



THE LAST PLANNER SYSTEM[®] CONFERENCE

MARCH 22. & 23. 2023 – VIRTUAL

SPONSORS & EXHIBITORS KIT

THE LAST PLANNER SYSTEM CONFERENCE



ABOUT THE BLOG

The Lean Construction Blog is an educational blog with a mission to advance and promote Lean Construction around the world. With over 150k annual visitors and 300k annual page views, the Lean Construction Blog is a place where people can share case studies, best practices, and get new inspiration for how to apply Lean on their projects. Our goal is to spread knowledge about Lean Construction, encourage debate, create a knowledge-sharing platform for the industry by the industry, develop a network of like-minded individuals, and inspire others to improve the way they manage their projects.

ABOUT THE CONFERENCE

The Last Planner System (LPS) is a production planning system designed to improve predictability while maximizing efficiency and safety. The system was developed by Glenn Ballard and Greg Howell and has grown to become one of the cornerstones of Lean Construction.

This is the first and only conference dedicated to the Last Planner System for both beginners as well as veteran practitioners. The conference is designed to help people working in the AEC industry, from owners and project executives to trade partners and superintendents, develop a fundamental understanding of the LPS, gain an in-depth insight into the practical application of the Last Planner System, learn best practices, see case studies and hear success stories from advanced LPS practitioners and industry-leading keynote speakers. The conference is hosted over 2 days, with over 29 industry experts and internationally-renowned Lean Construction experts. The conference will contain over 17 sessions covering all aspects of The Last Planner® System. The conference editions in 2021 and 2022 attracted over 1500 attendees combined.

WHY SPONSOR & EXHIBIT?

- Introduce or reaffirm your company name and ideals in the Lean community
- Reach your target audience and build brand awareness and recognition
- Targeted marketing toward owners, designers, trade partners, and general contractors within the Lean community
- Brand your company in the Lean Construction Blog weekly newsletter, social media channels, and conference page
- Opportunity to pitch your company during the conference live sessions
- Meet 1-on-1 with interested visitors, showcase your products and video demo on your virtual booth. Collect leads and view insights.



PACKAGES

DIAMOND SPONSOR & EXHIBITOR

\$4,500

- Your own virtual booth and company page to showcase your product videos and images & host downloadable collaterals.
- Your own virtual lounge table to demo and interact with attendees. Speakers will also join the lounge area during breaks to drive traffic.
- 6 min to introduce your company live in front of the entire audience
- 30 min live demos during exhibitor hours on both days
- 30 min live webinar about your company prior to the conference
- Ability to interact with all attendees via chats, setup 1-1 meeting & collect leads and business card for 60 days during and post event.
- Sponsorship of six (6) conference sessions with logo placement
- Logo inclusion in conference lobby, website, emails & social media
- Six (6) complimentary tickets for the conference
- A 15% off coupon code to share with your customers
- A list of conference attendees who opt 3rd party communications
- A report of your booth analytics including all visitors and hot leads

GOLD SPONSOR & EXHIBITOR

\$3,000

- Your own virtual booth and company page to showcase your product videos and images & host downloadable collaterals.
- 3 min to introduce your company live in front of the entire audience
- 30 min live demos during exhibitor hours on both days
- 20 min live webinar about your company prior to the conference
- Ability to interact with all attendees via chats, setup 1-1 meeting & collect leads and business card for 60 days during and post event.
- Sponsorship of three (3) conference sessions with logo placement
- Logo inclusion in conference lobby, website, emails & social media
- Three (3) complimentary tickets for the conference
- A list of conference attendees who opt to 3rd party communications

SILVER SPONSOR

\$1,500

- Your own virtual booth and company page to showcase your product videos and images & host downloadable collaterals.
- Ability to interact with all attendees via chats, setup 1-1 meeting & collect leads and business card for 60 days during and post event.
- Sponsorship of two (2) conference sessions with logo placement
- Logo inclusion in conference lobby, website, emails & social media
- Two (2) complimentary tickets for the conference

BLOG METRICS

BLOG SITE



UNIQUE
VISITORS

+550 000



TOTAL
SESSIONS

+800 000



PAGE
VIEWS

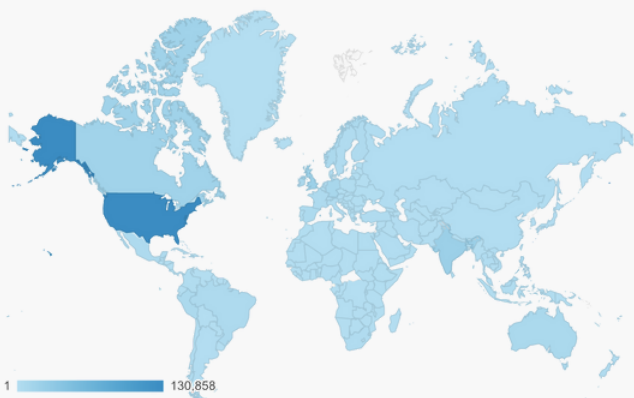
+1 500 000



RETURN
VISITORS

40%

AUDIENCE



HITS FROM 213 OUT OF 215 COUNTRIES



MALE

54%



FEMALE

46%

TOP 9 COUNTRIES



UNITED STATES



CANADA



IRELAND



UNITED KINGDOM



GERMANY



NORWAY



INDIA



AUSTRALIA



PERU

SOCIAL MEDIA



FOLLOWERS

+12 000



FOLLOWERS

+1 700



FOLLOWERS

+1 000



SUBSCRIBERS

+11 500

BLOG OFFERINGS



BLOG POSTS

Weekly

One high-quality post a week published on Wednesdays, written by a lean construction expert or practitioner



SERIES

Bi-Weekly

Different articles series focusing and going in-depth on different topics: Lean 101, Lean in Europe, Upstream



SPANISH SITE

Bi-Weekly

Regular blog posts translated to Spanish in order to reach a new audience and spread Lean Construction around the world



WEBINARS

Monthly

One webinar each month, led by a Lean Construction expert or practitioner, exploring different Lean topics.



CONFERENCES

2-3 a year

Virtual conferences focused on different themes: Lean in the field, Last Planner System, and Lean in Europe



PODCAST

Monthly

A podcast dedicated to stories, case studies, and lessons learned from applying Lean Construction around the world.



ACADEMY

3 Courses

On-demand courses taught by world-renowned experts and going in-depth into several topics in Lean Construction



LEAN LEARNING

Subscription

Subscription program with access to premium content for companies looking to enhance their lean learning and maturity



SAT

Bi-Weekly

Study Action Team facilitated by the blog. Organized in 8 sessions cohorts that meet online bi-weekly



ONLINE FORUM

Always

Online, member-only forum on Discord to discuss, ask questions and engage with other Lean practitioners



JOB BOARD

Always

The #1 Job Board for Lean Construction. Help companies find and hire the best Lean talents



SPONSORSHIP

Always/Conferences

Help companies reaffirm their name in the Len community by sponsoring the blog or exhibiting at our conferences

WRITTEN CONTENT



ENGLISH
ARTICLES

291



SPANISH
ARTICLES

16



OF
AUTHORS

178



OF
TOPICS

25

3

SERIES

LEAN
101

38

LEAN IN
EUROPE

3

UP-
STREAM

2

WEBINARS



ORGANIZED

46



INSTRUCTURS

67



ATTENDEES

5 061



DURATION

69 hrs

OTHERS

3

**ACADEMY
COURSES**

168

**JOBS
POSTED**

16

**SAT
MEMBERS**

CONFERENCES



ORGANIZED

7



SPEAKERS

203



ATTENDEES

3 432



DURATION

97 hrs

PODCAST



EPISODES

20



GUESTS

23



LISTENED

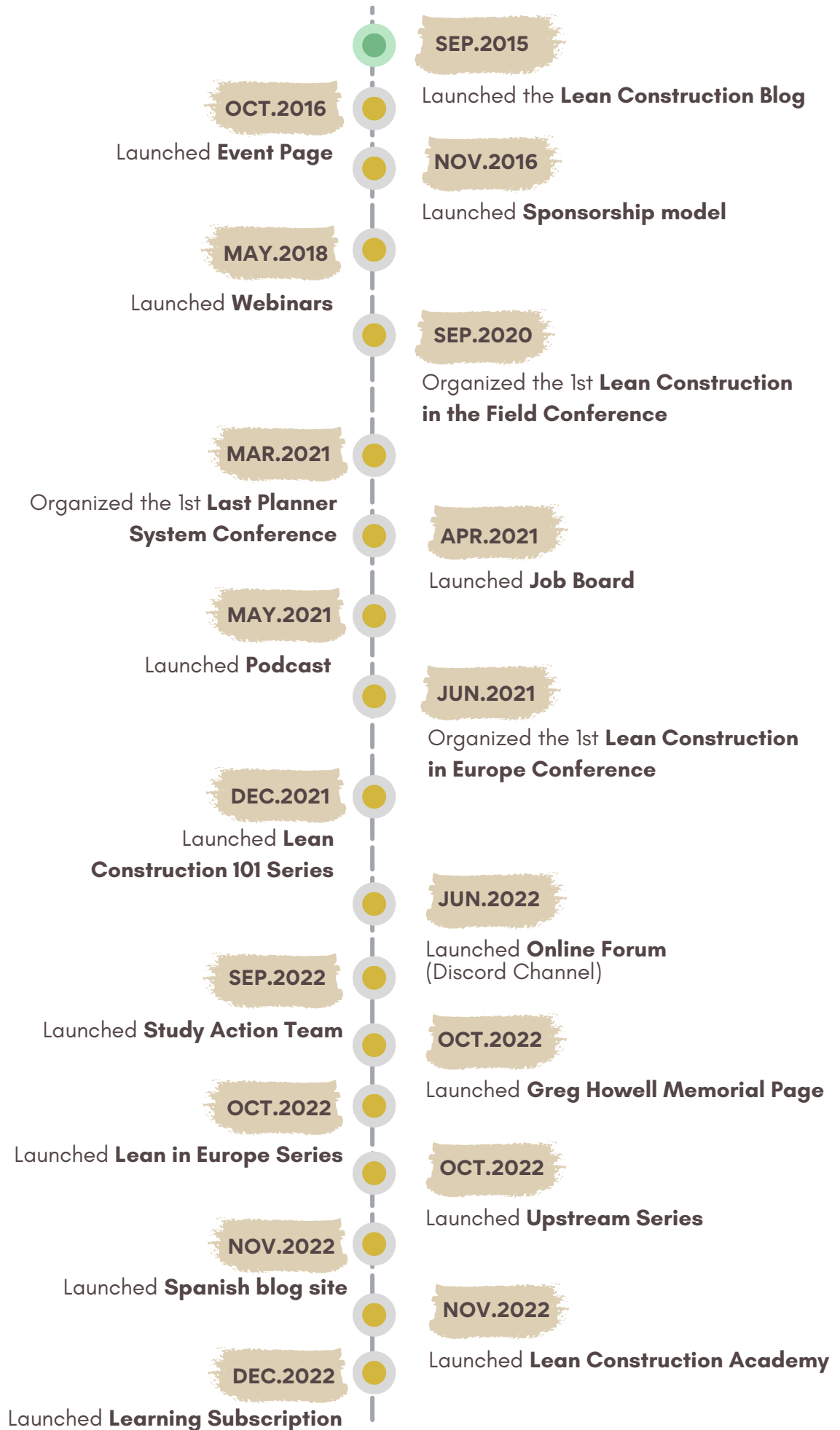
15 000



WATCHED

9 500

BLOG HISTORY





LeanConstruction
Blog