



Lean  
Construction  
Institute  
Transforming Design and Construction

# 24<sup>TH</sup> LCI CONGRESS

OCTOBER 18-21, 2022 | NEW ORLEANS, LOUISIANA

## EXHIBITOR PROSPECTUS

Expand Your Reach at the Lean Design and Construction Event of the Year!  
Connect with your top customers and prospects under one roof.  
Learn more and reserve your exhibit space today.

[www.lcicongress.org/2022](http://www.lcicongress.org/2022)

# Drive Your Business Forward at the Lean Event of the Year!

Join us in New Orleans for the 24th Annual LCI Congress! This year's theme is *Lean Gumbo: The Right Ingredients for Project Success*. Congress is a great opportunity to showcase your solutions for the industry's leading buyers and influencers.

Congress brings together professionals from every field within the design and construction industry to network and learn the latest Lean practices. As an exhibitor, your company can connect with hundreds of potential customers in one exceptional setting.

Reach the qualified prospects that drive your business forward—showcase your organization's offerings at Congress this October!



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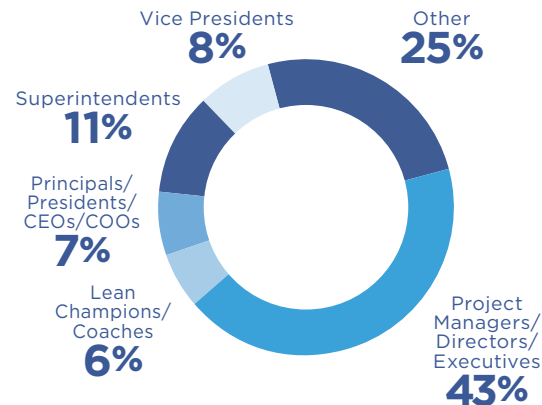
# Advance Your Goals at Congress!

- Increase your company's visibility, influence, and reputation
- Reach engaged decision-makers from all industry sectors
- Create and foster productive partnerships
- Introduce your organization's latest offerings
- Gain qualified leads to build your business

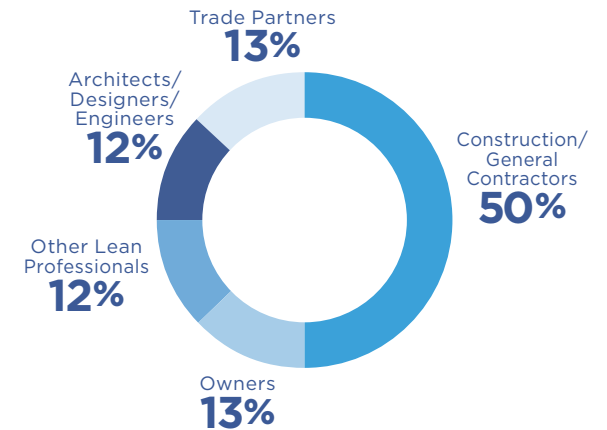
## Who Attends LCI Congress?

Decision-makers from all areas of the industry attend Congress to engage on the latest Lean products and practices. Connect with the entire Lean community, including owners, general contractors, members of the design community, and trade partners.

**Attendees from a variety of professional backgrounds—** including the leaders your organization wants to reach!



**Representatives from all segments of the design and construction industry—** Congress is 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? Have questions? Contact Ilene Goldberg, Manager, Strategic Partnerships: [igoldberg@leanconstruction.org](mailto:igoldberg@leanconstruction.org) · (703) 785-9087 · [www.lcicongress.org/2022](http://www.lcicongress.org/2022)

WE LOOK FORWARD TO SEEING YOU AT CONGRESS!

# Build Your Reputation and Brand

Congress is where your potential customers come to learn how your products and services will enhance their work.

## Your Company Can Be Featured in the New LCI Congress Silent Auction!

Expand your reach by taking part in the LCI Congress Silent Auction! Each accepted exhibitor will bring their own prize to be auctioned off. The auction will be promoted throughout Congress to drive traffic to the Exhibit Hall and to your organization's booth directly. It will kick off during the Exhibitor Sneak Peek Reception and end on Thursday at the Congress lunch. Winners will be announced during the Thursday afternoon networking break. Take advantage of this chance to gain exceptional visibility by aligning your brand with a popular, fun event.

Only the first 25 exhibitors to express interest will be accepted and there is a \$500 fee. Act fast—we expect this opportunity to sell out!

### All exhibit spaces include:

- **Pipe and drape**
- **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
- **Wi-Fi**
- **Carpeting**
- **An ID sign**

Please note: Electricity, AV needs and other equipment, lead retrieval, and booth furnishings not noted above need to be ordered from the Exhibitor Services Kit, which will be available on the Congress website.

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## Exhibit Hall Hours

### SETUP:

**TUESDAY, OCTOBER 18**

**8:00 am–4:30 pm CDT**

The Exhibit Hall is open throughout the event on Wednesday (**6:45 am–5:45 pm CDT**) and Thursday (**7:00 am–4:50 pm CDT**)

### DEDICATED EXHIBIT HALL HOURS ARE:

**TUESDAY, OCTOBER 18:**

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**WEDNESDAY, OCTOBER 19:**

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**3:15–4:00 PM CDT**

**THURSDAY, OCTOBER 20:**

**7:00–7:45 am CDT**

(Beignet Breakfast)

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### EXHIBIT HALL TEAR DOWN:

**THURSDAY, OCTOBER 20:**

**4:00–8:00 pm CDT**



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

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

Exhibitors with a Choice Exhibit Space gain the opportunity to:

- **Place one (1) item of your organization's choosing (flyer/promotional item) in the event bag for no extra charge. LCI is not responsible for getting/tracking your company's item to Congress.**
- **Present a LIVE, 30-minute 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 25–October 7, 2022. Exhibit spaces must be fully paid for before the webinar can take place and all webinar information must be provided to LCI one-month prior to the webinar date for marketing purposes.
- **Receive a list of Congress attendees who opt-in to third-party communications one month prior to Congress, two weeks prior to Congress, 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 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 \$125/each.

**“Participating in Congress** as an exhibitor brings your products and services to the attention of industry leadership. A five-minute conversation or an informational handout may be the door opening with a future customer. How much would you spend to connect with a single prospect? What is it worth to make contact with a hundred prospects at Congress? If you make the investment every year, you will find relationships renewed along with opportunities to build new ones.”

**—DON MAYBEE, President, Contract Sales Support Services (CS3) Inc.**

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# Create a Foundation for Success

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

## Premium Exhibit Spaces Six (6) available (10' x 20')

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

Exhibitors with a Premium Exhibit Space gain the opportunity to:

- **Present a LIVE, 30-minute 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 given to LCI one month prior to the webinar date for marketing purposes.
- **Receive a list of conference attendees who opt-in to third-party communications one month prior to Congress, two weeks prior to Congress, 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*.**
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# Raise Your Profile and Visibility

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

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

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

Exhibitors with a Deluxe Exhibit Space gain the opportunity to:

- Provide a pre-recorded video about your organization's company/product (10-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 Congress, two weeks prior to Congress, 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 \$125/each.

**“The audience we reach** at LCI Congress is unmatched. Attendees are excited to learn, engage, and expand their Lean toolbox. Each year, we get to showcase how Lean has impacted our business and Prefab. Partnering with Safe.Right.Fast. enhances contractors' Lean journeys through the marrying of Lean and digital solutions—and getting this message in front of hundreds of professionals and decision makers is a tremendous opportunity. Congress is by far one of our most valuable, impactful marketing investments.”

**—BOB SALAJ, Sr. Director of Lean Services, Safe.Right.Fast**

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# Craft Connections within Your Lean Community

Forge new partnerships and renew existing ones to advance together.

## Standard Exhibit Spaces 34 available (10' x 10')

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

Exhibitors with a Standard Exhibit Space gain the opportunity to:

- Provide a pre-recorded video about your organization's company/product (10-minutes or less) for no additional charge and have it available for viewing on the Congress website.
- Receive a list of conference attendees who opt-in to third-party communications one month prior to Congress, two weeks prior to Congress, and within two weeks after Congress.
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- 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 \$125/each.

**“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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# Secure Your Booth Today!

## Additional Information on Exhibiting

**The Exhibit Hall ceilings are 12' high.** Exhibitors who build out their own booths should keep this in mind. In addition, please be aware of the ceiling height when bringing items into the Exhibit Hall.

## Safety Protocols

- LCI will follow local guidelines and CDC COVID-19 protocols as warranted. Protocols may change according to the latest guidelines as we get closer to Congress.
- LCI will keep exhibitors updated as much as possible, but for the most recent information, please visit <https://ready.nola.gov/incident/coronavirus/safe-reopening/>.

## Booth Locations

- Booth locations are assigned on a first-come, first-served basis within each exhibit tier based on receipt of a signed contract. 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.



# 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')

