

76th Annual CONVENTION & TRADE SHOW



 BUILT IN THE FACTORY.
BUILT FOR A BETTER WORLD.

FACTORY BUILT HOUSING

= SELLING FOR
THE FUTURE

The way homes are built
is changing. The way homes
are sold is evolving.

Factory built housing
is the future—now.



NEW YORK
HOUSING
ASSOCIATION, INC.

October 14 & 15, 2026

DEL LAGO RESORT
1133 Route 414
Waterloo, NY 13165

WHY SHOULD YOU ATTEND THE NYHA 76TH ANNUAL CONVENTION AND TRADE SHOW?

Attending our 76th Annual Convention & Trade Show is a strategic move for businesses looking to enhance their presence in the factory-built housing industry and foster growth. Here are some compelling reasons to participate:

NETWORKING OPPORTUNITIES: Connect with peers, industry experts, and potential partners to build valuable relationships that can lead to collaborations and new business opportunities.

LEARNING AND INSPIRATION: Gain fresh perspectives and ideas from industry leaders and peers, and learn from their experiences and challenges.

STAYING INFORMED: Stay up-to-date on the latest trends, technologies, and innovations that could impact your business.

BRAND BUILDING: Showcase your brand and products in front of a concentrated audience of buyers, enhancing your brand authority and visibility.

LEAD GENERATION: Generate leads and sales opportunities through direct interaction with potential customers and prospects.

MARKET INTELLIGENCE: Gain insights into the broader market landscape and understand where your brand fits within it.

By attending our Annual Convention and Trade Show, businesses can leverage these opportunities to drive growth, innovation, and success in the factory-built housing industry.



Plan to join fellow NYHA members and friends for a SLOT TOURNAMENT after the Welcome Reception on Wednesday, October 14, 2026. All participants will need to get a player's card to qualify.

NYHA 76th ANNUAL CONVENTION

October 14 & 15, 2026 - Del Lago Resort, Waterloo NY

Tentative Schedule of Events

October 14th

- 12:30 pm Board Meeting – all current NYHA members welcome!
- 4:00 pm Vendor Set-Up
- 5:30 pm Registration Opens
- 6:00 pm Welcome Reception & Banquet, Hall of fame and President's Award Presentations
- 8:00 pm Slot Machine Tournament – be sure to get a Player's Card to participate!

October 15th

- 8:00 am Registration & Continental Breakfast
- 9:00 am Welcoming Remarks & Introductions
- 9:10 am NYHA 76th Annual Meeting
- 9:30 am Keynote Speaker: César Mascorro, Jr.
- 11:30 am Break with Exhibitors
- 12:00 pm Luncheon
- 1:00 pm Maura McGuire, Esq. and Joel Harper
- 2:00 pm Break with Exhibitors
- 2:30 pm Remaining Relevant in a Changing Market - Scott Stroud
- 3:30 pm Ask the Attorneys - Jared Hirt, Esq. and Jane McLaughlin, Esq.
- 4:30 pm Closing Remarks & "What's the Issue?"

October 16th

- 8:30 am Registration for 3-hour Continuing Education Course
Separate registration/fees apply
- 9:00 am 3-hour Continuing Ed Course

Travel home safely!

76th ANNUAL CONVENTION SPEAKERS



Joel Harper started working full time in the manufactured housing industry in 1993. Joel is a registered Property Housing Consultant and a Manufactured Housing Manager. He presently does consulting for manufactured housing communities, as well as presenting training for the 21-B Certification program. Joel has also served on the NYHA Board and has served as the President.



Jared Hirt, Esq. is a Partner at Evans Fox LLP and a graduate of Fredonia State University and Albany Law School. Jared is actively involved in the community serving on the Board of Directors for DePaul Community Services, Inc., the DePaul Audit Committee and serves as a member of the Zoning Board of Appeal (ZBA) for the Town of Ogden. Jared is an NYHA Board member.



César Mascorro, Jr. is the founder and President of MH Sales Mastery and a driving force behind the evolution of manufactured home sales. César spent 14 years gaining front-line experience in Texas retail sales at Manufactured Housing Consultants and Titan Factory Direct, serving as a sales consultant, sales manager, ops manager, and general manager. Since launching MH Sales Mastery 3 years ago, he's been transforming sales organizations across the country. César is on a mission: to re-engineer how our industry sells and who it serves.



Maura C. McGuire, Esq. is a partner at Adams Leclair LLP, where her practice is focused on high-stakes commercial litigation and complex real estate disputes. She represents a broad range of clients - including property owners, developers, managers, and business entities - in matters involving contract disputes, business torts, and property-related litigation.



Jane McLaughlin, Esq., Greenberg Traurig, has wide-ranging governmental and legislative experience. In addition to her energy and environmental practice areas, she also advises her clients on a myriad of other policy areas, including transportation, housing, and procurement issues.



Scott Stroud has been immersed Factory-Built Housing for over 40 years and is currently an instructor with LearnMH, an educational platform offering sales, marketing and business training for the manufactured housing industry. A former VP of Marketing and Sales for a major home producer, Scott's major focus today is the using current technologies to attract, capture and convert more sales.

SPONSORSHIP OPPORTUNITIES



76th Annual Convention & Trade Show
October 14-15, 2026
Del Lago Resort, Waterloo NY

WELCOME & ANNUAL BANQUET SPONSOR - **TAKEN**

This is a unique opportunity for your company to be visible as we honor our peers and celebrate NYHA's 76th Anniversary. Sponsorship includes your choice of **napkins** or **coasters** with your company logo (first come, first serve), a banner displayed at the dinner, a sponsor sign at each table, a full-page Convention Program ad, company logo on Convention emails, newsletters, NYHA member website, and All-sponsor banner.

SWAG BAG SPONSOR- **TAKEN**

Swag bags will be distributed to all attendees to store Convention items and exhibitor giveaways. Sponsorship includes your company's logo printed on the bag, a full-page Convention Program ad, a company logo on Convention e-mails, newsletters, NYHA member website, and All-sponsor banner. NYHA will have bags printed for distribution to attendees.

REGISTRATION FOLDER SPONSOR- **TAKEN**

Registration folders hold all the convention materials inside. Sponsorship includes; your company logo printed on the folder, a full-page Convention Program ad, a company logo on Convention emails, newsletters, NYHA member website, and All-sponsor banner. NYHA will have folders printed for distribution to attendees.

CONVENTION PROGRAM SPONSOR- **TAKEN**

The Convention Program is included in every registration folder given to all attendees. Sponsorship includes a full-page ad on the Program's back cover, "Sponsored by" on the table of contents page, a company logo on Convention e-mails, newsletters, MYHA member website, and All-sponsor banner.

NAME BADGE SPONSOR- **TAKEN**

Convention-themed badges are distributed upon arrival and are a great way to showcase your company throughout the entire Convention. Sponsorship includes your company logo printed on name badge holders for each attendee, a full-page Convention Program ad, a company logo on Convention emails, newsletters, NYHA member website, and All-sponsor banner. NYHA will have name badges printed for distribution to attendees.

BREAK SPONSOR - **\$1,000**

Sponsorship includes a half-page convention program ad, a company sign displayed at all break stations, a company logo on Convention emails, newsletters, NYHA member website, and All-sponsor banner.

76th ANNUAL CONVENTION: SPONSOR INFORMATION

SPONSORSHIPS WILL BE FILLED ON A FIRST-COME FIRST-SERVE BASIS,
SO PLEASE CONTACT THE NYHA OFFICE BEFORE SUBMITTING PAYMENT.
All sponsors are entitled to a FREE Exhibit Space (must complete separate form).

REGISTER NOW:

Sponsorship: ☒ **TAKEN** Banquet Napkins ☒ **TAKEN** Banquet Coasters ☒ **TAKEN** Swag Bag ☒ **TAKEN** Folder
☒ **TAKEN** Program ☒ **TAKEN** Name Badges ☐ Break

Company Name: _____

Contact Name: _____

Attendee #1: _____ Attendee #2: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

To ensure your company is included on banners, signs and the convention program, your sponsorship form, fees, and logo art must be received by NYHA **no later than September 18, 2026**. Please email your company logo in PDF or JPEG format to: kathy@nyhousing.org

☐ YES! I would like a FREE Exhibit Space! ☐ NO, I do not need an Exhibit Space

BRING YOUR SIGNIFICANT OTHER TO THE BANQUET ONLY! \$75 EACH

Name: _____ Name: _____

Add'l Names: Qty: _____ x \$75 each = Total \$ _____ + **\$1,000.00 Sponsor Fee** = \$ _____

If anyone has any special dietary requests, please contact the NYHA office.

PAYMENT OPTIONS: Enclosed is my check for \$ _____ made payable to NYHA.

Please mail your check to: NYHA, 634 Watervliet Shaker Road, Latham, NY 12110

Credit Card: ☐ Visa ☐ MC ☐ American Express ☐ Discover

Card No: _____ Exp Date _____ / _____ CVV _____

Cardholder Name (please print) _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Cardholder Signature _____

SPONSOR REGISTRATION DEADLINE IS SEPTEMBER 11, 2026!

Sorry, no refunds will be issued for Convention Sponsors.

Questions? Call 518-867-3242 or email kathy@nyhousing.org

EXHIBITOR OPPORTUNITIES



76th Annual Convention & Trade Show
October 14-15, 2026
Del Lago Resort, Waterloo NY

LIMITED EXHIBIT SPACE AVAILABLE

There are 25 Table Top Trade Show spaces available on a first-come, first-serve basis.

LOCATION: Del Lago Resort
1133 Route 414, Waterloo, NY 13165
Tel: 855-DEL-LAGO

NYHA OVERNIGHT ROOM RATE AT DEL LAGO:

\$119+ King or 2-Queen
For Reservations: 855-DEL-LAGO

EXHIBITOR SET-UP:

Wednesday, Oct 14th from 4:00 - 5:30 pm
Thursday, Oct 15th from 6:00 - 8:00 am

DISPLAY TABLE COST:

\$750 Includes one 6' table, two chairs and waste basket.
Electric can be requested at no cost.

EXHIBIT HOURS ARE:

Wednesday, Oct. 14, 2026

6:00 – 9:00 pm at the
Welcome Reception & Banquet

Thursday, Oct. 15, 2026

8:00 – 9:00 am - Continental Breakfast
11:30 – 1:00 pm – Lunch Break
2:00 – 2:30 pm - Break

EXHIBITOR INFORMATION & REQUIREMENTS:

- Only current NYHA members can Exhibit at the Convention.
- You will be provided with a 6' table, either 18" or 36" deep.
- Exhibitor Fees include TWO free Convention Registrations, including all sessions and meals. Each additional employee from your company will be charged a separate fee.
- Table assignments will be given to Exhibitors. You can indicate if you prefer an exhibit table inside the ballroom or in the foyer directly outside the ballroom. Preference will be allocated on a first-come, first-serve basis and cannot be guaranteed.

IMPORTANT: Please fax 518-867-3245 or mail your registration form with the appropriate fees (checks made payable to NYHA) to: NYHA, 634 Watervliet Shaker Road, Latham, NY 12110.

REGISTRATION DEADLINE IS SEPTEMBER 18, 2026!

Cancellations must be received in writing by sending an email to kathy@nyhousing.org

No refunds will be issued after September 18, 2025.

76th ANNUAL CONVENTION: EXHIBITOR INFORMATION & PAYMENT

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State _____ Zip _____

Phone: _____ Email: _____

Table size: FIVE FOOT ____ 18" ____ 36" - or - SIX FOOT ____ 18" ____ 36"

Location: ____ Ballroom ____ Foyer Area ____ No preference **Electricity:** ____ Yes ____ No

TWO Exhibitor Name Badges are included per table. Any additional employees are charged an additional fee.

Exhibitor #1 Name (FREE): _____

Exhibitor #2 Name (FREE): _____

Add'l Names: 1) _____ 2) _____

3) _____ 4) _____

BRING YOUR SIGNIFICANT OTHER TO THE BANQUET ONLY! \$75 EACH

Name: _____ Name: _____

Add'l Names: Qty: ____ x \$75 each = Total \$ ____ + **\$750 Exhibit Fee** = \$ ____

If anyone has any special dietary requests, please contact the NYHA office.

PAYMENT OPTIONS: Enclosed is my check for \$ ____ made payable to NYHA.

Please mail your payment to: NYHA, 634 Watervliet Shaker Road, Latham, NY 12110

Credit Card: ____ Visa ____ MC ____ American Express ____ Discover

Card No: _____ Exp Date ____ / ____ CVV _____

Cardholder Name (please print) _____

Billing Address: _____

City: _____ State _____ Zip _____

Cardholder Signature _____

MAIL TO: NEW YORK HOUSING ASSOCIATION, 634 WATERVLIET SHAKER RD., LATHAM NY 12110

76th ANNUAL CONVENTION: MEMBER REGISTRATION

COMPANY: _____

NAME: _____

NAME: _____

EMAIL: _____

EMAIL: _____

PHONE: _____

PHONE: _____

____ YES! I will attend the Banquet on Oct 14

____ YES! I will attend the Banquet on Oct 14

NAME: _____

NAME: _____

EMAIL: _____

EMAIL: _____

PHONE: _____

PHONE: _____

____ YES! I will attend the Banquet on Oct 14

____ YES! I will attend the Banquet on Oct 14

EARLY BIRD MEMBER PRICE THRU SEPTEMBER 25, 2026: \$250.00 per person
SEPTEMBER 26, 2025 and AFTER: \$350.00 per person

Bring your significant other to the BANQUET ONLY! \$75 each

Bring your significant other to the BANQUET ONLY! \$75 each

Name: _____

Name: _____

Name: _____

Name: _____

Total due: \$ _____

If anyone has any special dietary requests, please contact the NYHA office.

Method of Payment: __American Express __Discover __Master Card __Visa __Check Enclosed (pay to NYHA)

*Credit Card # _____ Exp. Date ____ / ____ CVV Code: _____

Signature _____ Check number: _____

*Billing Address _____

City, State & Zip _____

MAIL TO: NEW YORK HOUSING ASSOCIATION, 634 WATERVLIT SHAKER RD, LATHAM NY 12110

76th ANNUAL CONVENTION: THURSDAY ONLY REGISTRATION

COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

NAME: _____ NAME: _____

EMAIL: _____ EMAIL: _____

PHONE: _____ PHONE: _____

NAME: _____ NAME: _____

EMAIL: _____ EMAIL: _____

PHONE: _____ PHONE: _____

EARLY BIRD MEMBER PRICE THRU SEPTEMBER 25, 2026: \$150.00 per person
SEPTEMBER 26, 2025 and AFTER: \$250.00 per person

Total due: \$ _____

If anyone has any special dietary requests, please contact the NYHA office.

Method of Payment: ☐ American Express ☐ Discover ☐ Master Card ☐ Visa ☐ Check Enclosed (pay to NYHA)

*Credit Card # _____ Exp. Date ____ / ____ CVV Code: _____

Signature _____ Check number: _____

*Billing Address _____

City, State & Zip _____

MAIL TO: NEW YORK HOUSING ASSOCIATION, 634 WATERVLIT SHAKER RD, LATHAM NY 12110



2026 Manufactured Housing 3-Hour Continuing Education Course

Manufacturers, Retailers, Installers & Mechanics Required Re-Certification Training
Sponsored by the NYS Dept. of State and the New York Housing Association
Cost: \$151 per person for NYHA Members / \$220 per person for Non-Members
Minimum Class Size: 15 People. All fees are non-refundable!
Registration must be received no later than Friday, October 10, 2025

LAST DATE REMAINING IN-PERSON IN 2026!

Oct 16 Del Lago Resort, Waterloo NY (Ballroom)

----- REGISTRATION FORM—PLEASE PRINT -----

Name of Person Certifying _____
(First) (Last) Last 4 digits SS# (**REQUIRED**)

Home Mailing Address _____

City, State, Zip _____

Home Phone _____ Cell Phone _____

Business Name _____

Business Mailing Address _____

City, State, Zip _____

Phone _____ E-mail _____

Certification Number(s) (**REQUIRED**)

Method of Payment: ☐ American Express ☐ Discover ☐ Master Card ☐ Visa ☐ Check Enclosed (pay to NYHA)

*Credit Card # _____ Exp. Date _____ / _____ CVV Code: _____

Signature _____ Check number: _____

*Billing Address _____

City, State & Zip _____

Mail to: New York Housing Association, 634 Watervliet Shaker Rd., Latham NY 12110

OVERNIGHT ACCOMMODATIONS



Featured accommodations at Del Lago Resort are King or Queen rooms at \$119+/night. The special rates are good for the nights of October 14 & 15, 2026 for Convention guests. To obtain the group rate, call the hotel at: 315-946-1777 and ask for the New York Housing Association room block for reduced rates. **Cutoff date for discounted rates: September 14, 2026!**

Don't Miss the Trade Show!

Be sure to visit with all of the vendors at the Trade Show on October 15th & 16th! Learn about new products, check out the newest technology on the market, and ask your questions about the latest and greatest offerings!

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2:00 – 2:30 pm - Break



ANNUAL CONVENTION & TRADE SHOW

October 14 & 15, 2026

DEL LAGO RESORT

1133 Route 414

Waterloo, NY 13165