MOD'10
the portable modular event



ON **MARCH 16, 2010** YOU WILL CHOOSE

AMERICA'S NEXT top modular

2010 EXHIBITOR & SPONSORSHIP OPPORTUNITIES GUIDE

THE 2010 MOD AWARDS

Date: **MARCH 16, 2010** Time: **5pm - 9pm**

The Four Seasons Hotel Las Vegas, Nevada

The Four Seasons Hotel
Las Vegas, Nevada

March 16th 2010, 5pm-9pm

MOD'10
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LEEZA GIBBONS

YOUR HOST FOR MOD'10

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

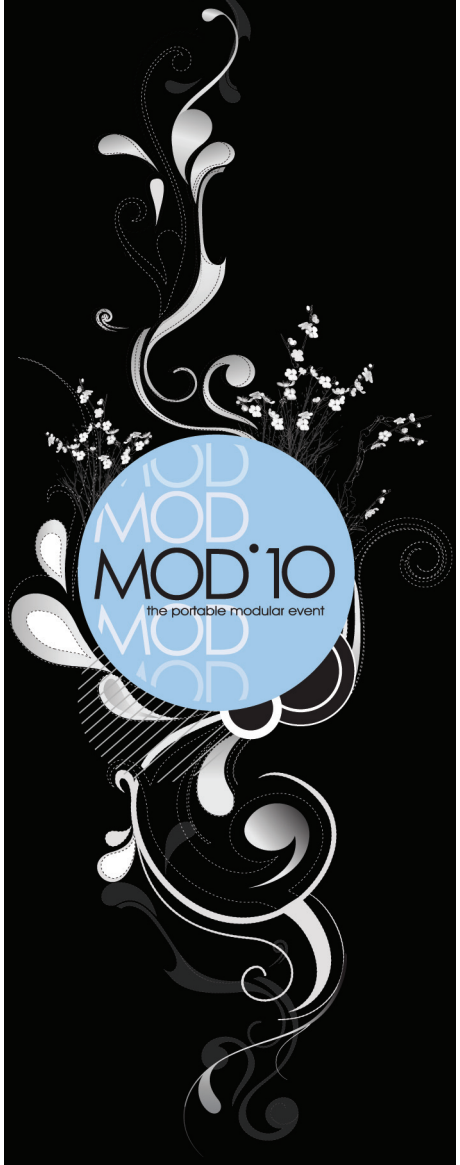
LEEZA'S PLACE

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

FOR *MOD 2010 / THE MOD AWARDS* EXHIBITION & SPONSORSHIP INFORMATION,
please contact: GARRY KORALEK ph: 818.309.9119

The Four Seasons Hotel
Las Vegas, Nevada

March 16th 2010, 5pm-9pm



RECOGNIZING & CELEBRATING THE BEST IN PORTABLE MODULAR EXHIBIT DESIGN.

2009

MOD AWARDS

Best Design

Presented by:

abex EXHIBIT SYSTEMS MOVE TO MODULAR

OCTANORM

LAARHOVEN DESIGN EXHIBITS THAT ENGAGE

EVENT DESIGN

ExhibitCity NEWS

The industry's leading event and exhibit builders and producers invite you to participate in *MOD '10: The Portable Modular Event* and *The 2010 MOD Awards* which will be held March 16th 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 '10* 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, co-produced by Abex, *Event Design Magazine*, *Octanorm USA*, Laarhoven, Exhibit City News, *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 2010 Exhibitor & Sponsor Packet for your review. This year's MOD sponsorship packages are a better value than ever before. We are more than happy to collaborate on programs that meet your needs.

If you should have any questions in regards to *MOD '10*, *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 '10* and ***Close-Up, the AfterParty***

—Garry Koralek

Executive
Vice-President
Abex Exhibit Systems
818 309 9119

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March 16th 2010, 5pm-9pm

MOD'10
the portable modular event

MOD'09 GALLERY











MOD'09 The Portable Modular Event: Tuesday, March 24, 2009 5:30pm - 9:00pm The Four Seasons Hotel, Las Vegas

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BEST DESIGNS /COMPANIES /PRACTICES

JOIN HUNDREDS OF EXHIBIT AND EVENT PROFESSIONALS AS THEY COME TOGETHER TO HONOR THE BEST IN PORTABLE MODULAR DESIGN.

2009
MOD AWARDS
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
Best Custom Modular

Please see the attached Event Design Feature article to see all the 2009 MOD Award winners.

The Fourth 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 six 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 winners will be chosen by our audience, and honored at *MOD '10*, the portable modular event, which will be held at *The Four Seasons Hotel*, Las Vegas on March 16, 2010.

2009 MOD AWARDS Best 10x20 Design

2009 MOD AWARDS Best Custom Modular

2009 MOD AWARDS Best Green Exhibit

2009 MOD AWARDS Best Panel-anchored Design

2009 MOD AWARDS Best Fabric-anchored Design

2009 MOD AWARDS Best Extrusion-base Design

2009 MOD AWARDS Best 20x20 Exhibit

2009 MOD AWARDS Best of MOD

2009 MOD AWARDS Best 10x10 Design

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2009 MOD AWARDS WINNERS

The winner of the 2009 Best of MOD Awards is Inter-Global Exhibitions with their projects for Toyota.



BEST OF MOD
BEST 20 x 20 DESIGN

Project: Jeddah Motor Show
Client: Toyota/Drive Communications
Design/Fabrication: Inter-Global Exhibitions



BEST 10 x 10 DESIGN

Project: New Modular Exhibit
Client: Starbucks Coffee Co.
Design/Fabrication: The Portables



BEST 10 x 20 DESIGN

Project: Modular Exhibit
Client: iStockphoto
Design/Fabrication: The Portables



BEST EXTRUSION

Project: Art of Can
Client: Red Bull
Design/Fabrication: 2020 Exhibits



BEST FABRIC

Project: Trade Show Exhibit
Client: Trojan UV Technologies
Design/Fabrication: Eventscape



BEST PANEL

Project: Trade Show Kit
Client: Polartec
Design/Fabrication: Hill & Partners



BEST GREEN

Project: Greenbuild International
Client: Alcoa
Design/Fabrication: EEI Global

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CLOSE-UP, THE AFTER-PARTY. THE NETWORKING EVENT OF MOD 10

CELEBRATE THE BEST IN PORTABLE MODULAR DESIGN.

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






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EXHIBIT & SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSORSHIP **- $15,000**
(6) available - 1 left)

PRE-EVENT

Top Billing with "presented by" designation on all MOD '10 / MOD Awards ads in Event Design and Exhibit City News, press releases, e-mail blasts, MOD web site, MOD Awards entry landing page, and other promotional materials.

100 word company description and contact information on MOD'10 web site **(modawards.com)** with link to your web site

EVENT & EXHIBITION PRESENCE

- Red carpet photo opportunity with Leeza Gibbons for you and your guests
- Booth unit provided by MOD with 19" LCD monitor
- Printing of your exhibit graphics
- Insert of marketing piece in each tote bag distributed to attendees at registration
- Inclusion as presenting sponsor on all event signage
- 2 tables with Presenting sponsor designation at MOD
- 16 VIP Passes to MOD for your most important customers
- 1 room two nights at The Four Seasons Hotel, Las Vegas
- Full page ad in the 2010 MOD Awards Finalists booklet to be handed out at MOD'10
- Lanyard, badge, tote bag or registration area designation

POST EVENT

- Mailing list of all MOD 2010 attendees
- Event Design article in spring issue highlighting The 2010 MOD Awards
- Press coverage in Exhibit City News article on 2010 MOD Awards winners



Sponsor Ads



Table with Presenting sponsor designation



Booth unit provided by MOD with 19" LCD monitor

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EXHIBIT & SPONSORSHIP OPPORTUNITIES

PARTICIPATING SPONSORSHIP - **$4,995**
(16) available - 11 left)

PRE-EVENT

✶ **$1,500** in barter dollars:

Select from:

- **Privatelabelonline.com** exhibits and graphics
- Graphics/dye sub fabric from **Laarhoven Design**
- **Itex barter network** - use for accommodations and travel, advertising, business services, printing, web design, computers, jewelry, clothing and more.

✶ 1/2 page ad in Event Design or Exhibit City News
✶ Participating Sponsor designation on all MOD'10 / MOD Awards ads in Event Design and Exhibit City News, press releases, e-mail blasts, MOD website, MOD Awards entry, landing page, and other promotional materials
✶ 50 word company description and contact information on MOD'10 web site (modawards.com) with link to your web site.

EVENT & EXHIBITION PRESENCE

✶ Red carpet photo opportunity with Leeza Gibbons for you and your guests
✶ Booth unit provided by MOD with 19" LCD monitor
✶ Printing of your exhibit graphics
✶ Insert of marketing piece in each tote bag distributed to attendees at registration
✶ Inclusion as presenting sponsor on all event signage
✶ 1 table with Participating sponsor designation at MOD
✶ 8 VIP Passes to MOD for your most important customers
✶ 1 room two nights at The Four Seasons Hotel, Las Vegas
✶ Half page ad in the 2010 MOD Awards Finalists booklet to be handed out at MOD'10

POST EVENT

✶ Mailing list of all MOD 2010 attendees
✶ Press coverage in ECN and Event Design magazine



Event Design Ad



Table with Presenting sponsor designation

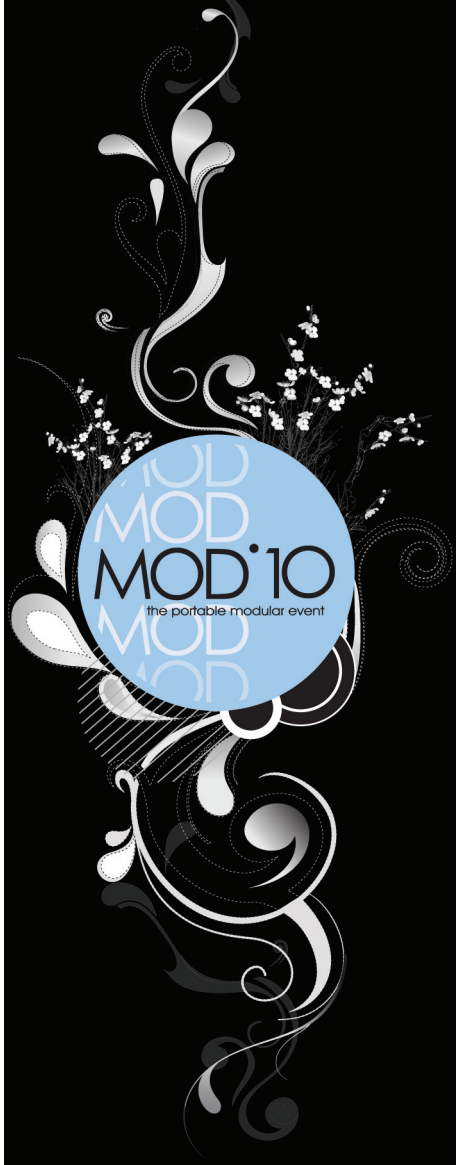


Booth unit provided by MOD with 19" LCD monitor

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March 16th 2010, 5pm-9pm



SPONSORSHIP AGREEMENT

Important Instructions

➥ *For MOD'10 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:*

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

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2009 SPONSORS

abex EXHIBIT SYSTEMS MOVE TO MODULAR
DAZIAN RENTALS
LOUNGE22
Encore NATIONWIDE
OCTANORM
K&S INTERNATIONAL
Tradeshow Week TSW
VE
EVENT DESIGN
exhibitforce.com
nuvista event management services
ExhibitCity NEWS
TrussWorks
PADGETT COMMUNICATIONS

MOD 2009 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

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MOD'09 GALLERY













Images from MOD '09, Las Vegas

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