



CALL FOR ENTRIES

2012 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 11, 2012 during the 2012 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 10, 2012. 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 24, 2012.

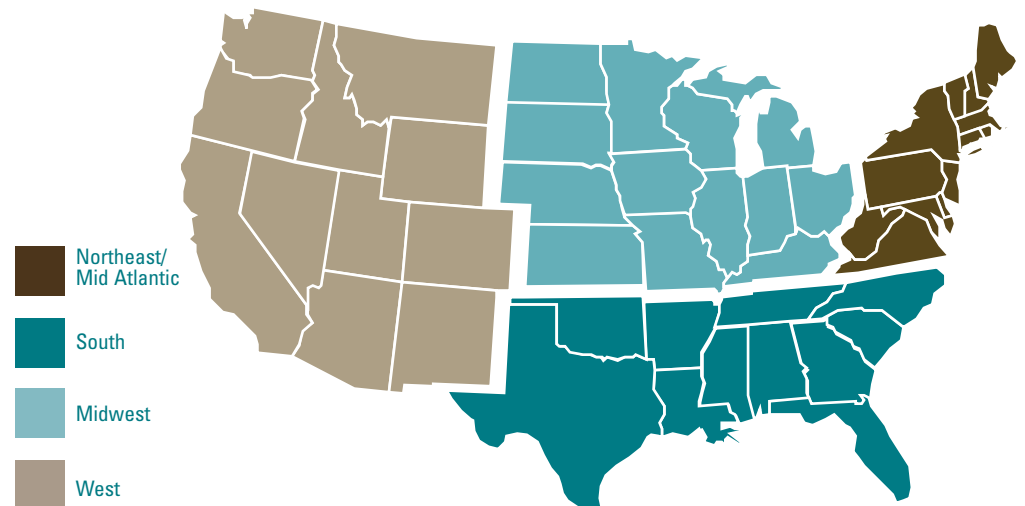
Eligibility Criteria

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 23, 2012. The results will not be provided by phone before March 23, 2012.

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



NATIONAL INDUSTRY AWARDS

2012

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 10, 2012. 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 24, 2012. 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 10.

Submit entry for judging by February 24.

COMMUNITY OF THE YEAR AWARDS

Overall Eligibility

For the Community of the Year awards, 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.

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.

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 the Retail Sale Center of the Years awards, 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 region. 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.

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.

ENTRY NOTIFICATION FORM

2012 National Industry Awards

Contact Person Information

This individual will receive all communications regarding the awards program.

Name: _____

Mailing Address: _____

Telephone: _____ Fax: _____

Email: _____

Entry Information

Name of Entry: _____

Address of Entry (Actual Location): _____

Telephone: _____ Fax: _____

State Association Membership: _____

Please provide the name of the state association of which the community or retail sales center listed above is a member.

Entry Fee

The fee for each entry is \$75. You may send one check or make one credit card payment for multiple entries.

_____ Number of entries x \$75 = _____

Payment Information

_____ Check (make payable to the Manufactured Housing Institute)

_____ American Express _____ MasterCard _____ VISA

Card Number: _____ Expiration Date: _____

Name on Card: _____

Billing Address and Zip Code: _____

Signature: _____

Check Appropriate Entry Category:

_____ Land-Lease Community of the Year (check appropriate region)

_____ Northeast/Mid Atlantic _____ South _____ Midwest _____ West

_____ Retail Sales Center of the Year (check appropriate region)

_____ Northeast/Mid Atlantic _____ South _____ Midwest _____ West

I certify that the entry named above qualifies for the entry category selected. I understand that entries for judging must arrive at the Manufactured Housing Institute office by 5:00 p.m. February 24, 2012. **I give MHI permission to use photographs included in the submission for judging in its future publications and in its Photo Library.**

Signature: _____ Date: _____

Form must be

received by

February 10, 2012

• **Please use one form
for each entry.**

• **Please copy the form
for additional entries.**

• **Read the eligibility
requirements for each
category carefully.**

**Return completed form
and payment to:**

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2012 National Industry Awards

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Deadline for Submissions for Judging: February 24, 2012



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