

Lean  
Construction  
Institute  
Transforming Design and Construction

# 22ND LCI CONGRESS

OCTOBER 19-23, 2020 | A VIRTUAL EVENT

## EXHIBITOR PROSPECTUS

**Showcase your product or brand to the global Lean design and construction community.**  
Join us online this October - secure your virtual booth at [lcicongress.org/exhibit](https://lcicongress.org/exhibit).

# The Fastest-Growing Lean Design and Construction Event in the Nation is Now Online

Our new virtual format combines convenience with big-time benefits, including:



## INCREASED ENGAGEMENT

Studies show that 30 percent of people are more likely to speak to a person at a virtual booth than at an in-person event, and 47 percent are more likely to ask a question.



## EXPANDED REACH

Get your solutions in front of new global audiences and meet potential customers who may not be able to travel to an in-person event.



## SIMPLE FOLLOW-UP

Leads are cookie'd and tracked as soon as attendees click on your virtual booth, making it easier for you to connect with potential customers.



## INCREASED VISIBILITY

Your content lives online longer, giving potential clients more time to discover your product or brand.



## MEASURABLE RESULTS

Forget approximations. You'll leave knowing exactly how many people interacted with your booth and your content, and receive a complete list of prospects after the event.

**Capture new leads from the comfort of home.**  
Secure your virtual booth today at [lcicongress.org/exhibit](https://lcicongress.org/exhibit).



**60 percent of organizers**  
say that virtual events and trade shows deliver more hot leads than physical events.

*"By all objective measures, the exhibitor experience at LCI is unmatched. Our continued participation in the annual congress provides not only an excellent networking opportunity for positioning our solutions but also an opportunity to learn and gain insights about the latest trends in the industry, which guide our continuous improvement efforts."*

- **Samir Emdanat**  
Co-Founder and Director, vPlanner



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## Build Relationships with Leaders Who Share Your Dedication to Lean Design and Construction

The virtual LCI Congress 2020 brings together professionals from every facet of the Lean design and construction community—professionals who are looking for your cutting-edge methods and materials. Capitalize on this unequalled opportunity to build profitable partnerships, reaffirm your company's commitment to Lean practices and demonstrate the value of your solutions to your target audience in fun (and convenient) new ways.



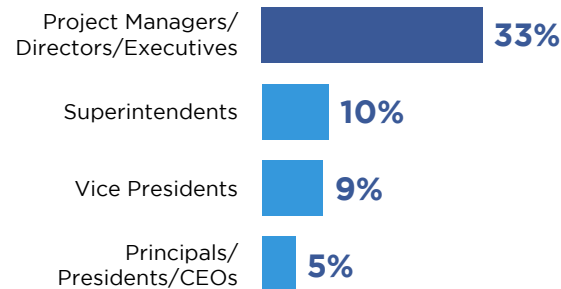
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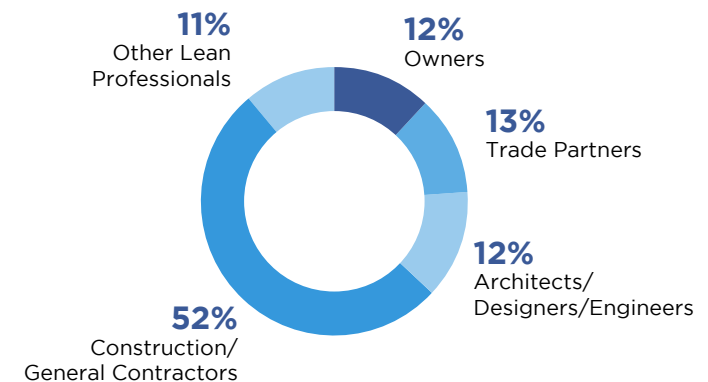
## Who Attends LCI Congress?

High-level decision makers come to the LCI Congress to further their Lean journeys. With the move to a virtual format for 2020, you'll have even more opportunities to meet leaders in a variety of new markets.

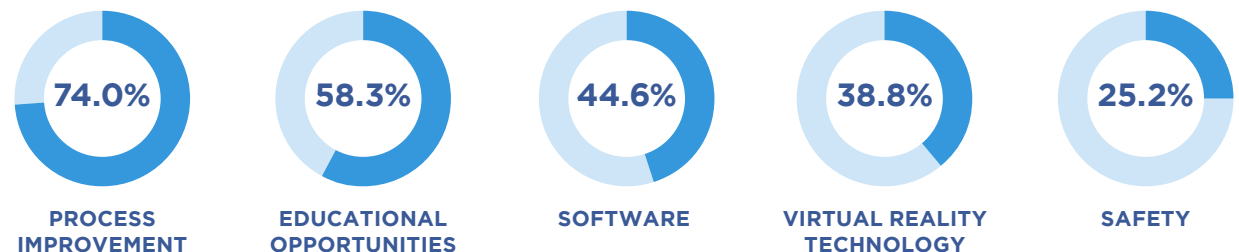
### Connect with a Range of Industry Professionals



### ...From Every Segment of the Industry



### ...Who Are Eager to Explore What You Have to Offer.



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# Find the Perfect Opportunity for Your Business

The design and construction industry is in the midst of a massive transformation. More than ever before, professionals are seeking out solutions that can help them keep up with today's evolving demands while maintaining their dedication to Lean practices—and the virtual LCI Congress brings these professionals together, making it the one event of the year you can't afford to miss.

Choose from a variety of sponsorship and exhibiting options developed to align with your goals and maximize your ROI.

## Exhibit Opportunities

Introduce your solutions to audiences around the world and solidify your commitment to Lean practices. By exhibiting, you'll enjoy:

- **Opportunities to present live demos during the event**
- **One-on-one meetings with attendees**
- **Data about who visits your booth, and a list of prospects to follow up with**
- **Gamification features, which draw attendees to your booth**
- **The ability to showcase your content in a more evergreen way, even after the event is over**

And so much more!

**Check out the full list of exhibitor opportunities on pages 5-7.**

## Sponsorship Opportunities

Get even more out of your exhibitor experience. Sponsorships offer:

- **Opportunities to present the safety briefing before plenary sessions**
- **Company branding featured throughout virtual platform**
- **Company listing in the Congress app**
- **Additional advertising options**
- **Inclusion in LCI Congress emails and newsletter**

And so much more!

**View full sponsorship details at [lcicongress.org/sponsor](https://lcicongress.org/sponsor).**

**Capture new leads from the comfort of home.**  
Secure your virtual booth today at [lcicongress.org/exhibit](https://lcicongress.org/exhibit).

## New Virtual Format Designed for Maximum Engagement



Studies show that

**30 PERCENT OF PEOPLE**

are more likely to speak to a person at a virtual booth than at an in-person event, and **47 percent** are more likely to ask a question.



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# Premium Exhibit Spaces eight (8) available

**\$4,000 Corporate Members** | **\$5,500 All Others**

Exhibitors with a Premium Exhibit Space have the opportunity to:

- Present a **LIVE webinar before the Congress to LCI in its entirety for no additional charge and have it recorded and available for viewing on the LCI Congress website**  
*All pre-Congress webinars will be scheduled from August 10 – October 9, 2020*
- Have top exhibitor listing in the Exhibit Hall on the LCI Congress virtual platform
- Upload five (5) downloadable PDF resources and two (2) videos to their booth that attendees will see when they visit
- Schedule one-on-one meetings with attendees, have personal or group chats, do product demos, or go into breakout rooms via Zoom
- Link to their social media channels such as Facebook, Twitter, LinkedIn, and YouTube
- Be part of the gamification event which draws attendees to the booth
- Obtain analytics about who visits the booth, schedules a meeting, or downloads a resource
- Receive a list of conference attendees that opt-in to third-party communications one month prior to, two weeks before, and two weeks after the Event
- Have a listing in the LCI Congress app with a logo and 75-word company description
- Be listed on Congress virtual platform with logo that links to exhibitor's website, and 75-word description
- Be recognized with their name/logo on the LCI website, in all Congress e-mails, and in the LCI Update (newsletter)
- Receive one (1) complimentary registration for Congress Core Program Days (Tue. – Fri.)
- And receive three (3) complimentary exhibit booth only passes\*

\*These passes do not allow the attendee to go to any sessions or trainings. Extra exhibit booth only passes are available for \$25/each.

## Exhibit Hall Hours

### MONDAY, OCTOBER 19

9:00 – 9:30 a.m. EDT

6:15 – 7:00 p.m. EDT

### TUESDAY, OCTOBER 20

1:10 – 1:40 p.m. EDT

2:30 – 3:30 p.m. EDT

### WEDNESDAY, OCTOBER 21

1:10 p.m. – 1:40 p.m. EDT

2:35 – 3:05 p.m. EDT

### THURSDAY, OCTOBER 22

9:00 – 9:30 a.m. EDT

12:40 p.m. – 1:10 p.m. EDT

2:35 – 3:05 p.m. EDT

### FRIDAY, OCTOBER 23

9:00 – 9:30 a.m. EDT

## Staffing the booth during networking breaks is optional:

### MONDAY, OCTOBER 19

12:05 p.m. – 12:35 p.m. EDT

### TUESDAY, OCTOBER 20

12:05 p.m. – 12:35 p.m. EDT

### WEDNESDAY, OCTOBER 21

11:35 a.m. – 12:35 p.m. EDT

### THURSDAY, OCTOBER 22

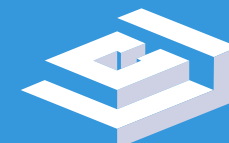
11:35 a.m. – 12:05 p.m. EDT

**Questions about 2020 Congress exhibitor opportunities?**

#### PLEASE CONTACT:

**Ilene Goldberg**

Manager, Sales & Corporate Engagement  
igoldberg@leanconstruction.org | 703.785.9087



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# Deluxe Exhibit Spaces

**\$3,000 Corporate Members** | **\$4,500 All Others**

Exhibitors with a Deluxe Exhibit Space have the opportunity to:

- Provide a pre-recorded video about their company/product (30 minutes or less) for no additional charge and have it available for viewing on the LCI Congress website
- Have secondary exhibitor listing in the Exhibit Hall on the LCI Congress virtual platform
- Upload three (3) downloadable PDF resources and one (1) video to their booth that attendees will see when they visit
- Schedule one-on-one meetings with attendees, have personal or group chats, do product demos, or go into breakout rooms via Zoom
- Link to their social media channels such as Facebook, Twitter, LinkedIn, and YouTube
- Obtain analytics about who visits the booth, schedules a meeting, or downloads a resource
- Be part of the gamification event which draws attendees to the booth
- Receive a list of conference attendees that opt-in to third-party communications one month prior to, two weeks before, and two weeks after the Event
- Have a listing in the LCI Congress app with a logo and 75-word company description
- Be listed on Congress virtual platform with logo that links to exhibitor's website, and 75-word description
- Be recognized with their name/logo on the LCI website, in all Congress e-mails, and in the LCI Update (newsletter);
- Receive one (1) complimentary registration for Congress Core Program Days (Tue. – Fri.)
- And receive two (2) complimentary exhibit booth only passes\*

\*These passes do not allow the attendee to go to any sessions or trainings. Extra exhibit booth only passes are available for \$25/each.

## Exhibit Hall Hours

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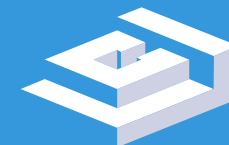
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# Standard Exhibit Spaces

**\$2,000 Corporate Members** | **\$3,500 All Others**

Exhibitors with a Standard Exhibit Space have the opportunity to:

- Provide a pre-recorded video about their company/product (30 minutes or less) for no additional charge and have it available for viewing on the Congress website
- Have an exhibitor listing in the Exhibit Hall on the LCI virtual platform
- Upload two (2) downloadable PDF resources and one (1) video to their booth that attendees will see when they visit
- Schedule one-on-one meetings with attendees, have personal or group chats, do product demos, or go into breakout rooms via Zoom
- Link to their social media channels such as Facebook, Twitter, LinkedIn, and YouTube
- Obtain analytics about who visits the booth, schedules a meeting, or downloads a resource
- Be part of the gamification event which draws attendees to the booth
- Receive a list of conference attendees that opt-in to third-party communications one month prior to, two weeks before, and two weeks after the Event
- Have a listing in the LCI Congress app with a logo and 75-word company description;
- Be listed on Congress virtual platform with logo that links to exhibitor's website, and 75-word description
- Be recognized with their name/logo on the LCI website, in all Congress e-mails, and in the LCI Update (newsletter)
- Receive one (1) complimentary registration for Congress Core Program Days (Tue. – Fri.)
- And receive one (1) complimentary exhibit booth only pass\*

\*These passes do not allow the attendee to go to any sessions or trainings. Extra exhibit booth only passes are available for \$25/each.

**Questions about 2020  
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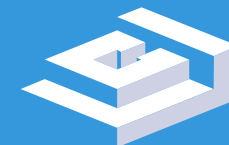
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