



THE 6TH LEAN CONSTRUCTION IN THE FIELD CONFERENCE

OCTOBER 8 - 10, 2025
SAN FRANCISCO & VIRTUAL

EXHIBITORS KIT

THE LEAN CONSTRUCTION IN THE FIELD CONFERENCE



PROGRAM OVERVIEW

San Francisco & Live Virtual Stream

The 6th Annual Lean Construction in the Field Conference – Takt Planning Edition – focuses on how Takt planning is transforming field operations by bringing rhythm, flow, and predictability to construction projects. Hosted in-person in San Francisco with a live-stream option, this practitioner-led event offers immersive learning and practical insights for teams across the industry with unlimited learning and networking opportunities.

Attendees will explore:

- What is Takt planning, and how does it support Lean construction in the field
- How to implement and improve Takt with real-world tools and workflows
- Case studies from Sutter, DPR, Turner, and Boldt on Takt and field innovation
- Best practices from U.S. and European projects applying Takt at scale
- Owner perspectives on how Takt supports collaboration and better project outcomes

The conference includes **Gemba Walks**, **Takt Training**, and a **Takt Summit**, offering a comprehensive learning journey. Gemba Walks provides on-site access to active projects applying Takt and Lean practices in real time. Takt Training delivers hands-on instruction for both beginners and advanced practitioners on building and improving Takt plans. The Takt Summit features case studies, deep dive sessions, and expert panels exploring global applications and owner perspectives. With over 7 sessions led by 13+ field experts, participants will gain actionable knowledge to enhance project delivery, team alignment, and Takt planning. The main conference is hosted over 2 days (1 day training, 1 day summit), with an optional Gemba-day before the conference. The conference prior editions attracted over 2500 attendees combined.

CONFERENCE OVERVIEW

	Tue. October 7.	Wed. October 8.	Thur. October 9.	Fri. October 10.
08:00 - 8:45		Registration & Networking		
8:45 - 12:00	Gemba Walk #1: SFO Terminal 3 (Invitation Only)	Takt Training	Takt Summit	Gemba Walk #3: Sutter Santa Clara (For all in-person attendees)
12:00 - 14:00	Gemba Walk #2: Sutter Mission Bernal (For all in-person attendees)	Lunch, Networking & Exhibitors demos		
14:00 - 17:30		Takt Training	Takt Summit	
17:30 - 18:30		Networking & Happy Hour		

THE LEAN CONSTRUCTION IN THE FIELD CONFERENCE



ABOUT THE ORGANIZER

The Lean Construction Blog is an educational platform with a mission to advance and promote Lean Construction around the world. With over 200k annual visitors and 300k annual page views, the Lean Construction Blog is one of the most visited and trusted sources for Lean Construction knowledge, a place where people can share case studies, best practices, and get new inspiration for how to apply Lean on their projects.

The blog hosts multiple conferences and has held 12 conferences in the last 4 years. The Lean Construction in the Field conference is designed to help people working on the construction site, including superintendents, project managers, project engineers, and field crews, learn Lean practices so that they can improve the efficiency, effectiveness, and safety of their projects. The theme of this year's conference is Takt planning, and focuses on how Takt planning is transforming field operations by bringing rhythm, flow, and predictability to construction projects.

WHY EXHIBIT?

Join us in San Francisco (or virtually) for the 6th Lean Construction in the Field Conference, the premier event dedicated to advancing Lean Construction in the field. This year's conference brings together industry pioneers, practitioners, and decision-makers to explore best practices and future innovations in Takt Planning.

As an exhibitor, your company will have the unique opportunity to:

- **Showcase Your Solutions** – Position your products, services, and technologies in front of top industry leaders looking for innovative ways to enhance project delivery.
- **Connect with High-Value Prospects** – Engage with owners, general contractors, trade partners, designers, Lean coaches, and decision-makers committed to Lean Construction.
- **Maximize Brand Visibility** – Gain exposure through conference branding, digital promotions, and networking opportunities, reaching both in-person and virtual audiences.
- **Generate Qualified Leads** – Build relationships with hundreds of Lean practitioners, gain direct access to key decision-makers, and secure new business opportunities.
- **Host Exclusive Networking Opportunities** – Take advantage of exhibitor-hosted networking dinners and Happy Hours to connect with industry leaders.
- **Meet In-Person & Virtual Attendees** – With both in-person and live-stream attendance, extend your reach beyond the physical event to a global audience of Lean professionals.
- **Be Part of the Lean Movement** – Join the only conference dedicated to Lean in the Field, celebrating the industry's lean achievements and shaping its future.

THE LEAN CONSTRUCTION IN THE FIELD CONFERENCE



WHO IS ATTENDING?

the 6th Lean Construction in the Field Conference brings together a diverse group of industry professionals and decision-makers dedicated to advancing Lean Construction. Attendees include owners, general contractors, trade partners, architects, designers, engineers, and Lean practitioners, all focused on improving project delivery and collaboration. With a mix of CEOs, project executives, Lean coaches, superintendents and business leaders, this event is a one-stop shop for connecting with the Lean community and presenting cutting-edge solutions.

Our previous events have attracted over 2,500 professionals, with the following breakdown:

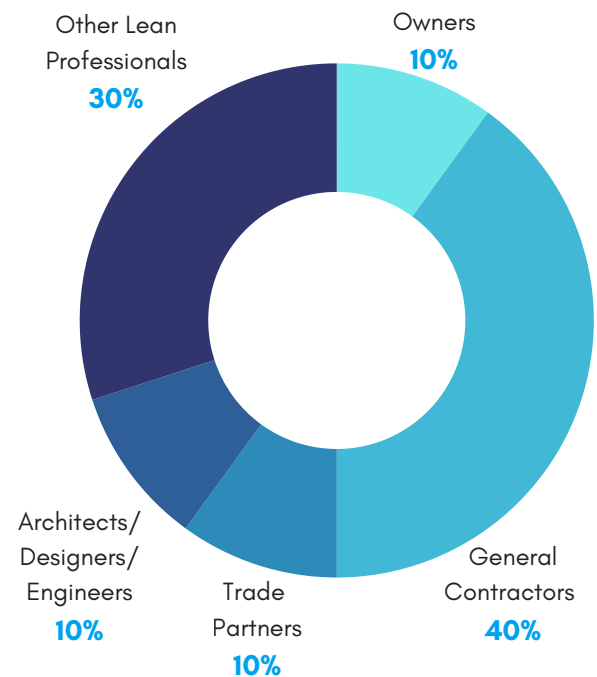


EXHIBIT HOURS

The exhibition hall, whether the physical booths for in-person attendees or virtual booths for virtual attendees are both open during the full period of the main conference days, but does not need to be staffed during non-core Exhibition Hall hours:

- Thur. Oct. 09 (08:00 AM – 06:30 PM PT)
- Fri. Oct. 10 (08:00 AM – 06:30 PM PT)

Core Exhibit Hall Hours (Virtual)

Thursday and Friday, Oct. 09 & 10.

- Lunch/demo (01:00 PM – 02:00 PM PT)

In addition to shorter breaks during the day as shown in the program, or post event

Core Exhibit Hall Hours (Physical)

Thursday, October 09.

- Networking (08:00 AM – 09:00 AM PT)
- Lunch/Demo (12:00 PM – 02:00 PM PT)
- Happy Hour (05:00 PM – 06:30 PM PT)

Friday, October 10.

- Networking (08:00 AM – 09:00 AM PT)
- Lunch/Demo (12:00 PM – 02:00 PM PT)
- Happy Hour (05:30 PM – 06:30 PM PT)

In addition to shorter breaks (30 minutes each) during the day as shown in the program.

PACKAGES

DELUXE EXHIBITOR (LIMIT 3)

\$5,000

- Your own physical booth in premium location & virtual booth to showcase your product for in-person & virtual attendees.
- 1 min to introduce your company live in front of the entire audience.
- Ability to invite for 20 min live demos during lunch.
- 30 min live webinar about your company prior or after to the conference, recording will also be available on the conference website
- Logo inclusion in conference marketing materials, inc. website
- 3 free tickets for your company to the conference main program
- A 10% off coupon code to share with your customers
- A list of conference attendees who opt 3rd party communications 1 week prior and 1 week post the conference
- Ability to interact with all attendees online for 60 days post event.

STANDARD EXHIBITOR (LIMIT 3)

\$3,000

- Your own physical & virtual booth to showcase your product for in-person & virtual attendees.
- 30 second to introduce your company live in front of the audience.
- Ability to invite for 15 min live demos during lunch.
- Logo inclusion in conference marketing materials, inc. website.
- 2 free ticket for your company to the conference main program.
- A list of conference attendees who opt 3rd party communications 1 week prior and 1 week post the conference.
- Ability to interact with all attendees online for 60 days post event.

VIRTUAL EXHIBITOR

\$1,500

- Your own virtual booth to showcase your product for all attendees.
- Ability to invite for 15 min virtual live demos during lunch hours
- Logo inclusion in conference marketing materials, inc. website
- 2 complimentary tickets for the virtual conference
- Ability to interact with all attendees online for 60 days post event.

BLOG METRICS

BLOG SITE



UNIQUE VISITORS
+1,170,312

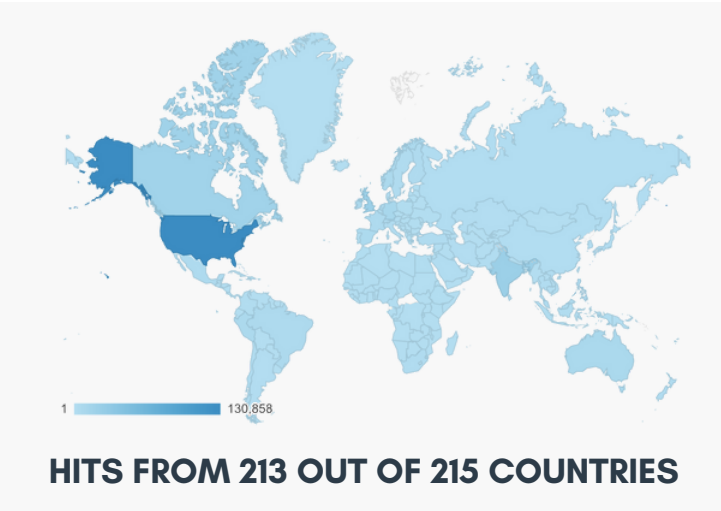


PAGE VIEWS
+2,292,551



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
+15 000



FOLLOWERS
+2 000



FOLLOWERS
+1 000



SUBSCRIBERS
+12 000

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



TRANSLATION

Bi-Weekly

Regular blog posts translated to Spanish, French and German in order to reach a new audience and spread Lean Construction



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

5 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

480



NON ENGLISH
ARTICLES

125



OF
AUTHORS

250



OF
TOPICS

25

5

SERIES

LEAN
101

50

LEAN IN
EUROPE

11

UP-
STREAM

4

WEBINARS



ORGANIZED

70



INSTRUCTURS

97



ATTENDEES

8 900



DURATION

100 hrs

OTHERS

4

**ACADEMY
COURSES**

200

**JOBS
POSTED**

30

**SAT
MEMBERS**

CONFERENCES



ORGANIZED

11



SPEAKERS

313



ATTENDEES

4 300



DURATION

160 hrs

PODCAST



EPISODES

34



GUESTS

38



LISTENED

50 000



WATCHED

20 000

BLOG HISTORY





LeanConstruction
Blog