

# LOUISVILLE MANUFACTURED HOUSING SHOW 2013

January 23-25<sup>th</sup>, 2013

[Click here](#) or see website linked above for more show details.

January 22, 2013 Pre-Show

**“Intro to MH Opportunities” Day**

*Where we will show and tell attendees:*

**“Why savvy investors such as Sam Zell and Warren Buffett are into MH.”**

**Location:** Crowne Plaza Hotel - the official Show Hotel - right across from the KEC where the Show is held.

**Executive Summary:** An A-Z or “Soup to Nuts” intro to those not yet in manufactured or modular housing explaining the profitable opportunities using factory building, investing in manufactured home communities, etc.

- **Stick builders, developers and real estate or other** (eg: finance) **investors** will be targeted.
- **Sponsors, Association** leaders (including [MHI](#) and the [NCC](#)) and **industry experts** will give hard hitting facts to attendees on the realities vs. myths of manufactured and modular housing. Questions and answers will give attendees an understanding of the pitfalls and opportunities - a real-world view - and thus more confidence.
- **Attendees get a special guest pass** to the next 2½ days of the [Louisville Show](#). So they will be able to get a first hand look at our industry's homes, products, services, network with others pros and go to general attendee seminars, all under one climate controlled roof.

**Why this event makes sense:**

- The 12 to 24 home a year **stick builders and developers** watched many sub-contractors vanish during the last new home construction downturn. Using factory building makes good sense for them.
- **Real estate and other investors** – notably commercial real estate/investors – need to know why Manufactured Housing Communities (MHCs) have been such an amazingly stable and profitable investment, even during the downturn.
- By combining the event with the Louisville Show – and sanctioned by Show Management, [MHI](#) & [NCC](#) – credibility and appeal for pros or investors to learn more and see our product first hand is at its best.

**Sponsorship Levels:**

Diamond = \$3,000

Platinum = \$2,500

Gold = \$2,000

Silver = \$1,500

Bronze = \$1,000

**Added Benefits for Sponsors:** Lifestyle Factory Homes, LLC – the parent company to MHProNews.com - will 'sweeten the deal' for all those who sponsor. We will provide at least an equal amount of advertising value on our MHLivingNews.com website or on MHProNews.com website for those who sponsor the pre-show event. This makes it a no-brainer, win-win proposition. Payments can be made by company check or credit card.

A separate page will be added to the Louisville Show site, with sponsors prominently featured. The greater the sponsorship response enhances our ability to promote. Sponsors will get special '[Media Day](#)' opportunities.

**Questions? Ready to Go? Contact:** L. A. 'Tony' Kovach at 815-270-0500 or [tony@mhmsm.com](mailto:tony@mhmsm.com) Thank you!

**The [Clayton Homes](#) family of Factory Built Home Producers are a Diamond Level Sponsor.**