

MODULAR
HOME BUILDERS ASSOCIATION

2026 MEDIA KIT



Builder/Manufacturer: USModular
Home of the Month: October 2014

READY. SET. BUILT! | MODULAR MEANS MORE.™

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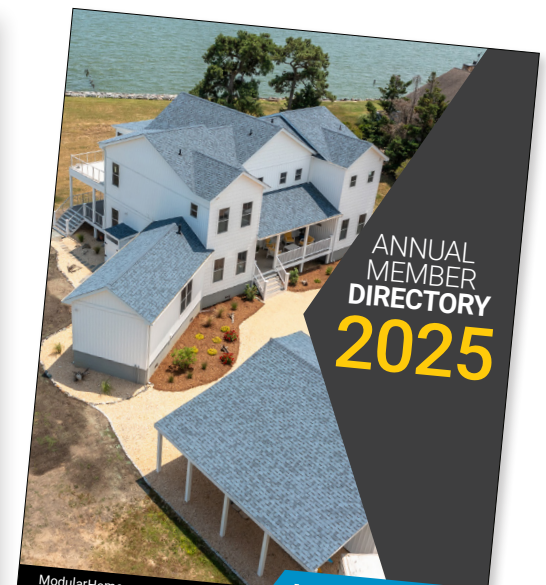
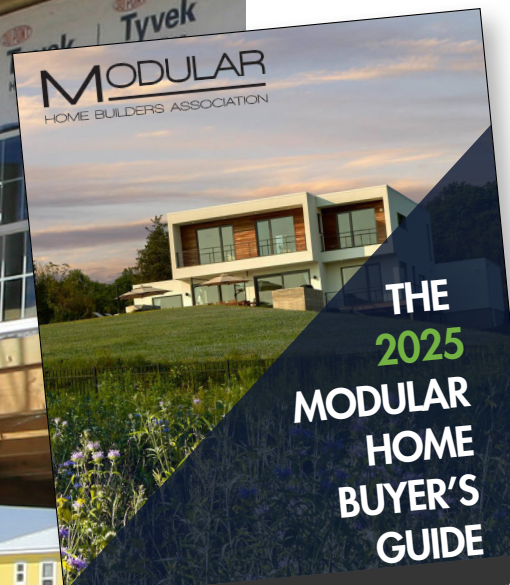
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ABOUT MHBA



OUR HISTORY

Founded in 1977 as the Modular Building Systems Association, the organization was established to provide a unified voice for the burgeoning modular housing industry. In its early years, the association focused on educating the public and government officials about the distinct advantages of off-site construction.

As the industry evolved and the demand for high-quality, permanent modular housing grew, the organization re-branded as the Modular Home Builders Association.

For nearly five decades, MHBA has remained the only national trade association dedicated exclusively to the residential modular industry.

Today, we represent a network of manufacturers, builders, and suppliers across the United States, continuing a legacy of innovation, advocacy, and excellence in homebuilding.

OUR MISSION

The mission of the Modular Home Builders Association is to serve as the preeminent authority and advocate for the residential modular industry within the United States. We are committed to advancing legislative and regulatory interests that ensure modular building remains a cost-effective and high-quality solution for the modern housing market.

Our work focuses on increasing public and governmental awareness of the inherent benefits of modular construction, including its superior quality control and sustainability.

By fostering a collaborative environment for technical innovation and information exchange, the MHBA ensures that our members remain at the forefront of the construction industry while providing accessible, permanent housing for families nationwide.

OUR GOVERNANCE

The MHBA operates under a robust governance framework led by a Board of Directors that represents a cross-section of the industry, including manufacturers, builders, and strategic partners.

This leadership structure is designed to provide comprehensive oversight and ensure that the association's strategic goals remain aligned with the needs of the modular housing community.

The Executive Leadership team manages daily operations and works closely with specialized committees to address critical areas such as government affairs, technical standards, and consumer education.

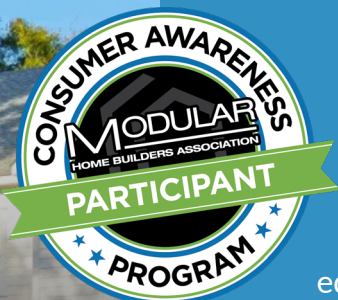
CODE OF CONDUCT

The Modular Home Builders Association maintains a strict Code of Conduct that serves as a hallmark of professional excellence and ethical integrity for all its members. This code mandates that every member conduct their business with honesty, avoiding any misrepresentation of their services or the capabilities of modular construction.

Members are expected to maintain all necessary state and local licenses and to adhere to the highest safety and building standards, ensuring that every home produced meets or exceeds the requirements of traditional site-built structures.

By prioritizing professional respect, transparent business practices, and a commitment to quality, MHBA members uphold the reputation of the modular industry and protect the interests of the home buyers.

The Modular Home Builders Association is the only national organization dedicated exclusively to serving the modular home builders and manufacturers. MHBA also advocates at the state and federal level to ensure a fair and competitive playing field for the industry.



CONSUMER AWARENESS PROGRAM

In an effort to educate and engage potential new home buyers, the Modular Home Builders Association launched the Consumer Awareness Program (CAP). These funds are dedicated to marketing efforts that promote the advantages and value of modular homes, helping to reach thousands of potential buyers.

The CAP is more than just a funding tool—it's a comprehensive approach to educating the public about the many benefits of modular construction. By focusing on educating new home buyers, MHBA highlights the cost-effectiveness, efficiency, and customization options that modular homes offer. The program provides access to a wealth of resources, showcasing the expertise and experience of MHBA members in the modular housing industry.

Through the program, prospective buyers can access a variety of tools, including sample floor plans, the ability to find a local builder, and even request estimates to bring their dream home to life. By providing this valuable information, the CAP empowers home buyers to make informed decisions about modular construction as a viable housing solution.

BENEFITS FOR PARTICIPANTS

Premier Industry Branding:

Gain year-round recognition through featured listings in the official MHBA Directory and the annual Buyer's Guide—the first stop for serious shoppers.

Professional Marketing Toolkit:

Skip the expensive agency fees. Gain access to a library of pro-grade web banners, social media assets, and customizable flyers. These materials are professionally designed and ready for your company logo.

National Stage Visibility:

Your commitment to the industry won't go unnoticed. CAP Sponsors receive dedicated acknowledgment at the National Modular Housing Conference, an event packed with top tier of industry professionals.

Example CAP Marketing Materials:



PRICING

Manufacturers

\$20/module

Participation includes an agreement to donate \$20 per module to each newly constructed home, and those funds are dedicated entirely to the continual marketing the modular industry.

Builders & Associates

\$500/yr

Non-Manufacturers can become a CAP Sponsor for \$500 annually. Sponsorship funds help MHBA reach thousands of prospective modular homebuyers through targeted outreach and educational campaigns.

MHBA's *Modular Home Buyer's Guide* is distributed directly to member builders and manufacturers nationwide, while our digital edition reaches a high-intent audience of thousands of prospective homeowners and industry professionals via our official website and newsletter.



MODULAR HOME BUYERS GUIDE

Distribution: **Mid-Late February**

Ads/Content Due: **January 15, 2026**

The Modular Home Buyer's Guide is the definitive resource for navigating the modular homebuilding journey. It simplifies the complexities of off-site construction, offering essential insights into financing, site preparation, and custom design.

Opportunities for Members!

We want to showcase the excellence of our members, and invite you to submit your standout projects for a chance to be featured as our Home of the Month, providing prospective buyers with a firsthand look at the quality and custom possibilities of your work. Additionally, we are seeking exclusive articles authored by MHBA members that offer expert insights into financing, site preparation, or design to help simplify the building process for homeowners.

Please send your project stories, articles, and high-resolution photos (300 dpi+) to the Communications Manager at communications@modularhome.org. We look forward to sharing your developments as we empower homeowners to build modular.

Note: MHBA reserves the right to select content that best aligns with the editorial standards and educational mission.

What's Inside the Modular Home Buyer's Guide?

Modular 101

Learn how modular construction meets building codes versus traditional homes.

Advantages of Modular

Discover the benefits of modular builds, from efficiency to customization.

Exclusive Articles

Access premium insights written by Modular Home Builders Association experts.

FAQ From Industry Experts

Get direct answers to common questions from industry leading professionals.

Interviews with Members

Expert advice on financing, site prep, and personalizing your home.

Modular Home Gallery

Explore a nationwide collection of stunning homes built by members.

Sneak Peek at Our 2026 Edition's Articles

Factory Tour

Go behind the scenes with a photographic tour showcasing the precision and quality of a climate-controlled modular factory.

Financing

Learn the essentials of modular financing; how to secure construction-to-permanent loans and find the right lenders.

Installation

See the "set" in action as modular units are delivered and craned onto their foundations in record time.

Mobile vs. Manufactured vs. Modular

Clear up the confusion by comparing building codes, loan options, and long-term value for each construction type.

MEMBER DIRECTORY

PUBLICATION DETAILS

Distribution: **Fall 2026**

Ads/Content Due: **August 26, 2026**

The MHBA Member Directory is its own stand-alone resource. As one of MHBA's most sought-after and referenced publications, this is your company's chance to be seen by the entire membership for the entire year. **Don't miss out!**

ADVERTISER'S INDEX

All advertisers in the directory will be listed alphabetically in the advertisers index at the front of the directory.

NON-ADVERTISING COMPANIES

Whether placing an ad or not, all MHBA members will receive a listing in the annual directory. This is provided as a benefit of your membership in the Modular Home Builders Association. However, it is important to note that the premium advertiser benefits and perks outlined in the sections above are reserved exclusively for members who secure a paid advertisement.



PUBLICATION DETAILS

RATES

HOME BUYERS GUIDE ADVERTISING

Interior back cover	\$1,500
Full page spread	\$1,000

MEMBER DIRECTORY ADVERTISING

Exterior back cover	\$1,500
Interior back cover	\$1,250
Interior front cover	\$1,250
Interior full page	\$1,000
Interior 1/2 page	\$650

Limit 1 advertisement per issue. Email communications@modularhome.org for full placement details and specs.

AD SIZING

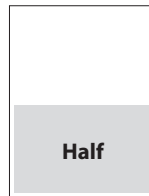
Full page with bleed*
11.125" H x 8.625" W



Full page no bleed
10.25" H x 7.875" W



Half page horizontal
5" H x 7.875" W



*The live area for the full page ad with bleed is 10.25" H x 7.875" W, which is 0.375" from bleed edge.

AD REQUIREMENTS*

- Only hi-resolution PDFs files with embedded fonts and hi-res images are acceptable. Images should be formatted at 300 dpi.
- All color ads must be in CMYK format, not RGB.
- All artwork must include complete contact information for artist/ designer, in the event they must be contacted concerning the submitted files.
- Requested proofs will be provided as a screen pdf only.

*We cannot guarantee print quality for images submitted in resolutions lower than 300 dpi

Important Note: You are responsible to ensure that your artwork does not violate any copyright infringements. We will print your artwork as submitted and you assume all liability from any copyright infringements that may result from your ad.

TERMS, CONDITIONS, CANCELLATIONS

Terms: Payment for each article or ad is required in US funds. All required materials must arrive at MHBA headquarters no later than the due dates specified.

Commissions: None

Cancellations: Cancellations or changes must be made in writing and will not be accepted after closing dates.

Advertising contracts subject to rate change upon notice. Contracts may be canceled at the time rate change is effective without incurring a short-rate. Advertisers not fulfilling contract obligations will be short-rated. Publisher reserves the right to reject any ad. Advertisers agree to indemnify and protect the publisher from claims or expenses resulting from the unauthorized use of names, photographs, drawings, or words protected by copyright or registered trademark. The publisher is not liable for delivery delays or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental agency, fire, flood, insurrection, riot, explosion, embargo, strike, weather legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting publishing or delivery in any way.

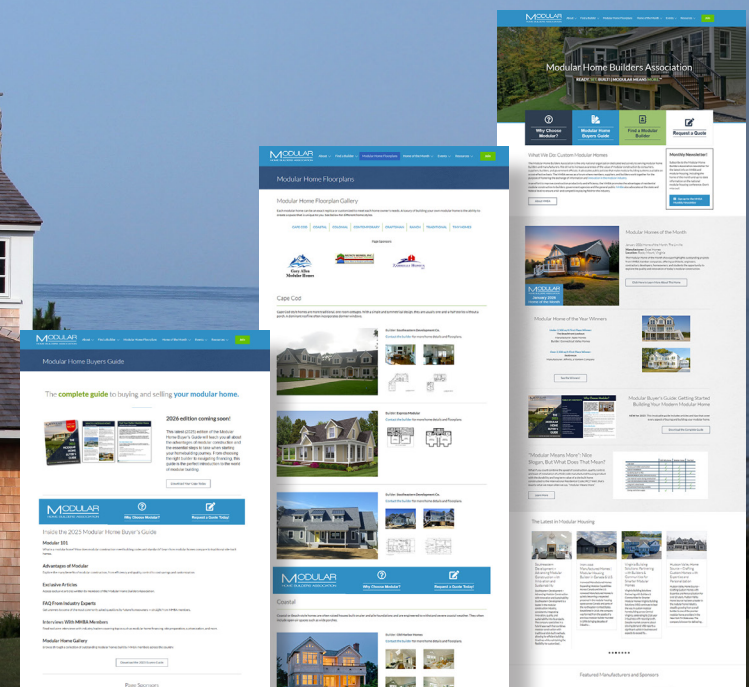
For sponsorship/ad purchase, please contact the Business Development Director: Dave@modularhome.org

Submit Article and Featured Product content to our Comms Manager: Communications@modularhome.org

Artwork can be submitted to the Comms Manager: Communications@modularhome.org



MODULARHOME.ORG



Modularhome.com is the premier authority for modern modular living. As a dynamic resource for prospective homeowners, our site is constantly updated with floor plans, comprehensive buyer resources, and leading builders across the country.

With over 75,000+ users yearly, and over 165,000 views, our site is fueled by a strategy of top-ranking keywords and targeted search engine marketing. Our commitment to fresh content, optimization, and high-visibility digital placement ensures that your content will reach more motivated buyers than ever before.

Sponsorship Opportunities

By purchasing a sponsorship, you have the ability to display your hyperlinked company's logo on the following web pages for a year:

- MHBA Homepage
- Modular Home Floor Plans page
- Modular Home Buyers Guide page

RATES

MHBA Homepage
(modularhome.org)

\$1,000 PER YEAR

Modular Home Floor Plans
(modularhome.org/custom-modular-home-floorplans/)

\$500 PER YEAR

Modular Home Buyers Guide
(modularhome.org/modular-home-buyers-guide/)

\$500 PER YEAR

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NATIONAL MODULAR HOUSING CONFERENCE

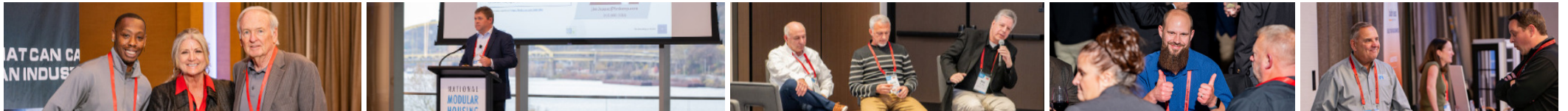
SPONSORSHIP OPPORTUNITIES

NATIONAL
MODULAR
HOUSING
CONFERENCE

About the Conference

Building on a legacy of successful industry gatherings, MHBA is proud to host the National Modular Housing Conference as the premier event dedicated exclusively to the residential modular housing sector. This conference serves as the central hub for innovation, education, and professional networking.

The National Modular Housing Conference is meticulously tailored for the modern housing professional. Whether you are a seasoned builder, a developer exploring off-site innovation, or a manufacturer navigating an evolving supply chain, this event delivers focused, modular-specific insights. We move beyond general construction trends to explore the front lines of automation, sustainable design, and streamlined permitting. Attendees walk away with actionable ideas, meaningful professional contacts, and a renewed strategic direction for their businesses.



Why Sponsor?

Sponsors benefit from high visibility across all conference materials—onsite signage, digital promotion, and program features. Gain direct access to industry leaders and decision-makers while generating meaningful brand exposure. Attendees include manufacturers, dealers, developers; as well as suppliers of building products, services, and financing.

Connect with Decision-Makers

Sponsoring the National Modular Housing Conference is more than a branding opportunity. It is a strategic investment in the most dynamic segment of the housing industry.

Market Leadership & Access

Sponsorship provides more than just a logo on a wall. It positions your company as a cornerstone of the modular movement.

High-Visibility Brand Exposure

From the moment attendees register until the final session, your brand is at the forefront. Sponsors are able to gain broad exposure across all conference platforms.

Note: All sponsorships include admission to all general sessions, presentations, and receptions. With full conference access, your team will be “in the room” for every session, gaining the same cutting-edge insights on housing affordability and technology that our attendees value most. Invitation-only events are not included in sponsorship fees.



NATIONAL MODULAR HOUSING CONFERENCE

SPONSORSHIP OPPORTUNITIES CONT.

GENERAL SPONSOR \$500

For companies looking to maintain a consistent presence throughout the event, our General Support sponsor offers broad exposure without being tied to a specific activity. This is an ideal entry point for brands seeking baseline visibility across multiple platforms.

This package includes a featured listing in the official onsite program, a pre-show digital listing on the MHBA event website, and recognition during the conference sessions.

Note: Registration is not included with this sponsorship level.

NOTE: This media kit showcases all potential sponsorship opportunities.

For current availability or custom packages, contact Dave Sikora at 888-811-3288 x 155 or dave@modularhome.org.

NAME BADGES EXCLUSIVE SPONSORSHIP

\$1,500

As the most visible branding opportunity at the conference, the Name Badge sponsorship ensures a logo is carried by every attendee. This package includes one full conference registration, a feature in the onsite program, and a pre-show listing on the MHBA Event website.

OFFICIAL LANYARDS EXCLUSIVE SPONSORSHIP

\$1,500

Lanyards offer constant brand exposure as attendees navigate the event. In addition to providing the branded lanyards, the sponsor receives one full conference registration, recognition in the onsite program, and a digital listing on the event website.

OFFICIAL EVENT PENS EXCLUSIVE SPONSORSHIP

\$1,000

The official pen sponsorship keeps the sponsor's brand in the hands of attendees during every session. The opportunity includes a full registration, an onsite program listing, and a pre-show digital presence on our website.

WELCOME RECEPTION EXCLUSIVE SPONSORSHIP

\$1,500

As the kickoff to the conference, the Welcome Reception provides high-level recognition during the first primary networking hour. The sponsorship includes one full registration and comprehensive program and website listings.

DAY 1 MORNING COFFEE EXCLUSIVE SPONSORSHIP

\$1,000

Fueling the start of our first full day, the Morning Coffee sponsor receives dedicated recognition during the break, one registration, and visibility across both digital and print event materials.

DAY 1 LUNCH EXCLUSIVE SPONSORSHIP

\$1,500

As the central gathering point of the day, the Tuesday Lunch sponsorship provides exclusive recognition during the meal. This package also includes one full conference registration and prominent program and website placement.

AWARDS DINNER RECEPTION 3 OPPORTUNITIES

\$1,000

Help host the celebratory cocktail hour preceding our main event. Sponsors receive formal recognition during the reception, one full conference registration, and branding in the onsite program and on the MHBA website.

AWARDS DINNER 3 OPPORTUNITIES

\$1,000

The pinnacle of the conference, the Awards Dinner offers premier recognition during the evening's festivities. Each sponsor receives one full registration and significant visibility in the onsite program and digital event listings.

DAY 2 BREAKFAST EXCLUSIVE SPONSORSHIP

\$1,500

Secure the final networking. This sponsorship offers high-impact recognition during the Wednesday morning breakfast, one full registration, and a dedicated presence in the event program and on the MHBA website.

SPEAKER SESSION 8 OPPORTUNITIES

\$1,000

Align your brand with thought leadership and innovation. Speaker sponsors receive dedicated recognition during an assigned session, one full registration, and inclusion in all official program and website listings.

NATIONAL MODULAR HOUSING CONFERENCE

NETWORKING AND EDUCATIONAL EVENTS:

Exhibitor-Led Sessions

Networking Receptions

Formal Dining & Awards Banquet

Off-site Tour

For sponsorship/ad purchase, please contact our Business Development Director: dave@modularhome.org

All artwork will be due:

September 18, 2026

and can be submitted to the Business Development Director: dave@modularhome.org

ARTWORK REQUIREMENTS

- Only hi-resolution PDFs files with embedded fonts and hi-resolution images are acceptable. Images should be hi-resolution at 300 dpi.
- All color ads must be in CMYK format, not RGB.
- All artwork must include complete contact information for artist/designer, in the event they must be contacted concerning the submitted files.
- Advertisers will be charged \$150/hour for all work required to convert supplied materials to acceptable digital files.
- Requested proofs will be provided as a screen pdf only.

*We cannot guarantee print quality for images submitted in resolutions lower than 300 dpi

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NATIONAL
MODULAR
HOUSING
CONFERENCE

*Don't miss out
on the modular
event of the year.*

See you there!



CONTACT US

For more information and/or to purchase ads/sponsorships, contact **Dave Sikora** at **888-811-3288 x155** or dave@modularhome.org.

If interested in other marketing or outreach opportunities, please contact our Communications Department at **888-811-3288 x159** or communications@modular.org.

READY. SET. BUILT! | MODULAR MEANS MORE.™

MODULAR

HOME BUILDERS ASSOCIATION

MODULAR HOME BUILDERS ASSOCIATION
Homes Built in Days That Will Last for Years

Phone: 888-811-3288 Email: info@modularhome.org
Fax: 434-296-3361 Website: modularhome.org

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