

SPONSORSHIPS BRING SHOW RECOGNITION

We owe some terrific people our grateful thanks! Their gracious willingness to be part of the South Central Show serves as an example of the pride we all feel in our industry and in this very special event.



Clayton Homes
First Guaranty Mortgage Corporation
Harrah's Casino & Convention Center



Andy Israel with Merrill Lynch
Blevins, Inc. & Miller HVAC
Kabco Builders
RH Lending, Inc.



21st Mortgage Corporation
American Modern Insurance Group
Champion Homes
Deer Valley Home Builders, Inc.
Harbor Floor Products
Legacy Housing
Lexington Homes, Inc.

Platinum Homes
River Birch Homes
Style Crest
Triad Financial Services/CIS Financial Services
U.S. Bank Manufactured Housing Finance
Universal Forest Products
Wilkins Mobile Builders

SHOW HOURS

Bus Service will be available between hotels & exhibit areas.

Wednesday, March 28th

9:00 a.m. - 5:00 p.m. EXHIBITS OPEN

9:00 a.m. - 10:00 a.m. SEMINARS

11:00 a.m. - 1:00 p.m. SCMHI's Hospitality Luncheon in the Manufacturers Exhibit Area

Thursday, March 29th

9:00 a.m. - 5:00 p.m. EXHIBITS OPEN

9:00 a.m. - 10:00 a.m. SEMINARS

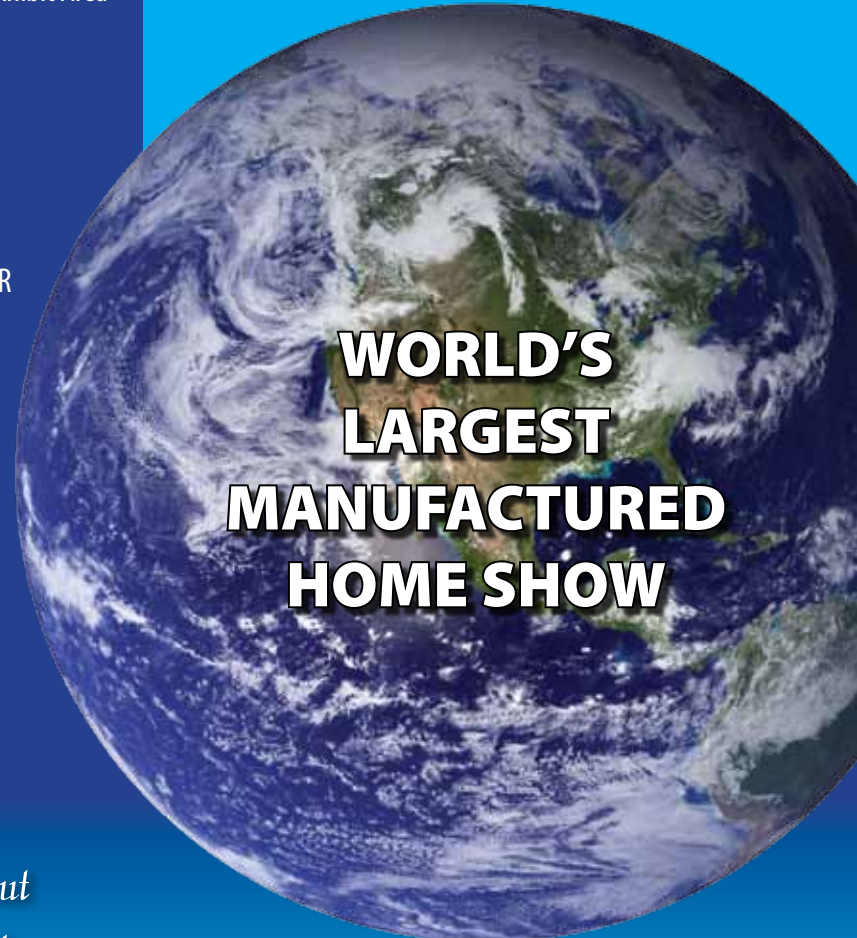
9:00 a.m. BLOODY MARY MIXER in the Convention Center

11:00 a.m. - 1:00 p.m. SCMHI's Hospitality Luncheon in the Manufacturers Exhibit Area

Friday, March 30th

9:00 a.m. - 12:00 noon EXHIBITS OPEN

The
TUNICA
Harrah's
TUNICA
Show



**WORLD'S
LARGEST
MANUFACTURED
HOME SHOW**

*The Tunica Show is all about
Southern Hospitality*

March 28 - 30, 2012
Tunica, Mississippi

We are not better because we are the largest

...

We are better because we care

THE TUNICA MANUFACTURED HOUSING SHOW has been in existence for 14 years. Our annual show brings out an array of new manufactured home designs, the latest in technology, the best in suppliers' offerings and a look at all the newest amenities and system-built options the industry can offer. The Tunica Manufactured Housing show has distinguished itself as the largest manufactured housing show in the world!

As we approach another year at the Harrah's Show complex, we will have over 80 model homes on display, exciting sponsorship opportunities, a return of industry seminars, two free lunches and more than ample time to network with industry friends. Tunica's nightlife and other activities add to a full agenda, which brings about an event you won't want to miss. Now is the time to make plans for March 28 - 30, 2012 and take part in this special event.

Continuing the fun that accompanies another year at the world's largest manufactured housing show, are **TWO FREE LUNCHESES** that will be provided for attendees. The lunches offer a convenient and delicious way to luncheon at the show site to maximize your time and ensure you get the most out of the networking experience. They will be held in the official SCMHI Hospitality Tent in the Manufacturer's Exhibit Area. The annual **BLOODY MARY MIXER** will be held Thursday morning, March 29th for everyone as a casual start to that day's show schedule in the service and supplier exhibit area.

The Tunica Show is sponsored by the Alabama Manufactured Housing Association and the Mississippi Manufactured Housing Association. It is produced and managed by Show Ways Unlimited. For more information, contact Dennis J. Hill, show coordinator, at (770) 587-3350.

MANUFACTURER EXHIBITORS

Buccaneer Homes *	Legacy Housing Ltd. *
Cappaert Manufactured Housing	Lexington Homes *
Champion Homes *	Platinum Homes *
Cavalier Home Builders *	River Birch Homes *
CMH Manufacturing, Inc. *	SE Homes, Inc. *
Clayton Homes Savannah *	Energy Homes *
Clayton Homes Sulphur Springs *	Southern Estates *
Deer Valley Home Builders, Inc. *	Southern Homes *
Fleetwood Homes (TN)	Sunshine Homes
Kabco Builders, Inc. *	Waverlee Homes, Inc.
Wilkins Mobile Builders *	

In addition to the showcase of homes, service and supplier exhibitors will number in the 100's for the 2012 show. The service and supplier exhibitors are the backbone of the industry, providing vital services and products to the manufactured housing industry. Each year, this group of exhibitors showcases the newest technology, products and services that can be brought to the manufactured housing industry.

SERVICE AND SUPPLIER EXHIBITORS

21st Mortgage Corporation *	MHVillage
Alabama Manufactured Housing Assoc.	MHWC
Altarnamats, Inc.	Minute Man Products
American Insurance Alliance	Mississippi Manufactured Housing Assoc.
American Modern Insurance Group *	NADA Appraisal Guides
Amorium Flooring North America	Net Wired
Andy Israel with Merrill Lynch *	Nordyne
Baymont Inc.	O'Berry Enterprises Inc.
Bennett Truck Transport	Oliver Technologies
Blevins, Inc. & Miller HVAC *	Panels Plus
Boulder Creek Stone	PolyVulc USA, Inc.
Byco Plastics LLC	Posey Supply
CIS Financial Services, Inc. *	Quick Brick Manufacturing, Inc.
Crednology	R-CO Products Corp.
Croft, LLC	Reil Rock Products
CU Factory Built Lending	RH Lending, Inc. *
Cutting Systems, Inc.	Rustique Enterprises, Inc.
Dave Carter & Associates	Senco Brands, Inc.
Everlock Systems	Service Partners
First Guaranty Mortgage Corporation *	Style Crest *
First Premium Insurance Group, Inc. CMGA	Syntec Industries
FMI Products, LLC	Tie Down Engineering
Hamilton Drywall Products	Tink Translift
Harbor Floor Products *	Triad Financial Services *
Heritage Distributing	Tri-State Distributors, Inc.
H.M.H. Supply, Inc.	UFPD Distribution
Home Track™ (Alpha Data Systems)	Universal Forest Products *
Lavastone Industries	US Bank Manufactured Housing Finance *
Lifesaver Storm Shelters	US Census Bureau
LP Building Products	Wells Fargo Home Mortgage
Medallion Carpet Mills	Wingate Carpet

* Sponsors

BEST COMMERCIAL DISPLAY

Returning in 2012 will be the Tunica Show's popular awards featuring the "Best Commercial Display" to select the first and second place in best exhibits for the categories of manufacturer and service supplier. Judging will be based on the overall presentation, theme, display, superior promotion and other features.

In an effort to streamline registration for attendees, we will again use QMS of Alpharetta, GA – to facilitate online registration. Their web link service will provide fast and efficient registration. Our registration web link is: <http://www.prereg.net/2012/tmfs>. Registration services will be available at the show starting on March 28th. Registration opens each morning at 8:00 a.m. There is no registration fee for retailers, builder/developers, community owner/operators, or installers.

TUNICA EDUCATIONAL SEMINARS

We are excited that Chris Nicely will be our speaker for the Educational Seminars at the Tunica Show. He will be speaking on how to leverage digital marketing in today's economy. Retailers, manufacturers, service suppliers, developers, and community owners will profit from his presentation on the "free" opportunities in the digital advertising and market arena today. You will not want to miss the opportunity to learn how to better market your company, reach new customers and how to offer the best sales service to your customers. The seminars will be from 9:00 a.m. - 10:00 a.m. on Wednesday and Thursday mornings in the Convention Center.

"Mark Tunica on your calendar as the most valuable event you can attend this year. The Tunica Show remains the MUST-ATTEND industry event for a number of reasons," said Gene Rogers, Show Chairman of the South Central Manufactured Housing Institute. "There are more than 80 model homes to view and it's at one of the best hot spots for dining, entertainment and gaming that you'll find in the region. The networking, new business and new educational seminars are an unbeatable combination at the Tunica Show, so EVERYONE BENEFITS FROM ATTENDING."

OUR HEADQUARTERS HOTEL OFFERS YOU EVERYTHING

In Tunica there are many toasts of the town – it is a destination designed for fun, games, diversions, entertainment, sports, and great hotels at very modest prices. The headquarters, Harrah's Casino & Convention Center, is an outstanding facility. It offers distinctively themed gaming areas in a state-of-the-art entertainment complex, making it one of the best in the business. Guests can stay in one of the 1,300 luxurious hotel rooms or the RV resort. Harrah's also offers Kid's Quest childcare facility, an 18-hole championship golf course, a full service spa and salon, and a sporting clay, trap and skeet center, as well as an array of restaurants. **Showgoers will also find "A New Funny Bone Comedy Club" located on the second floor of the casino for your enjoyment.** Discounted rates are available for South Central Manufactured Housing Show guests, and everyone is urged to make early reservations. The rooms at Harrah's are at a well-priced \$64 Sunday - Thursday. **Call Harrah's Casino today ... 1-866-635-7095 and mention our group code: S03SCM2 for our special rates.**

Directly across from Harrah's, shoppers can find unparalleled bargains at the **Casino Factory Shoppes**, an outlet mall and shopping center that offers some of fashion's biggest names and discount savings found in the heart of the Tunica Resort area. This outlet mall includes top name women's, men's and children's stores. For golf enthusiasts, there is a championship golf course on the grounds of Harrah's. A 30-minute ride away is the legendary town of Memphis, where you can visit Elvis Presley's Graceland mansion or historic Beale Street, birthplace of the blues. Once on Beale Street, you can dine at one of several fine restaurants, including Rendevous (BBQ ribs), Elvis Presley's Memphis (a whole Elvis "experience"), B.B. King's Blues Club (blues, ribs, and fried catfish), the Rum Boogie Café (Cajun), or the Sun Studio Café (with, arguably, the best jukebox in Memphis).

GUEST REGISTRATION FORM

TUNICA MANUFACTURED HOUSING SHOW

MARCH 28 - 30, 2012

In order to register for the Tunica Show, please complete the information requested below. Fold and return to: **Dennis Hill, Show Ways Unltd., 800 Old Roswell Lakes Pkwy., #140, Roswell, GA 30076.**
ALL PRE-REGISTRATION FORMS MUST BE RECEIVED AT THIS ADDRESS BY: MARCH 2, 2012.

You are? (**CHECK ONLY ONE** FOR YOUR SHOW CREDENTIALS):

- | | |
|---|--|
| <input type="checkbox"/> Retailer (RE) | <input type="checkbox"/> Installer (INS) |
| <input type="checkbox"/> Builder/Developer (BD) | <input type="checkbox"/> Media/Press (MED) |
| <input type="checkbox"/> Community Manager (CM) | <input type="checkbox"/> MMHF Show Committee (COM) |

Company Name (PLEASE PRINT)

Attendee Name (Primary Registrant to Receive Badges)	Attendee Name
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Attendee Name	Attendee Name
---------------	---------------

Attendee Name	Attendee Name
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Mailing Address (complete mailing address must be filled out or registration will not be processed)

City	State	Zip Code
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()
 Area Code Phone Number

If you want to register on line
WEB LINK:
<http://www.prereg.net/2012/tmfs>

EMAIL:

BADGES WILL BE MAILED TO YOU (after March 2nd) IF REGISTRATION FORMS ARE RECEIVED BY THE MARCH 2nd DEADLINE

- | | |
|---|---|
| <p>1. Did you attend the 2011 Tunica Show?
 _____ 1. Yes
 _____ 2. No</p> <p>2. How many homes did you buy at the 2011 show, or as a result of the Tunica Show?
 (Check One):
 _____ 1. None
 _____ 2. 1 - 5
 _____ 3. 6 - 10
 _____ 4. 11 - more</p> <p>3. What dollar amount of business do you anticipate conducting at this year's show?
 _____ 1. Zero
 _____ 2. \$10,000 - \$50,000
 _____ 3. \$50,000 - \$150,000
 _____ 4. \$150,000 - \$300,000
 _____ 5. Greater than \$300,000</p> | <p>4. What style of homes will you be looking for?
 _____ 1. single section HUD Code
 _____ 2. multi sectional HUD Code
 _____ 3. single section modular homes
 _____ 4. multi sectional modular homes</p> <p>5. Do you attend the Tunica Show?
 (Check One):
 _____ 1. Annually
 _____ 2. Once ever two years
 _____ 3. Once every three years
 _____ 4. Do not plan to attend again</p> |
|---|---|

PLEASE KEEP A COPY OF THIS FORM FOR YOUR RECORDS!



PLACE
STAMP
HERE

**DENNIS HILL
TUNICA MANUFACTURED HOUSING SHOW
800 OLD ROSWELL LAKES PARKWAY
SUITE 140
ROSWELL, GA 30076**