



Lean
Construction
Institute
Transforming Design and Construction

25TH LCI CONGRESS

OCTOBER 24-27, 2023 | DETROIT, MICHIGAN

EXHIBITOR PROSPECTUS

Drive your Business Forward 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/2023

Boost Your Business at the Lean Event of the Year!

Join us in Detroit for the 25th Annual LCI Congress! This year's theme is *25 Years of Lean Learning: Supercharge your Lean Journey in the Motor City*. Celebrate the 25th anniversary of Congress while showcasing 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 during a milestone anniversary year.

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



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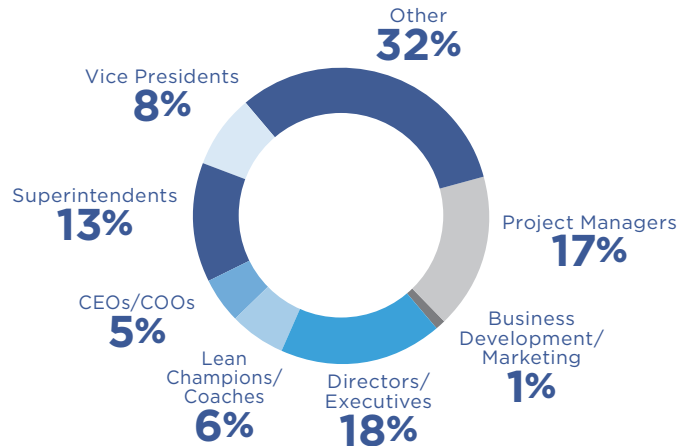
Advance Your Goals at Congress!

- 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

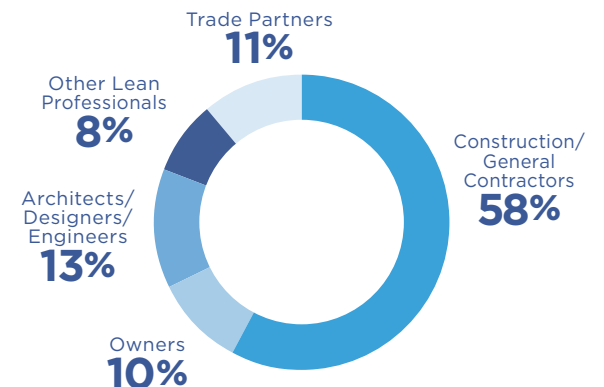
Who Attends LCI Congress?

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.

We attract 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 - (703) 785-9087

WE LOOK FORWARD TO SEEING YOU AT CONGRESS!

Build Your Reputation & 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 LCI Congress Silent Auction!

Expand your reach by taking part in the LCI Congress Silent Auction, benefiting Detroit at Work's YouthBuild! 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, and meaningful event.

Only the first 25 exhibitors to express interest will be accepted and there is a \$500 fee. Please note that it is the exhibitor's responsibility to get their auction items to the winners. 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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Do Good while Doing Good Business

Silent Auction proceeds go to YouthBuild, a Detroit at Work construction pre-apprenticeship program designed to help young adults complete high school, obtain nationally recognized credentials, develop career skills, and gain permanent employment. While working, program participants rehab Detroit homes, which are later sold or rented to low-income families. They also participate in work readiness and leadership training, including a Youth Council and student-led community service projects.



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Exhibit Hall Hours

SETUP:

TUESDAY, OCTOBER 24
8:00 am–4:30 pm EST

The Exhibit Hall is open throughout the event on Wednesday (**6:45 am–5:15 pm ET**) and Thursday (**7:00 am–3:45 pm ET**)

DEDICATED EXHIBIT HALL HOURS ARE:

TUESDAY, OCTOBER 24:
5:30–7:00 pm ET
(Exhibitor Sneak Peek Reception)

WEDNESDAY, OCTOBER 25:
10:45–11:15 AM ET
12:00–1:00 PM ET
3:00–3:30 PM ET

THURSDAY, OCTOBER 26:
7:00–7:45 am ET
(“Detroit Diner” Experience)
10:15–10:45 AM ET
3:15–3:45 PM ET

EXHIBIT HALL TEAR DOWN:

THURSDAY, OCTOBER 26:
4:00–8:00 pm ET



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Broaden your Horizons

Raise your organization’s profile, get the word out about its offerings, and introduce new products or services.

Choice Exhibit Spaces

11 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 to LCI members 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 9–October 13, 2023. 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.

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WE LOOK FORWARD TO SEEING YOU AT CONGRESS!

Accelerate Success

Fuel continued growth with the leads your organization will capture at Congress.

Premium Exhibit Spaces

5 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 to LCI members 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 9–October 13, 2023. 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 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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Spark Connections within Your Lean Community

Forge new partnerships and renew existing ones to advance together.

Standard Exhibit Spaces 23 available (10' x 10')

\$5,000 Corporate Members | **\$6,500 All Others**

Exhibitors with a Standard Exhibit Space gain the opportunity to:

- Provide a pre-recorded video about your organization's company/product (5-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.
- 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*.
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- Receive one (1) complimentary registration for the Congress Core Program (Wednesday–Thursday).
- Receive one (1) complimentary exhibit booth only pass (meals not included).*

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“I have been to over a dozen LCI Congress events over the years. As a Lean practitioner, it has been invaluable to connect with other like-minded individuals to move the industry forward. As a sponsor and exhibitor, the ROI on Congress has blown away any other conference in the AECO Industry BY FAR! The return figures (20,000%+) are incredibly impactful in terms of moving the needle to connect with decision-makers who are looking to implement cutting-edge technology and drive innovation.”

—TOM FELIZ, Director of Enterprise Sales, INGENIOUS.BUILD

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WE LOOK FORWARD TO SEEING YOU AT CONGRESS!

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.

Booth Locations

- To learn more about exhibit opportunities for the 2023 Congress, please contact Ilene Goldberg, Manager, Strategic Partnerships, at igoldberg@leanconstruction.org or (703) 785-9087.
- Include your organization's preferred booth number in your email when contracting for your exhibit space.
- Booth locations are assigned on a first-come, first-served basis within each exhibit tier based on receipt of a signed agreement.
- Receipt of a signed agreement is required to confirm specific booth locations.

“**LCI Congress** is a great place for us to meet construction professionals who are as passionate about Lean construction as we are. It's the perfect place to talk with, network, and build relationships with our Lean community members who are actively investing in expanding their knowledge about the latest trends, methodologies, and technologies. Buildots sees Congress as a great way to meet with peers and experts, discuss means to drive the industry forward, and showcase our product. Following last year's success, Buildots is proud to be a Sustaining Sponsor for the 2023 event!”

—DORI RAVEH, VP Marketing, Buildots

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Standard Exhibit Spaces
(10' x 10')

