



Lean
Construction
Institute
Transforming Design and Construction

24TH LCI CONGRESS

OCTOBER 18-21, 2022 | NEW ORLEANS, LOUISIANA

SPONSORSHIP OPPORTUNITIES

Expand Your Reach at the Lean Design and Construction Event of the Year!

www.lcicongress.org/2022

GAIN VISIBILITY AT THE LEAN EVENT OF THE YEAR!

Get your company's brand in front of an engaged audience of Lean practitioners from across the design and construction industry. With a range of curated, high-impact options to choose from, you can become a Congress sponsor at a level that works for you..

FOR QUESTIONS AND TO BOOK YOUR SPONSORSHIP, PLEASE CONTACT:

Ilene Goldberg; Manager, Strategic Partnerships
igoldberg@leanconstruction.org
(703) 785-9087

WHY SPONSOR?

If you are seeking to introduce or reaffirm your company name and ideals in the Lean community, the virtual LCI Lean in Design Forum offers several valuable opportunities to meet your needs.

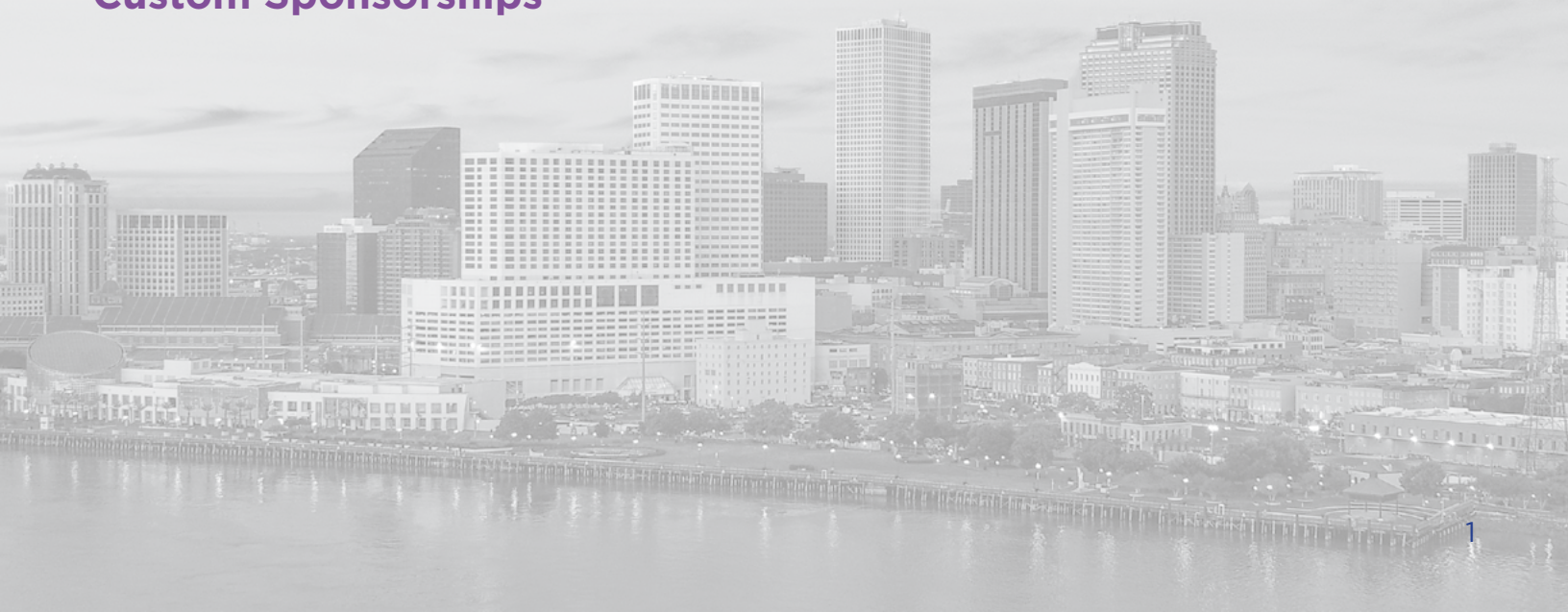
BY SPONSORING THE 2022 LCI CONGRESS YOU WILL:

Increase visibility for your company in a targeted market by gaining opportunities to communicate your company presence:

- Grow your company's brand and reputation
- Be where your customers and prospects are
- Get an edge over your competitors by gaining more visibility
- Reach new and veteran Lean fans from across the design and construction industry
- Don't miss out on the industry's Lean event of the year

**EXPLORE THE MANY VALUABLE CONGRESS SPONSORSHIP OPTIONS TODAY—
AND ACT NOW BEFORE THEY FILL UP!**

Featured Sponsorships
Deluxe Sponsorships
Promotional Items Sponsorships
General Congress Sponsorships
Golf Tournament Sponsorships
Custom Sponsorships



FEATURED SPONSORSHIPS

PLATINUM SPONSORSHIP \$40,000

Sponsor will receive:

- a. Two (2) complimentary registrations for the Congress Learning Day (Tue)
- b. Two (2) complimentary registrations for the Congress Core Program (Wed–Thu)
- c. Two (2) column wraps—all four (4) sides (placed at strategic points in the venue)
 - i. Sponsor company can create designs for each side if desired but both wraps must have the same design
 - ii. Column wrap must contain some version of LCI branding:
 - 1. LCI box logo
 - 2. LCI Congress mention
 - 3. LCI stacked or long Logo
- d. Podium mention during plenary session
- e. 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*
- f. List of conference attendees who opt-in to third-party communications one month prior to, two weeks 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*

WI-FI SPONSORSHIP \$10,000/\$6,500—SOLD OUT

\$10,000 – 1 Exclusive Sponsorship/or

\$6,500 – 2 Sponsorships

EXCLUSIVE SPONSOR \$10,000

Sponsor will receive:

- a. Company name (or another choice) as wi-fi password and ability to choose the network name (*subject to approval by LCI*)
- b. 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
- c. Two (2) complimentary registrations for the Congress Core Program (Wed–Thu)
- d. List of conference attendees who opt-in to third-party communications one month prior to, two weeks 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*

TWO SPONSORSHIPS \$6,500/EACH

Sponsors will receive:

- a. Choice of network name or wi-fi password (choice is first come, first served)
- b. Signage throughout venue including your companies as wi-fi sponsors with wi-fi login information, as well as inclusion on sponsorship signage around venue
- c. One (1) complimentary registration for the Congress Core Program (Tue–Thu)
- d. List of conference attendees who opt-in to third-party communications one month prior to, two weeks 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*

SAFETY SPONSORSHIP \$20,000—SOLD OUT

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, two weeks 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) Standard Exhibit Booth (see *Exhibitor Prospectus* for details)
- d. Ability to include one (1) flyer/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, two weeks 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

EXHIBITOR SNEAK PEEK 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 an open bar with beer, wine, and appetizers.

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, two weeks 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 \$10,000/EACH

Andreas Phelps (Wed Morning)

Carla Harris (Thu Afternoon)

Sponsor will receive:

- a. One (1) complimentary registration for the Congress Core Program (Wed–Thu)
- b. Ability to introduce plenary session speaker (120 seconds)
- c. Name/logo on signage throughout plenary session and on the “big screens” as attendees 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, two weeks 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

Sponsor to choose theme of Lean Coffee (Thursday morning at 10:30 am CT) and work with Lean Champion Community of Practice (CoP) designee on facilitation. Cups (one-color, one-sided with lids included) are set out where coffee is served during networking breaks and at the Lean Coffee.

Sponsor will receive:

- a. Three (3) complimentary registrations to the Congress Core Program (Wed–Thu)
- b. The ability to work with the Lean Champion CoP to create a “Lean Coffee” handout with your company’s logo, explaining the Lean Coffee process, to be given out at the Lean Coffee
- c. 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
- d. Signage throughout the coffee area naming your company as the sponsor, plus logo inclusion on sponsorship signage around Congress venue
- e. List of conference attendees who opt-in to third-party communications one month prior to, two weeks prior to, and two weeks after Congress
- f. Listing on Congress app with logo and 75-word description
- g. Name/logo on select LCI marketing materials, including the LCI website, Congress e-mails, and *LCI Update*

CONGRESS APP SPONSOR \$15,000/\$8,000—SOLD OUT

\$15,000—1 Exclusive Sponsorship

\$8,000—2 Sponsorships

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
 - f. List of conference attendees who opt-in to third-party communications one month prior to, two weeks 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 (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 from both sponsors)
 - f. List of conference attendees who opt-in to third-party communications one month prior to, two weeks 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/\$5,500

\$14,000—1 Exclusive Sponsorship

\$5,500—4 Individual Sponsorships

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 all four 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, two weeks 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 one 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, two weeks 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 DAY SPONSORSHIP (TUE) \$10,000—SOLD OUT

Sponsor will receive:

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

BEIGNET BREAKFAST (THU) \$8,000—SOLD OUT

Treat yourself and all Congress attendees to a New Orleans-style beignet breakfast in the Exhibit Hall on Thursday morning. Branded coffee cups (one-color, one-sided) including lids, and cocktail napkins (full-color) will be included with the breakfast.

Sponsor will receive:

- a. One (1) complimentary registration for the Congress Core Program (Wed. – Thu.)
- b. Signage throughout the breakfast area naming your company as the sponsor, 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, two weeks prior to, and two weeks after Congress
- d. Listing on 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*

PROMOTIONAL ITEMS SPONSORSHIPS

LANYARD SPONSOR \$15,000—SOLD OUT

Sponsor will receive:

- a. Company 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, two weeks 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*

WATER BOTTLE SPONSOR \$12,500—SOLD OUT

Give Congress attendees a way to stay hydrated in New Orleans and back home with refillable, stainless steel, vacuum-insulated thermal water bottles. Each registered attendee will receive a water bottle in their conference bag.

Sponsor will receive:

- a. Company name/logo/tagline (one-color) on one side 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, two weeks 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*



CONFERENCE BAG SPONSOR \$12,000

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

Sponsor will receive:

- a. Ability to include one (1) flyer/giveaway in conference bag. *LCI is not responsible for shipping or tracking any materials that go into the conference bag*
- b. Opportunity to create one-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, two weeks 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*



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 in their conference bag.

Sponsor will receive:

- a. Company 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, two weeks 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*



MARDI GRAS BEADS BOTTLE OPENER \$7,000

Laissez les Bons Temps Rouler with these Mardi Gras beads that have a bottle opener attached. This lighthearted yet practical item will be included in all Congress attendee bags. Get your company noticed by the design and construction industry with a fun and festive giveaway!

Sponsor will receive:

- a. Company name or logo (one-color) on the Mardi Gras beads
- b. List of conference attendees who opt-in to third-party communications one month prior to, two weeks 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 Mardi Gras Beads Bottle Opener is not sponsored, it will not be included in the conference bag***



LCI CONGRESS COLUMN WRAP \$6,000— 8 SPONSORSHIPS AVAILABLE

Add your message to column wraps placed throughout the Congress venue. This can be completely company-branded and does not need to include a “Welcome to Congress” message.

Sponsor will receive:

- a. List of conference attendees who opt-in to third-party communications one month prior to, two weeks prior to, and two weeks after Congress
- b. 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*



SANITIZER PACKAGE SPONSORSHIP \$6,000*

Give Congress attendees practical items to use at Congress, while travelling, and back home. This sponsorship includes a 2 oz. bottle of antibacterial hand sanitizer with a carabiner and 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 included branded items in full-color
- b. List of conference attendees who opt-in to third-party communications one month prior to, two weeks 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 be included in the conference bag***

COCKTAIL NAPKINS SPONSORSHIP \$6,000

Get your company's brand noticed in The Big Easy by sponsoring these 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, two weeks 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, two weeks 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, two weeks 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, two weeks 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, two weeks 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.** Logo inclusion on sponsorship signage around Congress venue
- b.** Listing in Congress app with logo and 75-word description
- c.** 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. The list will be sent one month prior to, two weeks prior to, and two weeks after Congress.***

GOLF TOURNAMENT SPONSORSHIPS

Raise your organization's profile during a fun-filled day at the green. Choose from unique, memorable sponsorship options — from the closing reception to custom giveaways to lively contests — to boost your brand and connections. Explore the full list of Golf Tournament Sponsorships [here](#).

CUSTOM SPONSORSHIPS

Do 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, Strategic Partnerships**, at 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, 2022. 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 a form where they can enter their app information, including contact information and social media links.

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:

15+ attendees: 10% discount; 30+ attendees: 20% discount

Attendee counts exclude those receiving the speaker rate, any discounts, or any complimentary registrations included in a Congress sponsorship/exhibitor package. This discount cannot be applied to the Gemba Day (Fri, Oct. 21). The refund will be calculated retroactively; a refund check will be issued to sponsor on or before November 30, 2022. Cancellations are subject to a \$300 cancellation fee.

No refunds will be issued after September 23, 2022.

READY TO BOOK YOUR SPONSORSHIP OR HAVE QUESTIONS?

Please contact:

Ilene Goldberg; Manager, Strategic Partnerships
igoldberg@leanconstruction.org
(703) 785-9087

**WE LOOK FORWARD TO SEEING YOU AT THE 2022
LCI ANNUAL CONGRESS IN NEW ORLEANS, LOUISIANA!**