

MHI 2025 CONGRESS & expo

May 5–7, 2025

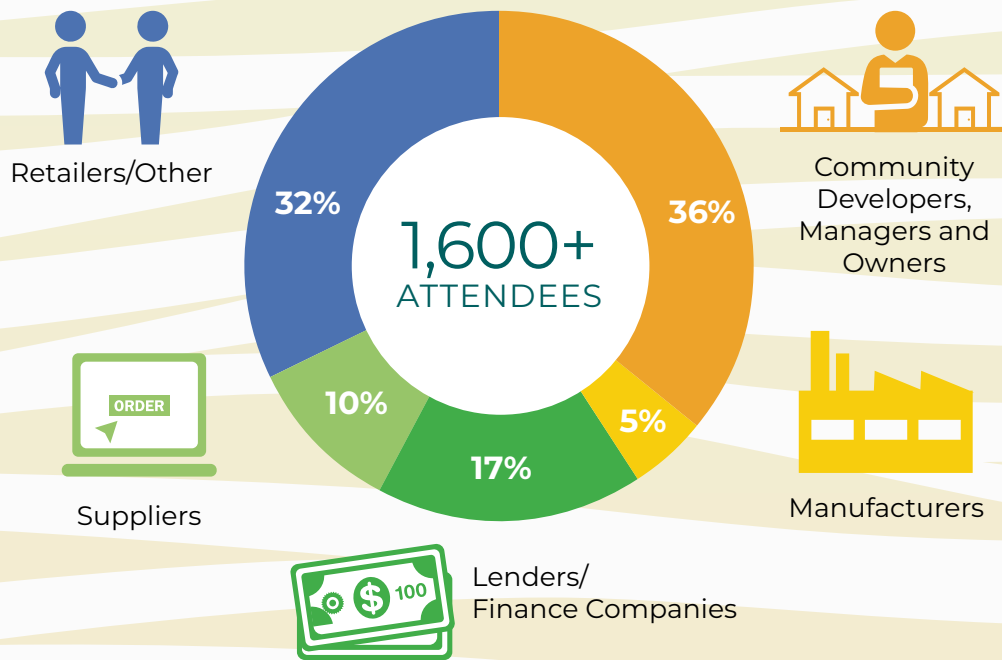
Rosen Shingle Creek, Orlando, FL



Sponsorship Prospectus

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 - \$16,500



Hotel Key Cards

Put your company brand on hotel room key cards for event attendees. Be one of the first things attendees see in the morning and last things they see at night for continuous brand exposure.

Lanyards *(sponsor provided)*

A staple of any event – put your company logo on the lanyards for all MHI Congress & Expo attendees to use with their badges.

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 we will prominently showcase your company logo on signage and counters within the registration area.

Registration Bags and Swag Area *(sponsor provided)*

Get ready for a sizzling takeaway from the event! Right at the Expo Hall entrance in MHI's marketplace, each registered attendee gets the chance to snag a registration bag and load it up 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!



PARTNER - \$16,500 (continued)



Opening Welcome Reception

Be a part of the kick-off for the 2025 MHI Congress & Expo. Industry professionals will gather in the Expo Hall for the first official networking event of the conference. Sponsoring company will have their logo represented on attendee drink tickets and can provide custom beverage napkins for the reception.

Tuesday Networking Reception

All attendees are invited to the networking reception on Tuesday, May 6 – 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 and can provide custom beverage napkins for the event.

Opening Keynote Session Opportunity

Mark your calendar for Tuesday, May 6, and get ready for the opening general session! Enjoy the limelight with branding rights outside the general session room, the chance to distribute handouts in the room, and well-deserved onstage recognition from MHI's leadership.

TITANIUM- \$13,000



Pre-Function Window Clings—Expo Hall Foyer

(6 sets available)

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.

MHI Connect

(Monday and Tuesday opportunities available)

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

Developer Seminar

The ever-popular Developers Seminar is back and better than ever this year. Kicking off on Sunday, May 4 and continuing through Monday, May 5, 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.

Mobile App

Sponsor the event's mobile app and put your company in the hands of every attendee. From session schedules to networking features, your brand will be front and center as attendees navigate their event experience. Stay top-of-mind with continuous exposure on the go!



PLATINUM - \$10,000



Pre-Function Walkway Clings—General Session Foyer

(6 sets available)

Showcase your logo and brand in MHI's general session conference foyer that attendees walk through as they head to the Expo Hall and networking areas. This opportunity includes the production of two (2) 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 Tuesday, May 6 during the Expo Hall hours. Sponsoring company is welcome to provide branded shirts for therapists to wear.

Networking Lunch in Expo Hall

Attendees will get the chance to mingle and connect in the expo hall on Tuesday, May 6 over lunch. Food stations and seating will be scattered throughout the hall. Sponsoring company welcome to provide branded napkins, cups or koozies to promote their company during the lunch.

NCC Spring Forum

MHI's NCC Spring Forum takes place on Monday, May 5 and is catered to leaders within the manufactured housing communities as owners/operators, service providers, lenders, consultants, etc. All attendees receive networking and education on challenges facing the industry. Sponsoring company will have logo recognition on the class materials and presentation.

Expo Hall Aisle Signs

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



GOLD - \$7,500



Charging Station

(3 available)

Be the hero attendees need by sponsoring charging stations in high-traffic areas. Showcase your company's brand while attendees recharge their phones and tablets, ensuring they stay connected—and your brand stays top of mind.

Expo Hall Networking Lounges

(2 available)

Let attendees relax and unwind 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.

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.

Newcomers Reception

Help us welcome new attendees with a cocktail at this reception on Monday, May 5 before the official Opening Reception. Sponsoring company will be on event signage and marketing for the Newcomers Reception. Additionally, sponsoring company is welcome to provide branded cocktail napkins for the event.

Tuesday Breakfast

Help attendees fuel up for their 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.

Tuesday 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.

TV Monitors

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



SILVER - \$5,000



Branded Cocktail Tables

(4 sets available)

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 events. Options available around the registration area or education and general sessions.

Program Back Cover 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.

SILVER - \$5,000 (continued)



Newcomer Educational Workshops

Educational workshops taking place on Tuesday, May 6 and Wednesday, May 7 include four sessions focused on content essential for 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.

Industry Hot Topics Educational Workshops

Educational workshops taking place on Tuesday, May 6 and Wednesday, May 7 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.

Networking Roundtables Workshops

Educational workshops taking place on Tuesday, May 6 and Wednesday, May 7 include four sessions focused on collaboration and innovation. 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.

Floor Clings

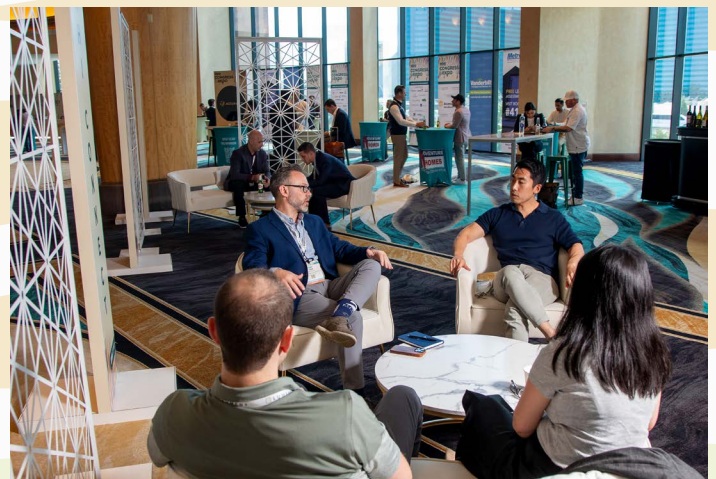
(4 available)

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



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.



BRONZE - \$3,500



Lip Balm *(sponsor provided)*

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

Pens *(sponsor provided)*

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

NEW THIS YEAR! MHI'S LEARNING LAB

Ready to spotlight your expertise to MHI's attendees? Reserve your slot in MHI's Learning Lab! Conveniently located on the Expo Hall floor, this dynamic space gives you the perfect platform to connect with attendees in a studio-style setting. Host a 20-minute interactive session to share insights, answer questions, and showcase your product or service. Don't miss this chance to boost your visibility and make an impact—secure your spot today!



MHI's Learning Lab

MAXIMIZE YOUR VISIBILITY

These additional sponsorship opportunities are ONLY available to conference sponsors.

Attendee Hotel Room Drop (two available)

Conference Program Advertising

Contact nstruyk@mfgghome.org for pricing and availability.

BENEFITS

	Bronze \$3,500	Silver \$5,000	Gold \$7,500	Platinum \$10,000	Titanium \$13,000	Partner \$16,500
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	▲	▲	▲	▲	▲	▲

QUESTIONS?

Have questions or have a branding idea you don't see? Contact Naida Struyk at nstruyk@mfgghome.org.