



**Lean  
Construction  
Institute**  
Transforming Design and Construction

# 2020 LCI CONGRESS

Sponsorship  
Opportunities

**OCTOBER 19-22, 2021 | PHOENIX, ARIZONA**

## **Gain Visibility at the Lean Event of the Year!**

Get your brand in front of an engaged audience of Lean practitioners from every field within the design and construction industry! With many options available, we invite you to become a Congress sponsor at a level that works for your organization.

## **For questions or to book your sponsorship, please contact:**

Ilene Goldberg, Manager, Membership & Corporate Engagement  
[igoldberg@leanconstruction.org](mailto:igoldberg@leanconstruction.org)  
(703) 785-9087

## WHY SPONSOR?

- Grow your company's brand and reputation
- Increase your organization's visibility and profile
- Reach enthusiastic stakeholders across the industry
- Show your company's support for your industry's Lean event of the year
- Celebrate being back in person with the Lean design and construction community!

## EXPLORE THE MANY VALUABLE CONGRESS SPONSORSHIP OPTIONS BELOW!

# FEATURED SPONSORSHIPS

### PLATINUM SPONSORSHIP \$40,000

Sponsor will receive:

- Three (3) complimentary registrations for the Congress Learning Day (Tue.)
- Two (2) complimentary registrations for the Congress Core Program (Wed.-Thu.)
- Two (2) column wraps—all four (4) sides (placed throughout venue)
  - Sponsor company can create designs for each side if desired but both wraps must have the same design
  - Column wrap must contain some version of LCI branding:
    - LCI box logo
    - LCI Congress mention
    - LCI Stacked or Long Logo
- Podium mention during plenary session
- Ability to include one (1) flyer/item in conference bag. *LCI is not responsible for shipping or tracking any materials that go into the conference bag*
- List of conference attendees who opt-in to third-party communications one month prior to and two weeks after Congress
- Logo inclusion on sponsorship signage around Congress venue
- Listing in Congress app with logo and 75-word description
- Name/logo on select LCI marketing materials, including the LCI website, Congress e-mails, and *LCI Update*

### WI-FI SPONSORSHIP \$25,000 (EXCLUSIVE) / \$13,000 (2 SPONSORSHIPS)

#### Exclusive Sponsor \$25,000

Sponsor will receive:

- Sponsor company name (or another choice) as Wi-Fi Password and ability to choose the network name (*subject to approval by LCI*)
- Signage throughout the venue including your company as Wi-Fi Sponsor with Wi-Fi login information, as well as inclusion on sponsorship signage around venue
- Two (2) complimentary registrations for the Congress Core Program (Wed.-Thu.)
- List of conference attendees who opt-in to third-party communications one month prior to and two weeks after Congress
- Listing in Congress app with logo and 75-word description
- Name/logo on select LCI marketing materials, including the LCI website, Congress e-mails, and *LCI Update*

#### Two Sponsorships \$13,000/each

Sponsors will receive:

- Choice of network name or Wi-Fi password (choice is first come, first served)
- Signage throughout venue including your companies as Wi-Fi Sponsors with Wi-Fi login information, as well as inclusion on sponsorship signage around venue
- One (1) complimentary registration for the Congress Core Program (Wed.-Thu.)
- List of conference attendees who opt-in to third-party communications one month prior to and two weeks after Congress
- Listing in Congress app with logo and 75-word description
- Name/logo on select LCI marketing materials, including the LCI website, Congress e-mails, and *LCI Update*

## SAFETY SPONSORSHIP \$20,000

Sponsor will receive:

- a. Three (3) complimentary registrations for the Congress Core Program (Wed.-Thu.)
- b. Ability to conduct the 90-second safety moment at the plenary sessions (Wed. and Thu. morning and Thu. afternoon)
- c. Name/logo on signage in plenary sessions plus logo inclusion on sponsorship signage around Congress venue
- d. List of conference attendees who opt-in to third-party communications one month prior to and two weeks after Congress
- e. Listing in Congress app with logo and 75-word description
- f. Name/logo on select LCI marketing materials, including the LCI website, Congress e-mails, and *LCI Update*

## EXHIBIT HALL SPONSORSHIP \$18,500

Sponsor will receive:

- a. One (1) complimentary registration for the Congress Core Program (Wed.-Thu.)
- b. Ability to choose the design for the Exhibit Hall entryway signage (arch front and back)
- c. One (1) Deluxe Exhibit Booth (see *Exhibitor Prospectus* for details)
- d. Ability to include one (1) flyer and one (1) giveaway in conference bag. *LCI is not responsible for shipping or tracking any materials that go into the conference bag*
- e. List of conference attendees who opt-in to third-party communications one month prior to and two weeks after Congress
- f. Logo inclusion on sponsorship signage around Congress venue
- g. Listing in Congress app with logo and 75-word description
- h. Name/logo on select LCI marketing materials, including the LCI website, Congress e-mails, and *LCI Update*

## SNEAK PEEK EXHIBITOR RECEPTION SPONSORSHIP (TUE. EVENING) \$15,000\*

**The Exhibitor Sneak Peek Reception gives attendees the opportunity to network with exhibitors before the Exhibit Hall opens to the public! Reception attendees can view product demos, get the most up-to-date information about Lean practices, and share a tremendous networking experience all before Congress begins (open to all attendees)! The reception includes open bar with beer and wine (passed) and appetizers (stationary).**

Sponsor will receive:

- a. Opportunity to make closing remarks and announce raffle winners at the end of the Exhibit Hall hours on Thu. afternoon (90 seconds for closing remarks and unlimited time for announcement of raffle winners)
- b. Company logo and tagline on signage throughout the reception venue (Tue. evening) plus logo inclusion on sponsorship signage around Congress venue
- c. List of conference attendees who opt-in to third-party communications one month prior to and two weeks after Congress
- d. Listing in Congress app with logo and 75-word description
- e. Name/logo on select LCI marketing materials, including the LCI website, Congress e-mails, and *LCI Update*  
*\*Can be combined with Cocktail Napkin Sponsorship*

## PLENARY SPEAKER SPONSORSHIP(S)—TWO (2) SPONSORSHIPS AVAILABLE

**One (1) In-person Plenary Speaker—Dennis Doran—SOLD OUT**

**One (1) Virtual Plenary Speaker— General Stan McChrystal—SOLD OUT**

**General Stan McChrystal \$15,000**

Sponsor will receive:

- a. One (1) complimentary registration for the Congress Core Program (Wed.-Thu.)
- b. Ability to introduce plenary session speaker (120 seconds)
  - i. Plenary speaker will be introduced live at Congress in Phoenix and there will be a pre-recorded introduction to be played at the hybrid event after Congress
- c. Name/logo on signage throughout plenary session and on the “big screens” as people enter venue, plus inclusion on sponsorship signage around Congress venue
- d. List of conference attendees who opt-in to third-party communications one month prior to and two weeks after Congress
- e. Listing in Congress app with logo and 75-word description
- f. Name/logo on select LCI marketing materials, including the LCI website, Congress e-mails, and *LCI Update*

### **Dennis Doran \$10,000**

Sponsor will receive:

- a. One (1) complimentary registration for the Congress Core Program (Wed.-Thu.)
- b. Ability to introduce plenary session speaker live in Phoenix, Arizona (120 seconds)
- c. Name/logo on signage throughout plenary session and on the “big screens” as people enter venue, plus inclusion on sponsorship signage around Congress venue
- d. List of conference attendees who opt-in to third-party communications one month prior to and two weeks after Congress
- e. Listing in Congress app with logo and 75-word description
- f. Name/logo on select LCI marketing materials, including the LCI website, Congress e-mails, and *LCI Update*

## DELUXE SPONSORSHIPS

### **LEAN COFFEE / COFFEE CUP SPONSOR \$15,000—SOLD OUT**

**Lean Coffee to be facilitated by sponsor company (Thu. morning during 1st breakout session). Cups (full-color wrap with lids included) are set out where coffee is served during breaks and at the Lean Coffee.**

Sponsor will receive:

- a. Three (3) complimentary registrations to the Congress Core Program (Wed.-Thu.)
- b. Your company’s logo in full-color wrap on both sides of cups
- c. The ability to create a “Lean Coffee” handout with your logo, explaining the Lean Coffee process, to be given out at the Lean Coffee
- d. The ability to provide branded pens, sticky notes and some kind of giveaway (optional) to be used during the Lean Coffee (up to three items). *LCI is not responsible for shipping or tracking any materials to Congress*
- e. Signage throughout the coffee area naming your company as the sponsor, plus logo inclusion on sponsorship signage around Congress venue
- f. List of conference attendees who opt-in to third-party communications one month prior to and two weeks after Congress
- g. Listing on Congress app with logo and 75-word description
- h. Name/logo on select LCI marketing materials, including the LCI website, Congress e-mails, and *LCI Update*

### **CONGRESS APP SPONSOR \$15,000 (EXCLUSIVE) / \$8,000 (2 SPONSORSHIPS)—SOLD OUT**

**Exclusive Sponsor \$15,000**

Sponsor will receive:

- a. Two (2) complimentary registrations for Congress week (Tue.-Thu.) \*
- b. Permanent banner section for length of Congress promoting you as the app sponsor with information about your company
- c. App sponsor “cards”—these cards will appear in the Interact portion of the app at least four (4) times per day
- d. A small banner that will appear at the bottom of the side menu of the app
- e. Opportunity to design the splash page of the app—the first page that people see when the app is opened (must mention LCI Congress)
- f. List of conference attendees who opt-in to third-party communications one month prior to and two weeks after Congress
- g. Logo inclusion on sponsorship signage around Congress venue
- h. Listing in Congress app with logo and 75-word description
- i. Name/logo on select LCI marketing materials, including the LCI website, Congress e-mails, and *LCI Update*  
*\*Does not include Gemba Day*

**Two Sponsorships \$8,000/each**

Sponsors will receive:

- a. One (1) complimentary registration for Congress week (Tue.-Thu.) \*
- b. Permanent banner section for length of Congress promoting you as the app sponsor with information about your company (cycling through both sponsors)
- c. App sponsor “cards”—these cards will appear in the Interact portion of the app at least four (4) times per day per sponsor (both sponsors’ cards will appear within minutes of each other)

- d. A small banner that will appear at the bottom of the side menu of the app (cycling through both sponsors)
- e. Opportunity to design the splash page of the app—the first page that people see when the app is opened (must be a joint effort and mention LCI Congress)
- f. List of conference attendees who opt-in to third-party communications one month prior to and two weeks after Congress
- g. Logo inclusion on sponsorship signage around Congress venue
- h. Listing in Congress app with logo and 75-word description
- i. Name/logo on select LCI marketing materials, including the LCI website, Congress e-mails, and *LCI Update*  
\*Does not include Gemba Day

## COCKTAIL CHARGING TABLES \$14,000 (EXCLUSIVE) \$5,500 (4 SPONSORSHIPS)—SOLD OUT

Four (4) cocktail charging stations will be placed in the Exhibit Hall; each will allow for 16 multiple devices to be charged at the same time at counter-height tables—Apple and Android compatible.

### Exclusive Sponsor \$14,000

Sponsor will receive:

- a. Use of white 96” tall kiosk with four custom printed panels \* (there are four panels for the base and four for the tower; see picture). Sponsor can design the images for the fabric panels.
- b. List of conference attendees who opt-in to third-party communications one month prior to and two weeks after Congress
- c. Logo inclusion on sponsorship signage around Congress venue
- d. Listing in Congress app with logo and 75-word description
- e. Name/logo on select LCI marketing materials, including the LCI website, Congress e-mails, and *LCI Update*  
\*Sponsor may keep fabric panels for future use



### Individual Sponsorships \$5,500/each

Sponsor will receive:

- a. Use of white 96” tall kiosk with four custom printed panels \* (there are four panels for the base and four for the tower; see picture). Sponsor can design the images for the fabric panels.
- b. List of conference attendees who opt-in to third-party communications one month prior to and two weeks after Congress
- c. Logo inclusion on sponsorship signage around Congress venue
- d. Listing in Congress app with logo and 75-word description
- e. Name/logo on select LCI marketing materials, including the LCI website, Congress e-mails, and *LCI Update*  
\*Sponsor may keep fabric panels for future use

## LEARNING SPONSORSHIP (TUE.) \$13,500

Sponsor will receive:

- a. Two (2) complimentary registrations for the Congress Learning Day (Tue.)
- b. Ability to introduce two (2) LCI Learning Module sessions—90 seconds
- c. Signage around venue on Tuesday noting that your organization is the Learning Sponsor, plus inclusion on sponsorship signage around Congress venue
- d. List of conference attendees who opt-in to third-party communications one month prior to and two weeks after Congress
- e. Listing on Congress app with logo and 75-word description
- f. Name/logo on select LCI marketing materials, including the LCI website, Congress e-mails, and *LCI Update*

## PROMOTIONAL ITEMS SPONSORSHIPS

### WATER BOTTLE SPONSOR \$12,500\*—SOLD OUT

Give Congress attendees a way to stay hydrated throughout the conference with refillable stainless steel insulated thermal water bottles! Each registered attendee will receive a water bottle in their conference bag.

Sponsor will receive:

- a. Your company’s name/logo/tagline (one-color) on both sides of 16 oz. stainless steel vacuum-insulated thermal bottle:



- i. Keeps liquids hot or cold for more than 12 hours
- ii. Tight screw-on cap prevents leaking
- b. One (1) complimentary registration for the Congress Core Program (Wed.-Thu.)
- c. List of conference attendees who opt-in to third-party communications one month prior to and two weeks after Congress
- d. Logo inclusion on sponsorship signage around Congress venue
- e. Listing in Congress app with logo and 75-word description
- f. Name/logo on select LCI marketing materials, including the LCI website, Congress e-mails, and *LCI Update*  
*\*If the water bottle is not sponsored, it will not appear in the conference bag*

## WOODGRAIN WRITING JOURNAL AND PEN \$11,500\*—SOLD OUT

**Give Congress attendees items they can use during and after Congress. Each registered attendee will receive a journal and pen with their conference bag.**

Sponsor will receive:

- a. Your company's name/logo/tagline on the journal and pen, specified to your design
- b. List of conference attendees who opt-in to third-party communications one month prior to and two weeks after Congress
- c. Logo inclusion on sponsorship signage around Congress venue
- d. Listing in Congress app with logo and 75-word description
- e. Name/logo on select LCI marketing materials, including the LCI website, Congress e-mails, and *LCI Update*  
*\*If the writing journal is not sponsored, it will not appear in the conference bag*



## LANYARD SPONSOR \$11,000—SOLD OUT

Sponsor will receive:

- a. Your company's full-color name/logo/tagline on the double-sided lanyard worn by all attendees
- b. Logo inclusion on sponsorship signage around Congress venue
- c. List of conference attendees who opt-in to third-party communications one month prior to and two weeks after Congress
- d. Listing in Congress app with logo and 75-word description
- e. Name/logo on select LCI marketing materials, including the LCI website, Congress e-mails, and *LCI Update*

## CONFERENCE BAG SPONSOR \$9,000—SOLD OUT

**Offer attendees something they will continue to use long after Congress. Each registered attendee will receive a conference bag with your company's specifically designed artwork on it.**

Sponsor will receive:

- a. Ability to include one (1) flyer and one (1) giveaway in conference bag. *LCI is not responsible for shipping or tracking any materials that go into the conference bag*
- b. Opportunity to create full-color artwork for the front of the conference bag (must include "Welcome to Congress" in some way)
- c. List of conference attendees who opt-in to third-party communications one month prior to and two weeks after Congress
- d. Logo inclusion on sponsorship signage around Congress venue
- e. Listing in Congress app with logo and 75-word description
- f. Name/logo on select LCI marketing materials, including the LCI website, Congress e-mails, and *LCI Update*



## SANITIZER PACKAGE SPONSORSHIP \$5,500\*

**This sponsorship includes a 2 oz. bottle of antibacterial hand sanitizer with a carabiner, as well as a pack of antibacterial wet-wipes packaged together in a handy, branded carry bag**

Sponsor will receive:

- a. Your company's name/logo/tagline on all of the included branded items in full-color
- b. List of conference attendees who opt-in to third-party communications one month prior to and two weeks after Congress

- c. Logo inclusion on sponsorship signage around Congress venue
- d. Listing in Congress app with logo and 75-word description
- e. Name/logo on select LCI marketing materials, including the LCI website, Congress e-mails, and *LCI Update*  
*\*If the sanitizer package is not sponsored, it will not appear in the conference bag*

## **COCKTAIL NAPKINS SPONSORSHIP \$4,000**

**These are two-ply 5-inch by 5-inch napkins.**

Sponsor will receive:

- a. Your company's name/logo/tagline on the napkin in full-color
- b. List of conference attendees who opt-in to third-party communications one month prior to and two weeks after Congress
- c. Logo inclusion on sponsorship signage around Congress venue
- d. Listing in Congress app with logo and 75-word description
- e. Name/logo on select LCI marketing materials, including the LCI website, Congress e-mails, and *LCI Update*

# GENERAL CONGRESS SPONSORSHIPS

## **GOLD LEVEL SPONSOR \$9,000–UNLIMITED SPONSORSHIPS AVAILABLE**

Sponsor will receive:

- a. One (1) complimentary registration for Congress Week (Tue.–Fri.)
- b. Two (2) complimentary registrations for the Congress Core Program (Wed.–Thu.)
- c. List of conference attendees who opt-in to third-party communications one month prior to and two weeks after Congress
- d. Logo inclusion on sponsorship signage around Congress venue
- e. Listing in Congress app with logo and 75-word description
- f. Name/logo on select LCI marketing materials, including the LCI website, Congress e-mails, and *LCI Update*

## **SILVER LEVEL SPONSOR \$7,000–UNLIMITED SPONSORSHIPS AVAILABLE**

Sponsor will receive:

- a. Two (2) complimentary registrations for the Congress Core Program (Wed.–Thu.)
- b. List of conference attendees who opt-in to third-party communications one month prior to and two weeks after Congress
- c. Logo inclusion on sponsorship signage around Congress venue
- d. Listing in Congress app with logo and 75-word description
- e. Name/logo on select LCI marketing materials, including the LCI website, Congress e-mails, and *LCI Update*

## **BRONZE LEVEL SPONSOR \$5,500–6 SPONSORSHIPS AVAILABLE**

Sponsor will receive:

- a. One (1) complimentary registration for Congress week (Tue.–Fri.)
- b. List of conference attendees who opt-in to third-party communications one month prior to and two weeks after Congress
- c. Logo inclusion on sponsorship signage around Congress venue
- d. Listing in Congress app with logo and 75-word description
- e. Name/logo on select LCI marketing materials, including the LCI website, Congress e-mails, and *LCI Update*

## **RED LEVEL SPONSOR \$4,500–4 SPONSORSHIPS AVAILABLE**

Sponsor will receive:

- a. One (1) complimentary registration for the Congress Core Program (Wed.–Thu.)
- b. List of conference attendees who opt-in to third-party communications one month prior to and two weeks after Congress
- c. Logo inclusion on sponsorship signage around Congress venue
- d. Listing in Congress app with logo and 75-word description
- e. Name/logo on select LCI marketing materials, including the LCI website, Congress e-mails, and *LCI Update*

## ADVERTISING SPONSOR \$500\*-10 SPONSORSHIPS AVAILABLE

Sponsor will receive:

- a. Listing in Congress app with logo and 75-word description
- b. Name/logo on select LCI marketing materials, including the LCI website, Congress e-mails, and *LCI Update*  
*\*A list of conference attendees who opt-in to third-party communications can be added to your sponsorship package for an additional \$75.00. The list will be sent one month prior to and two weeks after Congress.*

## CUSTOM SPONSORSHIPS

If you have another sponsorship option in mind, let us know and we will create it for you—certain restrictions may apply. Please contact **Ilene Goldberg, Manager, Membership & Corporate Engagement; [igoldberg@leanconstruction.org](mailto:igoldberg@leanconstruction.org)** or **(703) 785-9087**.

### TERMS AND CONDITIONS:

**Repeat sponsors for the same item may only hold that sponsorship for two years in a row.** After that, the sponsor must choose another sponsorship until the next two-year cycle starts.

The opportunity to sponsor and exhibit closes on September 9, 2021. Congress registrations cannot be split among registrants. Sponsor and exhibitor logos must be sent to LCI staff in two formats: PNG and EPS (vector) files. Sponsors and exhibitors will also get a link to an online portal where they can enter their app information, including two different-sized PNG files for their app listing – 240x240 and 640x240.

Sponsor and exhibitor contracts will be e-mailed to the contact we have on file within 24 hours of the date of agreement. The contracts must be returned within five days signed, dated, and initialed. Payment must be received within 30 days of the signed contract reaching LCI.

### PAYMENT SHOULD BE SENT TO:

**Lean Construction Institute**  
c/o Shannyn Heyer-Cardin  
62 Berwick Street  
Belmont, MA 02478

### VOLUME DISCOUNTS (AVAILABLE FOR CERTAIN SPONSORSHIP LEVELS):

**15+ attendees:** 10% discount

**50+ attendees:** 20% discount

Attendee counts exclude those receiving the speaker rate, any discounts, or any complimentary registrations included in your Congress sponsorship package. This discount cannot be applied to the Gemba Day (Fri., Oct. 22). The refund will be calculated retroactively; a refund check will be issued to sponsor on or before November 30, 2021. Cancellations are subject to a \$300 cancellation fee. No refunds will be issued after September 23, 2021.

### READY TO BOOK YOUR SPONSORSHIP OR HAVE QUESTIONS?

**Please contact:**

Ilene Goldberg, Manager, Membership & Corporate Engagement  
[igoldberg@leanconstruction.org](mailto:igoldberg@leanconstruction.org)  
(703) 785-9087

**WE LOOK FORWARD TO SEEING YOU AT THE 2021 LCI ANNUAL CONGRESS  
IN PHOENIX, ARIZONA!**





Lean Construction Institute, Inc.  
4601 N. Fairfax Drive, Suite 1200  
Arlington, VA 22203  
703.785.9087