

MHI 2024 CONGRESS & expo

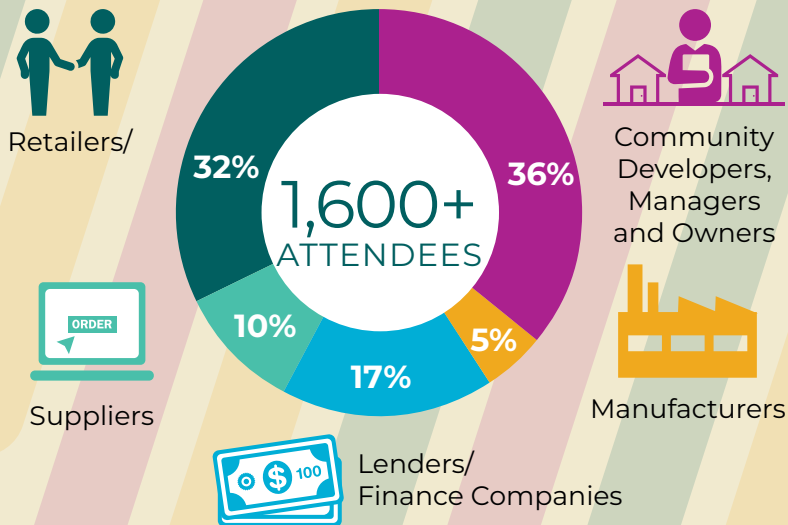
Sponsorship Prospectus

April 3 – 4, 2024

MGM Grand | Las Vegas

What is MHI Congress & Expo?

Congress & Expo is the top industry event of the year for MH professionals with over two days of the industry's best networking to connect to successful professionals in manufactured housing. Attendees will immerse themselves in top quality educational workshops, an expo floor with over 140 booths, networking receptions, and pre-event forums focused on existing manufactured home communities and developing with manufactured homes.



PARTNER - \$15,000



Lanyards (sponsor provided)

A staple of any event, your company logo on the lanyards for all MHI Congress & Expo attendees will increase your brand awareness with their badges.

SOLD

Opening Welcome Reception

Be a part of the kick-off for the 2024 MHI Congress & Expo on Wednesday, April 3. Industry professionals will gather in the Expo Hall for the first official networking event of the conference. Your sponsoring company will have their logo represented on attendee drink tickets and can provide custom beverage napkins for the reception.

SOLD

Registration Area

Be recognized at the first stop for all attendees at the MHI Congress & Expo registration area. All MHI Congress & Expo attendees are required to check-in at registration where you will prominently showcase your company logo on signage and counters within the registration area.

SOLD

Registration Bags and Swag Area (sponsor provided)

Get ready for a sizzling hot giveaway from the event! Right at the Expo Hall entrance in MHI's marketplace, every registered attendee gets the chance to snag a registration bag and swag bag filled with awesome swag from our event sponsors. The sponsoring company not only gets to brand the bag but also shines in the MHI marketplace – an unbeatable branding opportunity!

SOLD

Opening Keynote Session Opportunity

Mark your calendar for Wednesday, April 3rd, and get ready for an exciting addition to our evening general session! Be a trailblazer as the opening session speaker, taking the limelight with branding rights outside the general session. You'll have the chance to distribute handouts in the room, and well-deserved onstage recognition from MHI's leadership.

SOLD



TITANIUM- \$12,500



Pre-Function Window Clings (3 sets available; 3 sets sold) Showcase your logo and brand in MHI's main conference foyer that will also house registration, the entrance to the Expo Hall and networking areas. Serving as the first stop for all Congress & Expo attendees. This opportunity includes the production of two (2) clings in this space.

In-Room TV Channel Welcome

Welcome the attendees with your company brand on the TV of all attendee's hotel rooms at the MGM Grand. Company recognition would be provided on the main arrival day.

MHI Connect

 (Wednesday and Thursday opportunities available)

MHI Connect is a high-traffic area located steps away from registration and the Expo Hall entrance. Serving refreshments and beverages throughout the day, each attendee will receive a branded ticket to this networking space.



Networking Reception

All attendees are invited to the networking reception on Thursday, April 4 – an event not to be missed. Attendees will have time to connect, network and unwind in the Expo Hall. Sponsoring company will have their logo represented on attendee drink tickets. Sponsors can provide custom beverage napkins for the event.



Developer Seminar

The ever-popular Developers Seminar is back and better than ever this year. Kicking off on April 2 and continuing through April 3, it's now a day and a half of immersive content. Tailored to meet the unique needs of builders and developers, this program explores leveraging factory-built housing to save time, money, and deliver innovative options for home buyers. As a sponsoring company, you'll enjoy prime recognition with your company logo prominently featured on the main stage.



MHI Connect

PLATINUM - \$10,000



Walkway Clings (8 sets available; 3 sets sold)

Showcase your product on the way to the MGM convention center. Over 4,500 people walk this path daily, including our event attendees. Provide your own branding artwork, or work with MHI for a custom design. This opportunity includes the production of three (3) clings in this space.

Relaxation Station

Attendees can take a seat and relax with an upper body massage on the Expo Hall floor. The Relaxation Station will be staffed with two licensed therapists all day Thursday, April 4 during Expo Hall hours. Sponsoring company is welcome to provide brand for therapists to wear.

SOLD

Networking Lunch in Expo Hall

Attendees will get the chance to mingle and connect in the expo hall on Thursday, April 4 over lunch. Food and seating will be scattered throughout the hall. Sponsoring company is welcome to provide branded napkins, cups or koozies to promote their company during the lunch.

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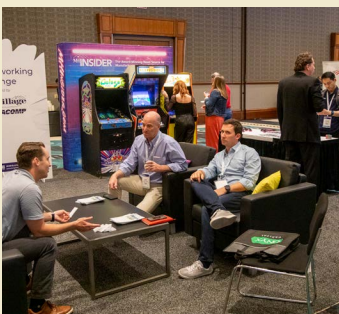
NCC Spring Forum

MHI's NCC Spring Forum takes place on Wednesday, April 3 and is catered to leaders within the multifamily housing communities as owners/operators, service providers, leasing consultants, etc. All attendees receive networking and education on challenges facing the industry. Sponsoring company will have logo recognition on the event materials and presentation.

SOLD



GOLD - \$7,500



Charging Station (one available, two sold)

You can never have enough battery in your phone or tablet. Promote your company brand on charging stations in high traffics areas for attendees to juice up.

Expo Hall Aisle Signs

Put your company logo on Expo Hall aisle signs helping attendees find their way throughout the Expo Hall. Your company logo will be seen throughout the Expo Hall as attendees walk down the aisle.

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Expo Hall Networking Lounges (two available)

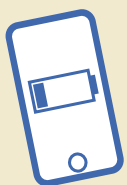
Let attendees relax and network on the Expo Hall floor in your company branded lounge area with signage. Sponsoring company is welcome to provide collateral or goodies for the area.

SOLD

Expo Hall Water Stations

Attendees will be hydrated throughout the Expo Hall with scattered water stations. Sponsoring company will receive recognition at each station with signage and is welcome to provide company branded cups.

SOLD



GOLD - \$7,500 (Continued)



Newcomers Reception

Help us welcome new attendees with a cocktail at this reception on April 3 before the official Opening Session. Sponsoring company will be on event signage and marked at the Newcomers Reception. Additionally, sponsoring company is welcome to provide branded cocktail napkins for the event.

SOLD

Thursday Breakfast

Help attendees fuel up for the day of networking and education with continental breakfast in the Expo Hall. Sponsoring company is welcome to provide branded napkins and will be recognized in the conference program.

SOLD

Thursday Coffee Breaks

Make sure attendees stay energized and have another opportunity to connect in the Expo Hall. Sponsoring company is welcome to provide branded beverage napkins for coffee stations and will be recognized in the conference program.

Closing General Session

Help MHI close our event with the closing general session directly before our networking. Sponsoring company will receive recognition with company name on the main stage, branding rights outside the general session and a chance to distribute handouts in the room, and well-deserved on-stage recognition from MHI's leadership.

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TV Monitors

Showcase your brand and materials on (3) specific monitors in the premiere foyer, located steps away from registration and the Expo Hall.

What past attendees have had to say about MHI Congress & Expo

“ Must attend event! ”

“ Golden opportunity for networking. ”

“ It was a really great event. I don't know why we haven't attended in the past. ”

“ Well worth the investment. ”

“ Worth it! ”

“ Great opportunity for the big picture of the industry. Networking and learning is worth the time. ”

SILVER - \$5,000



Branded Cocktail Tables (four sets available; three sold)

Put your company logo on five table covers for high traffic areas throughout the event. These tables are perfect for attendees looking to connect with others and meet between sessions. Locations available around the registration area or education and general sessions.

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Program Back Cover (sold) or Inside Front Cover

Each conference attendee will receive a program filled with information about the event, conference schedule and Expo Hall details. Advertise your company on the front inside cover or back cover of the conference program

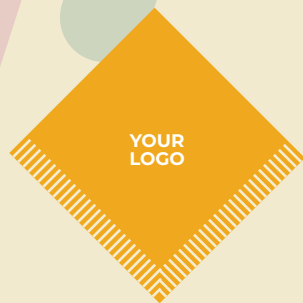
Legal Issues Educational Workshops

Educational workshops taking place on Thursday, April 4 include four sessions focused on content timely legal issues facing the industry. Sponsoring company will have branding recognition outside of the session room, the ability to provide handouts in the session and the opportunity to introduce the moderator or speaker for each of the four sessions throughout the day.

Newcomer Educational Workshops

Educational workshops taking place on Thursday, April 4 include four sessions focused on content relevant to those new to the industry. Sponsoring company will have branding recognition outside of the session room, the ability to provide handouts in the session and the opportunity to introduce the moderator or speaker for each of the four sessions throughout the day.

SOLD



Industry Hot Topics Educational Workshops

Educational workshops taking place on Thursday, April 4 include four sessions focused on hot topics affecting the industry. Sponsoring company will have branding recognition outside of the session room, the ability to provide handouts in the session and the opportunity to introduce the moderator or speaker for each of the four sessions throughout the day.

Wednesday Refreshments in Expo Hall

Make sure attendees stay energized and have another opportunity to connect in the Expo Hall. Sponsoring company will have the opportunity to provide branded beverage napkins for coffee stations and be recognized in the conference program.

SOLD



Floor Clings (two available; two sold)

Showcase your logo and brand on (2) 3x4 customized clings located in the meeting space.

QUESTIONS?

Have questions or have a branding idea you don't see? Contact Ellen Savage at esavage@mfgghome.org.

BRONZE - \$3,500



Lip Balm (sponsor provided)

Be the reason attendees never stranded with dry lips. Each attendee will have the opportunity to receive your company branded lip balm at the MHI Marketplace.

SOLD

Pens (sponsor provided)

You can never have too many pens! Make sure attendees are well prepared for taking notes on all the business done throughout the event. Each attendee will have the opportunity to grab your company branded pen at the MHI Marketplace.

SOLD



General Sponsor

Showcase your logo on all event promotions leading up to Congress & Expo, as well as all sponsor signage onsite.



SWAG AT MHI'S MARKETPLACE - \$2,000 per giveaway

MHI Members are welcome to provide swag to be featured at the MHI Marketplace. Located outside of the Expo Hall, the MHI Marketplace will provide attendees with a sponsored bag and an interactive station to pick up sponsored swag. Participating companies must provide 1,500 pieces and are encouraged to send a branded item or giveaway rather than paper collateral. All swag must be approved by MHI. Limit one per company. Limited availability.

MAXIMIZE YOUR VISIBILITY

These additional sponsorship opportunities are ONLY available to conference sponsors.

Attendee Hotel Room Drop (two available)
Conference Program Advertising

Contact **esavage@mfghome.org** for pricing and availability.

BENEFITS

	Bronze \$3,500	Silver \$5,000	Gold \$7,500	Platinum \$10,000	Titanium \$12,500	Partner \$15,000
Complimentary Attendee Registration					1	2
Complimentary Registration to NCC Spring Forum OR Developer Seminar						▲
Complimentary Pre and Post Attendee Lists				Pre Only	Comp	Comp
Right of First Refusal on Meeting Space						▲
Additional Drink Tickets for Opening Reception				5	10	15
Sponsor Designation	▲	▲	▲	▲	▲	▲
Recognition in Conference Program ▲ ▲ Partner, Titanium & Platinum receive enhanced recognition	▲	▲	▲	▲ ▲	▲ ▲	▲ ▲
Recognition on Conference Signage ▲ ▲ Partner, Titanium & Platinum receive enhanced recognition	▲	▲	▲	▲ ▲	▲ ▲	▲ ▲
Company Name and Logo on website	▲	▲	▲	▲	▲	▲
Swag at MHI Marketplace		\$500 Discount	\$750 Discount	\$1,000 Discount	Comp	Comp
Discount on Conference Program Advertisements			25% Discount	1/4 Page	1/2 Page	Full Page
Company Listing in Promotional Material	▲	▲	▲	▲	▲	▲
Logo included in Email Marketing	▲	▲	▲	▲	▲	▲