories selected on the MHI categories selection list or noted above.

Signature: _____ Date: _____



Categories for 2010*

✓ CATEGORY

- Aftermarket Upkeep
- Appliances
- Association
- Attorney
- Building Materials & Equipment
- Cabinets
- Commercial Lending/Brokerage
- Community Owners/Managers
- Community Service/Product Providers
- Computer Services
- Consulting Services
- Developer
- Distributor
- Doors and Accessories
- Electrical and Electronics
- Energy Efficiency
- Exhibitors
- Exterior Accessories
- Floor Plan Lending
- Flooring and Coverings
- Foundations/Anchoring Systems
- Green Building Products

✓ CATEGORY

- Heating & Air Conditioning
- Home Manufacturers
- Installation Equipment & Materials
- Insurance Services
- Interior Décor
- Interior Materials & Wall Coverings
- Landscape Architect
- Loan Brokerage/Appraisal
- Marketing
- Members
- Plumbing Materials
- Retail/Mortgage Lending
- Roofing Materials
- Safety and Security
- Siding and Insulation
- Transportation Equipment and Services
- Ventilation Systems
- Warranties
- Windows and Skylights
- New Category** --
- New Category** --
- New Category** --

* Additional enhanced category listings are \$100 per category; All category assignments subject to approval of the Manufactured Housing Institute

** New category establishment fee applicable






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MHI Members, Exhibitors & Industry Suppliers can Easily Upgrade their Supplier Listing Now!

Enhanced Listing

Wells Fargo Multifamily Capital
 exhibitor location: 209
 5938 Priestly Drive, Suite 102, Carlsbad, CA 92008
 760-505-9001 (p)
 contact: Tony Petosa, Senior Vice President
 tpetosa@wellsfargo.com | web

Financing Options for Manufactured Home Communities Wells Fargo specializes in financing Manufactured Home Communities, offering Fannie Mae, direct portfolio, and correspondent lending programs. Since 2000, Wells Fargo has originated more than \$4.0 billion in financing within this sector. Fannie Mae Manufactured Housing Community Program As the first fully approved Fannie Mae Delegated Underwriter and Servicer, Wells Fargo has delegated responsibility for originating, underwriting, closing, and delivering multifamily mortgages without Fannie Mae's prior review. As a DUS lender we are able to act quickly and be flexible in structuring transactions.

Categories assigned to your company

• Commercial Lending/Brokerage • Exhibitors • Members

Wells Fargo Multifamily Capital
 5938 Priestly Drive, Suite 102, Carlsbad, CA 92008 760-505-9001 (p)
 • MHI member • 2010 Expo exhibitor

Basic Listing

CB Richard Ellis, Inc.
 3280 Peachtree Rd., Suite 1400, Atlanta, GA 30305 404-504-5970 (p)
 • MHI member

Supplier Listing Options

Basic Listing

- **Company name, address and phone number** -- No Charge --

Enhanced Listing

- **Company name, address, phone number, contact name, contact information, company & service description, NC&E booth location, document links, link to multimedia files** \$ 495 (12 months)
- **Additional Categories** \$ 100/category (12 months)

Priority Enhanced Listing

- **Guarantees Page 1 placement in category** \$ 795 (12 months)
- **Additional Categories** \$ 175/category (12 months)

Online Buyer's Guide enhanced listings are available to all suppliers and are subject to posting upon receipt of payment in full. Category assignments are subject to approval of MHI.

To Purchase your Enhanced Listing, or ask questions, please contact Tim DePuy at (970)871-4688 or TDePuy@InfInc.com



ENHANCED LISTING PLACEMENT ORDER

ENHANCED LISTING UPGRADE

SUPPLIER COMPANY INFORMATION

	<u>12 Month Listing</u>	
<input checked="" type="checkbox"/> Enhanced Listing	\$ 495	
<input type="checkbox"/> Additional Enhanced Listings Per Category	\$ 100	
TOTAL NUMBER OF ADDITIONAL CATEGORIES: _____		
Sub-Total.....	\$ 495	
Additional Categories.....	\$ _____	
ENTER TOTAL AMOUNT DUE.....	\$ _____	

Company Name : _____

Address : _____

Address : _____

City : _____

State : _____

Zip Code : _____

Point-of-Contact : _____

POC Phone : _____

POC Fax : _____

POC E-Mail Address : _____

Please check applicable categories from attached Category Sheet and include with this insertion order. Additional categories are only \$100 per category.

NOTE: Enhanced listings are good for one full year and become effective upon signature date.

Contact Tim DePuy at (970)871-4688 or TDePuy@InfoInc.com to continue your enhanced listing through next year's National Congress and Expo!!

SUPPLIER BILLING INFORMATION (if different from above)

Company Name : _____

Address : _____

Address : _____

City : _____

State : _____

Zip Code : _____

Point-of-Contact : _____

POC Phone : _____

POC Fax : _____

POC E-Mail Address : _____

PAYMENT METHOD:

FAX your completed and signed MHI Placement Order to Tim DePuy @ 970-871-4600

Visa: CARD #: _____ C V V: _____ EXPIRATION: _____

Mastercard

Amex

Check Checks payable to "Information, Inc." and sent to Information, Inc., 6707 Democracy Plaza, Suite 500, Bethesda, MD 20817

*I certify I am an authorized purchaser for my company and agree to purchase Enhanced Listings and/or other advertising for the categories selected on the MHI categories selection list or noted above.

Signature: _____ Date: _____



Categories for 2010*

✓ CATEGORY

- Aftermarket Upkeep
- Appliances
- Association
- Attorney
- Building Materials & Equipment
- Cabinets
- Commercial Lending/Brokerage
- Community Owners/Managers
- Community Service/Product Providers
- Computer Services
- Consulting Services
- Developer
- Distributor
- Doors and Accessories
- Electrical and Electronics
- Energy Efficiency
- Exhibitors
- Exterior Accessories
- Floor Plan Lending
- Flooring and Coverings
- Foundations/Anchoring Systems
- Green Building Products

✓ CATEGORY

- Heating & Air Conditioning
- Home Manufacturers
- Installation Equipment & Materials
- Insurance Services
- Interior Décor
- Interior Materials & Wall Coverings
- Landscape Architect
- Loan Brokerage/Appraisal
- Marketing
- Members
- Plumbing Materials
- Retail/Mortgage Lending
- Roofing Materials
- Safety and Security
- Siding and Insulation
- Transportation Equipment and Services
- Ventilation Systems
- Warranties
- Windows and Skylights
- New Category** --
- New Category** --
- New Category** --

* Additional enhanced category listings are \$100 per category; All category assignments subject to approval of the Manufactured Housing Institute
** New category establishment fee applicable

2010/2011 SPONSORSHIP AND ADVERTISING COMMITMENT FORM

Please check all that apply:

SPECIAL PARTNER PROGRAM Premier ___ Exclusive ___ Preferred ___ Corporate ___

SPONSORSHIP OPPORTUNITIES – MHI MEETINGS

	Winter Meeting	Annual Meeting	Totals
Platinum Sponsor			
Opening Reception	\$10,000 ___	\$10,000 ___	_____
Luncheon	\$15,000 ___	\$15,000 ___	_____
Awards Dinner & Reception		\$15,000 ___	_____
Gold Sponsor			
Morning General Session	\$5,000 ___	\$5,000 ___	_____
Continental Breakfasts	\$5,000 ___	\$5,000 ___	_____
Silver Sponsor			
Division Meeting Refreshments	\$750/mtg ___	\$750/mtg ___	_____
Lanyards/Registration			
Giveaways	\$500 ___	\$500 ___	_____

SPONSORSHIP OPPORTUNITIES – NATIONAL CONGRESS & EXPO, APRIL 26-28, 2011

Diamond Sponsor

Wednesday Opening Session	\$20,000	_____
Thursday General Session	\$20,000	_____
Opening Reception (Tuesday Evening)	\$20,000	_____
Chairman's Reception (Wednesday Evening)	\$20,000	_____
National Awards Luncheon (Wednesday)	\$15,000	_____

Platinum Sponsor

National Communities Council Forum (Exclusive Sponsor)	\$10,000	_____
Congress & Expo Open House Lunch (Thursday)	\$10,000	_____

SPONSORSHIP OPPORTUNITIES – NATIONAL CONGRESS & EXPO, APRIL 26-28, 2011 (Continued)

Gold Sponsor

Tote Bags	\$5,000	_____
Expo Internet Café/Cyber Kiosks	\$5,000	_____

Silver Sponsor

Key Cards	\$2,500	_____
Continental Breakfasts: Wednesday	\$2,500	_____
Thursday	\$2,500	_____
Congress & Expo Pens	\$2,500	_____

Bronze Sponsor

Inserts in Registration Bags	\$1,000	_____
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EXHIBITING OPPORTUNITIES – NATIONAL CONGRESS & EXPO

SINGLE – 10' x 10' Booth	MHI Member	Non-Member	
Aisle	\$1,200	\$1,500	_____
Corner	\$1,400	\$1,700	_____
DOUBLE – 20' x 10' Booth			
Two Aisles	\$2,000	\$2,300	_____
Corner & An Aisle	\$2,200	\$2,500	_____
Two Corners	\$2,400	\$2,700	_____

OTHER..... Please call Greg Rinck at 703-558-0646 for special rate.

2011 Congress & Expo On-Site Program

Full Page Ad	\$1,500	_____
Half Page Ad	\$1,000	_____
Quarter Page Ad	\$900	_____

INTERNET ADVERTISING

MHI Web site www.manufacturedhousing.org

Home Page	(155 x 110 pixels)	\$1,000 – Quarter	_____
	(\$500 savings)	\$3,500 – Year	_____
Calendar of Events	(132 x 125 pixels)	\$500 – Quarter	_____
	(\$250 savings)	\$1,750 – Year	_____

INTERNET ADVERTISING (Continued)

Membership Directory	(132 x 110 pixels)	\$500 – Quarter	_____
	(\$250 savings)	\$1,750 – Year	_____

Consumer Center	(147 x 82 pixels)	\$500 – Quarter	_____
	(\$250 savings)	\$1,750 – Year	_____

Developer Section	(120 x 90 pixels)	\$500 – Quarter	_____
	(\$250 savings)	\$1,750 – year	_____

National Modular Housing Council (NMHC) – www.modularcouncil.org
(Ad will also appear on other pages within the site)

Home Page	(115 x 110 pixels)	\$800 – Quarter	_____
	(\$400 savings)	\$2,800 – Year	_____

National Communities Council (NCC) – www.mhcommunities.org
(Ad will also appear on other pages within the site)

Home Page	(115 x 110 pixels)	\$600 – Quarter	_____
	(\$400 savings)	\$2,000 – Year	_____

MH NEWSWIRE

Platinum Sponsor Banner	_____
\$ 2000 per month 468 x 100 pixels	_____

Gold Sponsor Banner	_____
\$ 1500 per month 468 x 80 pixels	_____

Silver Sponsor Banner	_____
\$1250 per month 468 x 80 pixels	_____

Bronze Sponsor Banner	_____
\$1000 per month 468 x 80 pixels	_____

Advertisers Rate Specifications Features

Advertiser Sidebar 1 – 3	_____
\$ 500 per month 150 x 240 pixels	_____

Advertiser Sidebar 4 – 6	_____
\$350 per month 150 x 120 pixels	_____

MHI BUYERS GUIDE ADVERTISING

Total from enclosed placement order form _____

MHI BUYERS GUIDE UPGRADED LISTING

Total from enclosed order form _____

TOTALS FROM ALL THREE PAGES:

DISCOUNT SCHEDULE

\$10,000 - \$19,999 (Subtract 3%)	-	_____
\$20,000 – \$24,999 (Subtract 5%)	-	_____
\$25,000 – \$29,999 (Subtract 10%)	-	_____
\$30,000 and up – (Subtract 15%)	-	_____

GRAND TOTAL: = _____

PAYMENT INFORMATION:

Name Date

Card Holder's Billing Address City State Zip

Address City State Zip

Phone Fax

Email Address

Method of Payment: Credit Card Check (Make Check payable to Manufactured Housing Institute)

Credit Card Information: Visa MasterCard American Express

Account Number Exp. Date (Month/Year)

Cardholder Name

Cardholder Signature

Mail form and payment to:

Manufactured Housing Institute
2111 Wilson Blvd., Suite 100
Arlington, VA 22201
Tel – 703-558-0400

Or fax form and payment to: Fax – 703-558-0401

If you have questions about the MHI Sponsorship/Advertising Program, please contact Cheryl Hardee at 703-558-0668 or cheryl@mfghome.org.