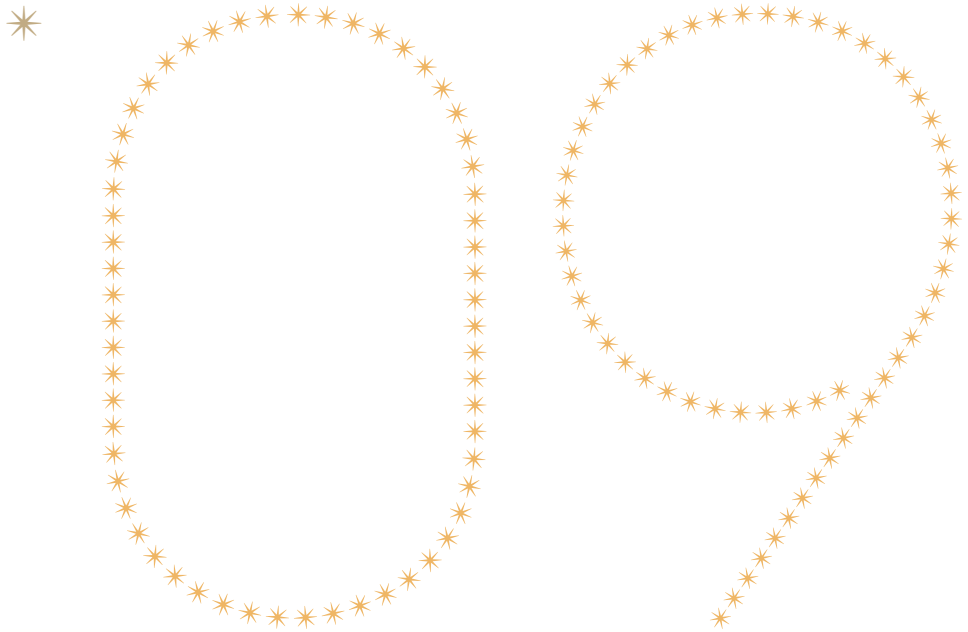


MOD 09
THE PORTABLE MODULAR EVENT

2009 Exhibitor & Sponsorship Opportunities Guide

MOD 09: The Portable Modular Event
The Four Seasons Hotel
Las Vegas, Nevada

March 24th 2009, 6pm-10pm

ONE TIME.
ONE PLACE.

350 EXHIBIT & EVENT DECISION MAKERS.



LEEZA GIBBONS

Your Host for MOD '09

CAREER HIGHLIGHTS

Former anchor and reporter for *Entertainment Tonight*
27 Daytime Emmy Nominations
President of *Leeza Gibbons Enterprises*
Host and producer of *Hollywood Confidential* (nationally syndicated radio show)
Chairwoman of *Leeza Gibbons Memory Foundation*

MOD 09
THE PORTABLE MODULAR EVENT

March 24th 2009
6pm-10pm

The Four Seasons Hotel
Las Vegas, Nevada

PRESENTED BY:

exhibiting show uk

abex EXHIBIT SYSTEMS

ExhibitCity NEWS

EVENT DESIGN

OCTANORM

The industry's leading event and exhibit builders and producers invite you to participate in *MOD '09: The Portable Modular Event* and *The 2009 MOD Awards* which will be held March 24th at *The Four Seasons Hotel* in Las Vegas, Nevada.

Modular exhibits are hotter than ever as exhibit and event companies are increasingly looking for ways to reconfigure and recycle their exhibit properties to positively impact their clients' bottom line along with the environment.

The goal of *MOD '09* and *The MOD Awards* is to expose trade show and event professionals to the very best in modular design.

This year at MOD, all eyes will be on *The Mod Awards* and ***Close-Up, the AfterParty***. This awards event and networking party is dedicated to recognizing and celebrating best-in-class portable modular design from around the world. Co-produced by Abex, *Event Design Magazine*, *Exhibit City News*, *Exhibiting Show UK*, and *Octanorm USA*, *MOD '09* will bring leaders from the exhibit and event industry together to see and learn about the trends driving portable modular.

At ***Close-Up, the AfterParty***, these leaders will be looking to meet with those companies that offer the products, services and technologies they need.

This is a tremendous opportunity for your company to sponsor the event and showcase your products, services and technologies to exhibit companies and event producers. This year's format will provide increased opportunity to network and build relationships and develop business opportunities.

Attached is the 2009 Exhibitor & Sponsor Packet for your review. Keep in mind that our sponsorship programs are completely *customizable*. If there is something you do not see here, please share it with us. We are more than happy to collaborate on programs that meet your needs.

If you should have any questions in regards to *MOD '09*, *The MOD Awards*, and *Close-Up, the AfterParty*, along with sponsorship & exhibit opportunities, please do not hesitate to contact me at anytime.

All the best and we look forward to working and networking in Las Vegas at *MOD '09* and *Close-Up*.

—Garry Koralek

MOD AWARD
portable modular exhibit design

Garry Koralek
Executive
Vice-President
Abex Exhibit Systems
818 309 9119





LAS VEGAS

08







Clockwise from bottom left: Overlooking Las Vegas, The Four Seasons/Mandalay Bay Hotel, MOD '08 Design Lounge, The MOD Show at MOD '08

BEST DESIGNS /COMPANIES /PRACTICES

JOIN HUNDREDS OF EXHIBIT AND EVENT COMPANIES AS THEY COME TOGETHER TO HONOR THE BEST PORTABLE MODULAR DESIGNS FROM HERE AT HOME AND FROM ACROSS THE POND

MOD AWARD
portable modular exhibit design

COMPETITION CATEGORIES INCLUDE:

Best 10 x 10
Best 10 x 20
Best 20 x 20 and up
Best fabric-anchored design
Best panel - anchored design
Best extrusion-anchored design
Best of MOD UK
Best of MOD overall
Best "Green" Modular Design

Please see the attached Event Design Feature article to see all the 2008 MOD Award winners.

The Third Annual MOD Awards, hosted by Leeza Gibbons, will honor the best portable modular designs for trade shows, events, indoor, outdoor, retail and museums and beyond.

The MOD Awards will spotlight leading designers of portable modular structures, presenting trophies to winners in seven sub-categories as well as a *Best of MOD UK* and a *Best of MOD Overall* winner. Finalists will be profiled in the Spring issue of *Event Design Magazine*.

The winning entries will be honored at *MOD '09*, the portable modular event, which will be held at *The Four Seasons Hotel*, Las Vegas on March 24, 2009.

LEEZA'S PLACE

A portion of The MOD Awards entry fees will be donated to the Leeza Gibbons Memory Foundation.

MOD 09
THE PORTABLE MODULAR EVENT

The Four Seasons Hotel
Las Vegas, Nevada

March 24th 2009
6pm-10pm

CLOSE-UP, THE AFTER-PARTY.

THE NETWORKING EVENT OF MOD 09



network/build/relationships/develop/business/opportunities/party

MOD 09
SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSORSHIP
(~~Four available~~) *One Left*
$12,000

MOD 09
THE PORTABLE MODULAR EVENT

The Four Seasons Hotel
Las Vegas, Nevada

March 24th 2009
6pm-10pm

PRE-SHOW

- Top billing marketing exposure with "Presented by" designation in conference brochure, Event and Call for Entries for *The MOD Awards* ads in *Exhibit City News*, *Event Design*, *Event Marketer*, e-mails, etc...
- Logo with link and 100-word company description on *MOD '09* Website
- Pre-show email blast
- Six VIP passes for your top customers.

ON SITE

- *The MOD Awards* Category introduction to be presented by a senior executive of sponsoring company
- 30-second commercial to be played during *The MOD Awards*
- Two Tables with Presenting sponsor designation at *The MOD Awards* and *Close-Up, the AfterParty*.
- Premiere Position in Abex Mod Zone exhibit
- Premium Signage at Awards and at *Close-Up, the AfterParty*
- Choice of lanyard, badge, or registration area sponsorship
- Insert of marketing piece in pre-show mailing or e-mail to attendees
- Five staff passes (Includes access to *Close-Up, the AfterParty*)

POST-SHOW

- Database of attendee names, titles, firms and addresses for one time post show mailing
- Post-Show Email blast

MOD 09
SPONSORSHIP OPPORTUNITIES

PARTICIPATING SPONSORSHIP

(~~Fourteen available~~) ***Seven left***
$6,495

MOD 09
THE PORTABLE MODULAR EVENT

The Four Seasons Hotel
Las Vegas, Nevada

March 24th 2009
6pm-10pm

PRE-SHOW

- Marketing Exposure with sponsor designation in electronic conference brochure, Event, and Call for Entries for *The MOD Awards* ads in *Exhibit City News*, *Event Design*, and *Event Marketer*
- Logo with link and 50-word company description on *MOD '09* and Abex end user and Abex distributor websites
- Pre-show email blast
- Four VIP passes for your resellers
- One half-page, four-color ad in *Exhibit City News*, February Edition (an $1800 value).

ON-SITE

- Table with sponsor designation at *The MOD Awards* and sign at *Close-Up, the AfterParty*
- Presence in the MOD Zone
- Signage at event and at *Close-Up, the AfterParty*
- Insert of marketing piece in pre-show mailing or e-mail to attendees
- Three staff passes (Includes access to *Close-Up, the AfterParty*)

POST-SHOW

- Database of attendee names, titles, firms and addresses for one time post show mailing
- Post-show email blast

MOD 09
SPONSORSHIP OPPORTUNITIES

ADD-ON SPONSORSHIP OPPORTUNITIES

MOD 09
THE PORTABLE MODULAR EVENT

The Four Seasons Hotel
Las Vegas, Nevada

March 24th 2009
6pm-10pm

CLOSE-UP—The AfterParty Sponsor — $8,000

- Signage promoting the sponsorship
- Sponsor logo branded on all food stations, cocktail napkins, tent table signs and decorations.

Bar Sponsor

- Company logo on all beverage bars — $2,000
- Tote bag sponsor (Company logo on tote bag to be distributed to all attendees) — $2,500
- The *2009 MOD Awards* Program Guide Magazine highlighting the Winners of 2008 and 2009 finalists

  Full Page Ad — $2,500
  Half Page Ad — $1,500

SPONSORSHIP AGREEMENT

MOD 09
THE PORTABLE MODULAR EVENT

The Four Seasons Hotel
Las Vegas, Nevada

March 24th 2009
6pm-10pm

Important Instructions

➥ *For MOD 09 Sponsorship questions, please contact:*

Garry Koralek
Executive Vice President
7101 Fair Avenue
Abex Exhibit Systems
North Hollywood, CA 91605

Tel 818 309 9119
Fax 818 301 2551
garry@abex.com

➥ *Mail or fax completed form with payment to:*

Abex Exhibit Systems
Attn: Garry Koralek
7101 Fair Avenue
North Hollywood, CA 91605

I. Company Information

Company Name_____

Street _____

City_____ State/Province _____

Country_____ Zip/Postal Code _____

Telephone (_____) _____

Fax (_____) _____

Key Contact Name _____

Title_____ Email _____

Company website _____

II. Sponsorship Options (Select One)

SPONSORSHIPS

- O Presenting Sponsor
- O Participating Sponsor
- O Tote Bag Sponsor
- O Program Guide Sponsor

ADD-ON SPONSOR OPPORTUNITIES

- O *Close-up* the After-party Sponsor
- O Bar Sponsor

PREVIOUS SPONSORS

































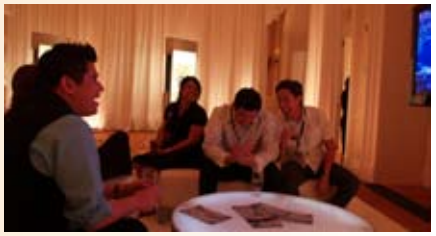
MOD 2008 PARTIAL ATTENDEE LIST

3D Exhibits
Absolute Exhibits
Access TCA
Apple Rock Displays
Configurations
Corporate Impressions
Dazian Fabrics
ExhibitForce
Derse Exhibits
Entertainment Lighting Services
Exhibit City News
ExhibitDeal
Exhibit Enterprises
ExhibitTrader
Freeman
GES Exposition Services
General Motors
General Graphics
Global Events
Image 4
Interlock
K&S International
Lockfast
Lounge 22
Mash Group
Mayridge
Meridea Audience Response
NuVista
Octanorm USA
Pink Inc.
PosterGarden
Proctor Productions
Red Ball Productions
The Trade Group
Rock-it Cargo
Sparks Exhibits
Star Exhibits










Images from MOD '08, Las Vegas