



LOUISVILLE MANUFACTURED HOUSING SHOW 2013



STOP BY PLEASE . . . In these days when unity is so important to all of us, it is gratifying to note that our exhibitors are going all out to make this show a memorable occasion. They will have a very strong presence in the Exhibit Hall, and will be showing more homes than we had last year. Manufacturer's exhibit space is sold out! It may be corny, but the line from that old song, "Whistle a happy tune," is an appropriate analogy. If you whistle long enough and hard enough, pretty soon you'll begin to look at the world in a more upbeat way and feel a whole lot better about things. We hope you'll join us in "whistling a happy tune" by stopping by and visiting just as many of our exhibitors as you can. They are showing enormous support for our industry and demonstrating a conviction that we're getting back on track. The thing to remember is . . . **THEY ARE THERE . . . YOU SHOULD BE TOO!** We all need the mutual support of manufacturers, suppliers, retailers, builder/developers, community owner/operators, so we can go forward together. Be sure to greet old friends as you stroll through the halls. Trade shows are the ideal marketplace to work with current sources and to find solutions. Let's all come away from The Louisville Manufactured Housing Show "singing the same tune."

COMMUNITY OWNERS/OPERATORS

Community Owners/Operators! Grow your profits by filling vacancies faster and more profitably. There are dozens of reasons to be at the Louisville Show in 2013. Business Building Seminars that help you finance, market and sell your homes are some of those reasons. Learn the latest community financing and refi-options straight from the lenders who make the loans, in an update from last year's standing room only commercial lending finance forum. Why keep refurbishing that 1976 model home? Why keep chasing 'good used inventory' that it costs you a bundle to move and update, and it is still just a used home? Why not see the latest in community series homes from companies such as Fleetwood Homes; Skyline Corporation; Giles Industries; Clayton/Middlebury; TRUmh; Redman Homes of Topeka, Manufactured Housing Enterprises, and Harmony Homes.

INDUSTRY SUPPLIERS

In addition to our manufacturer home commitments, we will have 84 service & supplier booths at this year's show. After last year's success, we can point to the fact that the Louisville Show is back on the map. Last year we had 1022 builder/developers, retailers, community owners/operators, and installers who attended the show. All of our exhibitors were pleased with the traffic flow that the show provided in 2012. Sales were made!

Retailers attending Louisville will be able to take a look, firsthand, at all of the new products being introduced. Our retailers know that today's buyers have done their research and most know what they want and like, long before they step foot onto our sales centers. Recommending the right appliances, flooring, etc. based on this year's 'hot' trends will be critical when closing the deal.

LOUISVILLE WEBSITE GOES LIVE!

We are proud to announce the launch of the Louisville Manufactured Housing Show's 2013 website! With two years of growth under our belts and with the Louisville Show growing by leaps and bounds over last year, the timing was right for us to take the next step. With this new website, we are providing professionals like you more of the sights and sounds of what makes the Louisville Manufactured Housing Show the granddaddy of them all! The new site will provide far more information that we can provide any other way. Please click the link below and enjoy our new website. See you in Louisville, January 23 - 25, 2013.

WEBSITE ADDRESS:

www.LouisvilleManufacturedHousingShow.com

Show Hours

Wednesday, January 23 – 9 a.m. until 5:30 p.m.
Thursday, January 24 – 9 a.m. until 5:30 p.m.
Friday, January 25 – 9 a.m. until noon

MESSAGE FROM THE CHAIRMAN

Dear Retailer, Builder/Developer, or Community Owner/Operator:

We are delighted to announce that as of press time, The Louisville Manufactured Housing Show is sold out. That means that all exhibitors will be coming to the show to sell to **you**. It means they are prepared to offer some outstanding deals, because they want you as a customer not only now, but in the future. You are, as they say, in the catbird seat. You are the customer. They know you will be evaluating each and every one of them vis-à-vis the exhibitor next door. They know you will be seeking answers to your question and solutions to your problems. They will be bringing top marketing and R&D executives to the show, because they want you to get to know them and consider them a valuable resource. As buyers today, you are much more demanding and much more discriminating. They want to respond to your changing tastes and wider ranging buying power. The best way to do that is by making themselves aware of what you want. I know of no greater marketplace in which buyers can view every possible choice than the Louisville Manufactured Housing Show. The orders you place here, and in the months following the show, will have a significant impact on your own bottom line in 2013. Take charge of your profits now, by planning to attend the Louisville Show. I look forward to seeing you there.

Ron Thomas

Ron Thomas
MMHF Chairman

Breaking News! The Manufactured Housing Institute and the National Communities Council – which represents land lease manufactured housing communities of all sizes – will be actively engaged and present at this year's Louisville Show. Meet and network with industry leaders and learn what the plans are in 2013!

For more information, contact Dennis J. Hill
Show Coordinator, at 770-587-3350

JUST A REMINDER . . .

If you haven't gotten around to making your hotel reservations yet, we urge you to do so right away. The sooner you make reservations, the greater the likelihood you'll get your choice of rooms. The Crowne Plaza Louisville Airport, across the street from the Kentucky Exposition Center, is our headquarters hotel. It is the only hotel where there is a discounted room block for showgoers. When making reservations, please refer to The Louisville Manufactured Housing Show for our special rate.

PLEASE NOTE THE RESERVATION CUT-OFF OF JANUARY 11, 2013

Crowne Plaza
830 Phillips Lane
(888) 233-9527
\$106.00 single/double

HOTEL WEBSITE:
https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=9827915

Your participation at the 2013 Louisville Show can certainly go a long way in helping our industry move forward in a positive way. We care about you and the manufactured housing industry. Help us to help you make it better.

Build Your Business while you Protect and Grow your Profits . . . with the Money Tree Seminars/Workshops and Panel Presentations.

Wednesday, January 23, 2013

1 See the Latest New Products to boost Result\$! Sometimes even little things can set you apart from your competition! Blevins will be presenting some of the newest products and concepts that you can then sell to retail and community customers. (9:00 a.m. – 9:50 a.m.)

2 Get the Best Third Party Manufactured Home Loans & Financing Available! CFPB, Dodd-Frank and the elections mean changes. Get the financing you need to sell more homes! Top manufactured home retail lenders will share their best programs in this workshop. Come learn what's available TODAY to help you sell more homes at your retail center, community or development. Questions and answers with lenders will follow. (10:00 a.m. – 11:15 a.m.)

3 Can You Profit From the Sale of Your Competitor's Homes? Yes, You Can! At this all new presentation, Profit from Competition through Cooperation and get more Qualified Customers! Presented by Dan Rinzema and L.A. 'Tony' Kovach (11:15 a.m. – 12:15 p.m.)

4 Ask the Experts! Legal, Loss Mitigation, Sales, Marketing, Business Management, Installation experts panel discussion. You have problems and questions, right? Bring them to the first Ask The Experts forum! (1:30 p.m. – 2:30 p.m.)

Thursday, January 24, 2013

5 See More New Products to Boost Bottom Line\$! Sometimes even little things can set you apart from your competition! Style Crest will be presenting some of the newest products and concepts that you can then sell to retail and community customers. (9:00 a.m. – 9:50 a.m.)

6 Network with the Movers and Shakers! Come meet MHI's newly elected Chairman, Don Glisson, Jr. (CEO Triad Financial); MHI's new President, Richard (Dick) Jennison; along with its new Vice President for the National Communities Council, Jenny Hodge. Small, Mid to Large company owners and executives will be in Louisville as will a wide array of state association executives. Incredible opportunities to hear insider briefings and then network with industry peers, talk with industry leaders and expand your business! (10:00 a.m. – 11:00 a.m.)

7 Manufacturer's Panel Presentation. Manufactured and modular home builders are able to build hundreds of different styles and models of homes. Even with Louisville being the biggest indoor home show in North America, there are only so many homes we can show at the event. So in a fast-paced presentation by HUD and Modular builders exhibiting at Louisville, see what more they can do for you and then get a chance to ask your questions LIVE from factory representatives! (11:15 a.m. – 12:15 a.m.)

8 Get the Best Manufactured Home Community Financing and Refi Options Available Today! Major community lenders and specialty commercial mortgage brokers will share their best program. Includes discussion of financing, refinancing and related topics. Questions and answers will follow their brief, hard hitting presentations. Come learn about the best programs for your manufactured home community! (1:30 p.m. – 2:30 p.m.)

9 Community Brokers & Buyers Forum. This lively panel discussion attracts community owners from far and wide. Whether a large, medium, or small community, the information will be invaluable whether you're looking to sell or looking to buy. Meet with potential acquirers and sellers, and participate in the question and answer portion. This session is typically one of the best attended! (2:45 p.m. – 3:45 p.m.)



MANUFACTURERS (SOLD OUT)

Adventure Homes
CMH/Family of Brands
Clayton/Middlebury
Hart Housing
Giles Industries
TRUmh
Commodore Homes
Dutch Homes
Fairmont Homes
Fleetwood Homes
Fortune Homes
Harmony Homes
Manufactured Housing Enterprises
Redman Homes
Ritz-Craft of Michigan
Skyline Corporation

SERVICE & SUPPLIERS

21st Mortgage Corporation
ABT Water Management
Alliance Credit LLC
American Insurance Alliance LLC
B & G Truck Conversions, Inc.
Blevins, Inc.
Cascade Financial Services
CU Factory Built Lending
Cutting Systems
Donald C. Westphal Associates
Dura-Bilt Products, Inc.
Electric Eel Manufacturing
Elk Country Homes
Equity Trust Realty
Everlock Systems
First Guaranty Mortgage Corp.
Granger Plastics Company
Harbor Floor Products, Inc.
Hart, King & Coldren

Heritage Distributing
Illinois Manufactured Housing Association
Indiana Manufactured Housing Association
Jamies' Interiors
Kentucky Manufactured Housing Institute
LP Building Products
Legiance Investments, LLC
ManufacturedHomes.com
Manufactured Housing Institute
MHMarketingSalesManagement.com
MHVillage
MHWc
Michigan Manufactured Housing Association
Milwaukee Electric Tool Corp.
Minute Man Products
Mobile Home Universityh.com
Mountain Side Financial
NADAGuides
Net Wired, Inc.
NORDYNE
Nova Plumbing Technologies

NTA, Inc.
Ohio Manufactured Housing Association
Oliver Technologies
Ozark Steps
PolyVulc USA
Premier Home Mortgage Special Prod. Group
Rainmaker Software
Rent Manager
R-CO Products
Rustique Enterprises
RV/MH Hall of Fame Museum & Library
Shaw Industries/Wingate Carpets
Style Crest
Tennessee Manufactured Housing Association
Tie Down Engineering
Tink Translift
Triad Financial Services
US Bank Manufactured Housing Finance
US Census Bureau
Whitley Mobile Home, Inc.
Wisconsin Housing Alliance