

# CALL FOR ENTRIES

## 2010 National Industry Awards

### Community and Retail Sales Center of the Year Awards

The National Industry Awards are presented each year at the National Congress and Expo for

Manufactured and Modular Housing, bringing recognition to the best manufactured home communities, and manufactured home retail sales centers in the country.

Each award winner receives a personalized trophy and recognition in industry communications. In addition, award-winning communities and retail sales centers serve as an inspiration and model for others in the industry striving for excellence.

Award winners will be honored at the National Industry Awards Luncheon to be held on April 14, 2010 during the 2010 National Congress and Expo for Manufactured and Modular Housing at the Caesars Palace in Las Vegas, Nevada. The awards luncheon is an annual highlight of the National Congress and Expo for Manufactured and Modular Housing.

### What Happens to Your Entry

Entries are screened at MHI headquarters to verify eligibility. They are then separated by region and entry category for judging. All entries are judged by a panel of independent experts in the fields of architecture, development, home construction, multi-family housing, real estate appraisal, finance, public relations and community planning.

The entries are evaluated using judging criteria based upon the submission information provided in this brochure. The highest-scoring entry in each category receives an award. The decision of the judges is final and scores for individual entries will not be disclosed.

### Dates to Remember

Please notify MHI of your intention to participate in the awards program by completing an entry form and mailing it with your entry fee to MHI by February 1, 2010. Next, gather your materials and submit your entries for

judging in the award category most suited for your community or retail sales center by February 8, 2010.

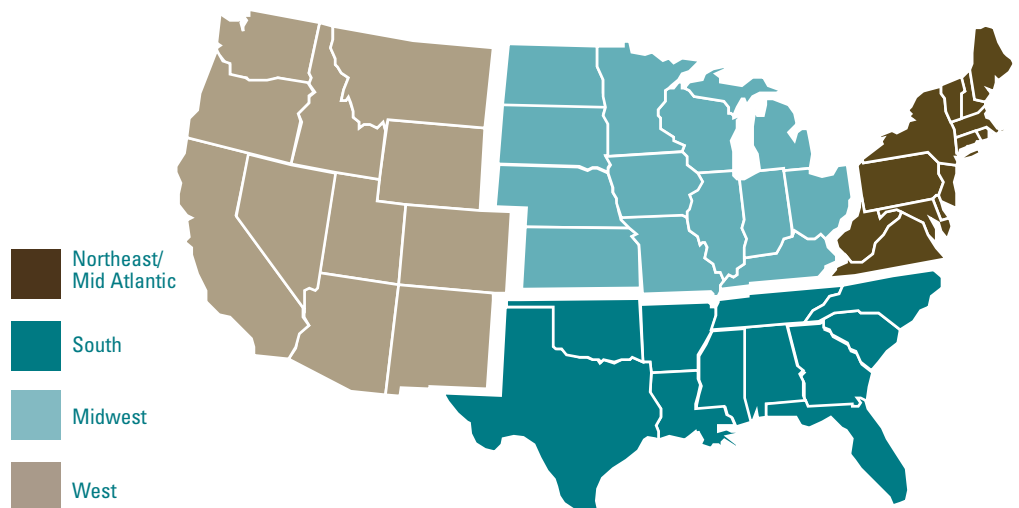
### Eligibility Criteria

Refer to each category for specific award criteria. Please pay special attention to the eligibility criteria for each award category and ensure that your entry meets the criteria outlined in this brochure. Any entry determined not to meet the eligibility criteria will be disqualified. If it is determined that the entry does not meet the eligibility criteria at the time of receiving the entry form and fee, the entry will be rejected and the fee will be returned. If ineligibility is not evident until the time of judging, the entry will be disqualified and fees will not be refunded.

### Award Notification

Award winners will be notified by mail no later than March 12, 2010. The results will not be provided by phone before March 12, 2010.

### Community of the Year & Retail Sales Center of the Year Regions



2111 Wilson Blvd., Suite 100  
Arlington, VA 22201  
(703) 558-0400  
(703) 558-0401 Fax

[www.manufacturedhousing.org](http://www.manufacturedhousing.org)



# NATIONAL INDUSTRY AWARDS

## 2010

### Entry Deadlines, Fees and Rules

Entry notification forms and fees (\$75 for each entry) must be received by MHI by fax or mail by February 1, 2010. If, at the time of receiving the entry form and fee, it is determined that the entry does not meet the eligibility criteria, the entry will be rejected and the fee will be returned.

No refunds will be granted for entries withdrawn from the competition, late or incomplete entries, or entries determined not to meet the eligibility criteria at the time of judging. Entries for judging must be received by MHI no later than 5:00 p.m. (EST) on February 8, 2010. There will be no extensions to the deadline and no exceptions will be made.

All materials submitted become the property of the Manufactured Housing Institute. Photographs may be used in future MHI publications. Entrants are responsible for obtaining permission to use photography produced by others.

### Entry Materials Should be Sent to:

Manufactured Housing Institute  
c/o Community of the Year Awards or Retail Sales Center of the Year Awards  
2111 Wilson Blvd., Suite 100  
Arlington, VA 22201

Submit entry form and fee by  
**February 1.**

Submit entry for judging by  
**February 8.**

## COMMUNITY OF THE YEAR AWARDS

### Overall Eligibility

For each of the following categories, the entry should be for a single community. A separate form must be used for each entry. The community entered must be a member in good standing of the state manufactured housing association in the state in which it is located.

### Categories

#### ■ Land-Lease Community of the Year

*(Each region, see map on page 1)*

Open to all HUD-Code manufactured home land-lease communities of any size in geographic area.

#### ■ Best New Subdivision in the United States

Open to fee simple subdivisions comprised of 50 percent or more of manufactured or modular homes. No size or geographic restrictions.

### What to Submit

- A typed statement that includes a description of the community/subdivision, information on the market (such as entry level, empty nester, move-up, etc.) served by the community, information on home prices and monthly lease expenses (if land-lease), special amenities and resident services provided by the community and any other information you believe supports your entry, such as company goals or philosophy.
  - Digital images on a CD in jpeg or tiff PC compatible format of at least 300dpi and measuring 4" X 5" showing the entrance to the community/ subdivision and its name, homes in the community, streetscape, amenities such as pools and clubhouses, common areas and signage. Digital images do not have to be professionally produced, but should be of sufficient quality and quantity to adequately assist the panel of judges in visualizing the community or subdivision.
    - Marketing materials including media ads, radio and television spots, prospect kits, etc.
    - Copies of lease agreement, architectural covenants, homeowners' association regulations, and other major documents governing residential life within the community or subdivision.
  - A description of the individual or company's involvement in the industry, the local community and state and/or national associations.
  - Site plan.

## RETAIL SALES CENTER OF THE YEAR AWARDS

### Overall Eligibility

For each of the regional categories, the entry should be for a single retail sales center location selling manufactured (HUD-Code) and/or modular homes. You may enter more than one sales center in each category. A separate form must be used for each entry. The retail sales center (single location) entered must be a member in good standing of the state manufactured housing association in the state in which it is located.

### Categories

#### ■ Retail Sales Center of the Year

*(Each region, see map on page 1)*

### What to Submit

- A typed statement that includes a description of the retail sales center, information on sales volume, marketing programs, management philosophy.
  - Descriptions of special awards presented to the sales center and information on industry involvement to include local community and state and/or national associations.
    - Digital images on a CD in jpeg or tiff PC compatible format of at least 300dpi and measuring 4" X 5" showing the retail sales center to include the sales center's signage, display homes, office and presentation from the street. Digital images do not have to be professionally produced, but should be of sufficient quality and quantity to adequately assist the panel of judges in visualizing the sales center.
      - Marketing materials to include newspaper advertisements, magazine ads, brochures, videos, radio spots, DVDs, CDs, and prospect kits, etc. used to promote the retail sales center.
      - Information on homebuyer services such as real estate services, general contracting, mortgage brokerage, homebuyer education, and details of customer satisfaction programs.

If you have questions,  
call MHI at  
**(703) 558-0400.**



