



Lean
Construction
Institute

Transforming Design and Construction

23RD LCI CONGRESS

OCTOBER 19-22, 2021 | PHOENIX, ARIZONA

EXHIBITOR PROSPECTUS

**Expand Your Reach at the Lean Design and Construction Event of the Year!
We are back in person and look forward to seeing you in Phoenix!
Learn more and secure your organization's exhibit space today.**

www.lcicongress.org/2021/

Build your Reputation and Brand at the Lean Event of the Year!

We are thrilled to be back in person this year for the 23rd Annual LCI Congress! While we are incorporating protocols that keep the safety of all Congress participants and staff at the forefront, we look forward to a fun, productive event. This year's theme is *Learn by Doing from Those Who Do*, and we hope your organization will share its vital products and services with our attendees.

At Congress, your organization will reach an engaged, enthusiastic audience of Lean practitioners. The event brings together professionals from every field within the design and construction industry to connect, learn, and engage on the latest Lean practices.

Join us to showcase your company's products and services in a venue like no other—and take part in the excitement of being back in person after a year apart!



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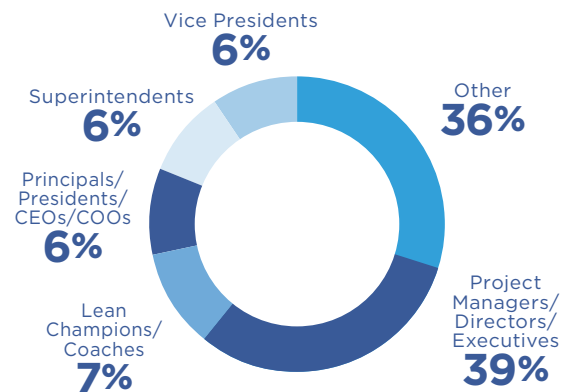
Grow your Business at Congress!

- Increase your company's visibility, profile, and reputation
- Create and advance productive partnerships
- Reach enthusiastic stakeholders across the industry
- Introduce your organization's latest offerings
- Celebrate being back in person with your professional community!

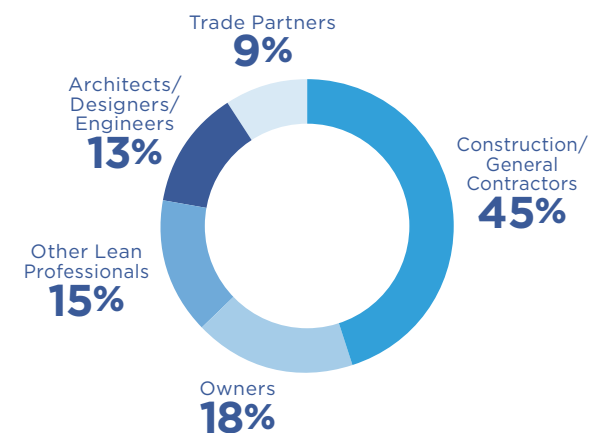
Who Attends LCI Congress?

Decision makers from all areas of the industry attend Congress to network and learn about the latest Lean products and practices. Connect with owners, general contractors, members of the design community, trade partners, and other Lean professionals.

Attendees from a variety of professional experiences— including the decision makers your organization is looking to reach!



Representation from all segments of the design and construction industry—a one-stop shop for Lean practitioners.



Learn more about the comprehensive, value-added marketing opportunities that come with exhibiting at Congress!

Ready to book your exhibit booth or have questions? Please contact Ilene Goldberg, Manager, Membership & Corporate Engagement, at igoldberg@leanconstruction.org or (703) 785-9087

WE LOOK FORWARD TO SEEING YOU AT CONGRESS!

Create Opportunities within the Design and Construction Community

Your organization will find an audience eager to learn about products and services that will enhance their work.

Special General Session Opportunity!

Exhibitors can win the chance to provide a 10-minute live demo during the general session on Thursday morning by purchasing a raffle ticket for \$1,000! (Tickets will be assigned when a signed exhibitor contract is received.) The drawing of the winning ticket will be held over Zoom, three weeks before Congress, so the winning exhibitor will have enough time to prepare their demo.

What do exhibit spaces include?

- **Pipe and drape (8' on each side due to current protocols. This may change to 3' on the sides of the exhibit space)**
- **One (1) 6' draped and skirted table**
 - Premium and Choice booth spaces come with two (2) tables
- **Two (2) chairs**
 - Premium and Choice booth spaces come with four (4) chairs
- **One (1) wastebasket**
 - Premium and Choice booth spaces come with two (2) wastebaskets
- **Carpeting**
- **An ID sign**

Please note: WiFi, electricity, AV needs and other equipment, lead retrieval, and booth furnishings not noted above need to be ordered from the Exhibitor Services Kit.

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WE LOOK FORWARD TO SEEING YOU AT CONGRESS!

Exhibit Hall Hours

SETUP:

TUESDAY, OCTOBER 19

8:00 am–4:30 pm MST

The Exhibit Hall is open throughout the event on Wednesday **(6:45 am–5:30 pm MST)** and Thursday **(6:45 am–3:00 pm MST)**

DEDICATED EXHIBIT HALL HOURS ARE:

TUESDAY, OCTOBER 19:

5:00–6:30 pm MST

(Exhibitor Sneak Peek Reception)

WEDNESDAY, OCTOBER 20:

10:30–11:10 am MST

12:45–1:45 pm MST

2:25–2:55 pm MST

THURSDAY, OCTOBER 21:

6:45–7:30 am MST

(Breakfast)

10:10–10:40 am MST

12:15–1:15 pm MST

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EXHIBIT HALL TEAR DOWN:

THURSDAY, OCTOBER 21:

3:00–7:00 pm MST



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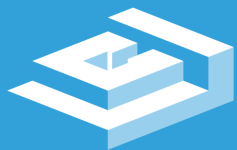
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Choice Exhibit Spaces Six (6) available (20' x 20')

\$9,500 Corporate Members | \$11,000 All Others

Select a Choice Exhibit Space for your organization and have the opportunity to:

- **Present a live webinar prior to Congress for no additional charge. For expanded reach, your organization's recorded webinar will be available on the LCI Congress website and accessible to all LCI members, not just Congress attendees.**
 - All pre-Congress webinars will be scheduled from July 26–October 7, 2021. All webinar information must be provided to LCI one month prior to the webinar date for marketing purposes.
- **Receive a list of attendees who opt-in to third-party communications one month prior to and within two weeks after Congress.**
- **Be listed in the LCI Congress app with a logo and a 75-word company description.**
- **Be recognized with your organization's name/logo on select LCI marketing materials, including the LCI website, Congress e-mails, and *LCI Update*.**
- **Receive one (1) complimentary registration for the Congress Core Program (Wednesday–Thursday).**
- **Receive two (2) complimentary exhibit booth-only passes (meals not included).***

*These passes do not allow the attendee to go to any sessions or trainings. Extra exhibit booth-only passes are available for \$175/each.

“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. This guides our continuous improvement efforts.”

—SAMIR EMDANAT, Co-Founder and Director, vPlanner

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WE LOOK FORWARD TO SEEING YOU AT CONGRESS!

Craft Connections with your Audience

Forge new partnerships and reinforce others to advance together.

Premium Exhibit Spaces Eight (8) available (10' x 20')

\$7,000 Corporate Members | **\$8,500 All Others**

Select a Premium Exhibit Space for your organization and have the opportunity to:

- **Present a live webinar prior to Congress for no additional charge. For expanded reach, your organization's recorded webinar will be available on the LCI Congress website and accessible to all LCI members, not just Congress attendees.**
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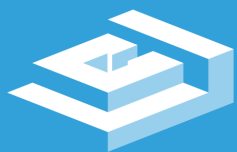
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Raise your Visibility

Get the word out about your organization's business and introduce new products or services.

Deluxe Exhibit Spaces 12 available (10' x 10')



\$6,000 Corporate Members | \$7,500 All Others

Select a Deluxe Exhibit Space for your organization and have the opportunity to:

- **Provide a pre-recorded video about your organization's company/product (30-minutes or less) for no additional charge and have it available for viewing on the LCI Congress website.**
- **Receive a list of conference attendees who opt-in to third-party communications one month prior to and within two weeks after Congress.**
- **Be listed in the LCI Congress app with a logo and 75-word company description.**
- **Be recognized with your organization's name/logo on select LCI marketing materials, including the LCI website, Congress e-mails, and *LCI Update*.**
- **Receive one (1) complimentary registration for the Congress Core Program (Wednesday–Thursday).**
- **Receive one (1) complimentary exhibit booth-only pass (meals not included).***

*These passes do not allow the attendee to go to any sessions or trainings. Extra exhibit booth-only passes are available for \$175/each.

“LCI Congress brings together a concentrated group of passionate Lean practitioners, yielding a very high return on investment for our target audience. When selecting conferences, LCI is at the top of our list each year. Participants flood our exhibit with curiosity and a thirst for Lean tools.”

—STEVE MOORE, Product Manager, SlatPlanner

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WE LOOK FORWARD TO SEEING YOU AT CONGRESS!

Build a Foundation for Success

Lay the groundwork for continued growth with the leads your organization captures at Congress.

Standard Exhibit Spaces 26 available (10' x 10')

\$4,500 Corporate Members | **\$6,000 All Others**

Select a Standard Exhibit Space for your organization and have the opportunity to:

- Provide a pre-recorded video about your organization's company/product (30-minutes or less) for no additional charge and have it available for viewing on the Congress website.
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“A few days exhibiting at Congress is worth a year of marketing elsewhere. Debuting our new online Lean video training system in person at Congress was a huge launch advantage! We not only saw and engaged hundreds of Lean enthusiasts eye-to-eye but also made contacts with decision-makers leading to a quicker industry adoption than we ever imagined.”

—ANDY FULTON, *Chief Operating Officer, Construction Accelerator*[®]

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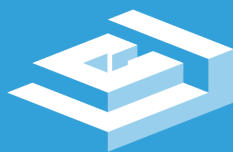
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Secure Your Booth Today!

Additional Information on Exhibiting

All exhibitor marketing materials must be sent to the advance warehouse—the Phoenix Convention Center does NOT accept deliveries.

Safety Protocols

- Social distancing protocols, as designated by the Phoenix Convention Center and the CDC, will be in effect for the exhibit hall.
- Protocols may change according to the latest CDC guidelines as we get closer to Congress.
- LCI will keep exhibitors updated as much as possible, but for the most recent information, please visit www.phoenixconventioncenter.com.

Booth Locations

- Booth locations are assigned on a first-come, first-served basis within each exhibit tier. Receipt of a signed contract is required to confirm specific booth locations.
- Include your organization's preferred booth number in your email when contracting for your exhibit space.

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Exhibit Hall

Choice Exhibit Spaces
(20' x 20')

Deluxe Exhibit Spaces
(10' x 10')

Premium Exhibit Spaces
(10' x 20')

Standard Exhibit Spaces
(10' x 10')

