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# THE 6TH LEAN CONSTRUCTION IN THE FIELD CONFERENCE

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OCTOBER 8 - 10, 2025  
SAN FRANCISCO & VIRTUAL

SPONSORSHIP 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:<br>SFO Terminal 3<br>(Invitation Only)                    | Takt<br>Training                     | Takt<br>Summit   | Gemba Walk #3:<br>Sutter Santa Clara<br>(For all in-person attendees) |
| 12:00 – 14:00 |                                                                          | Lunch, Networking & Exhibitors demos |                  |                                                                       |
| 14:00 – 17:30 | Gemba Walk #2:<br>Sutter Mission Bernal<br>(For all in-person attendees) | Takt<br>Training                     | Takt<br>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 SPONSOR?

Sponsoring the 6th Lean Construction in the Field Conference is a powerful way to align your brand with the future of Lean Construction while gaining unparalleled visibility among industry leaders, decision-makers, and innovators. With both in-person and virtual attendance options, your company will be positioned at the forefront of the Lean Construction movement.

Don't miss this opportunity to elevate your brand, gain premium exposure, and connect with key influencers. As a sponsor, your company will have the unique opportunity to:

- **Increase Brand Recognition** – Position your company as a leader in Lean Construction by gaining prominent exposure before, during, and after the event.
- **Engage with Key Decision-Makers** – Connect with owners, general contractors, trade partners, and Lean practitioners actively seeking innovative solutions.
- **Maximize Your Industry Influence** – Associate your brand with cutting-edge Lean methodologies and establish thought leadership and competitive advantage
- **Generate High-Value Leads** – Gain access to hundreds of engaged professionals, including executives and Lean champions, looking for the next big industry solution.
- **Reach a Global Audience** – With live-streamed sessions and digital branding opportunities, extend your impact beyond the event's physical location.
- **Support the Lean Community** – Play a crucial role in advancing Lean Construction and Takt planning, reinforcing your commitment to innovation and transformation.

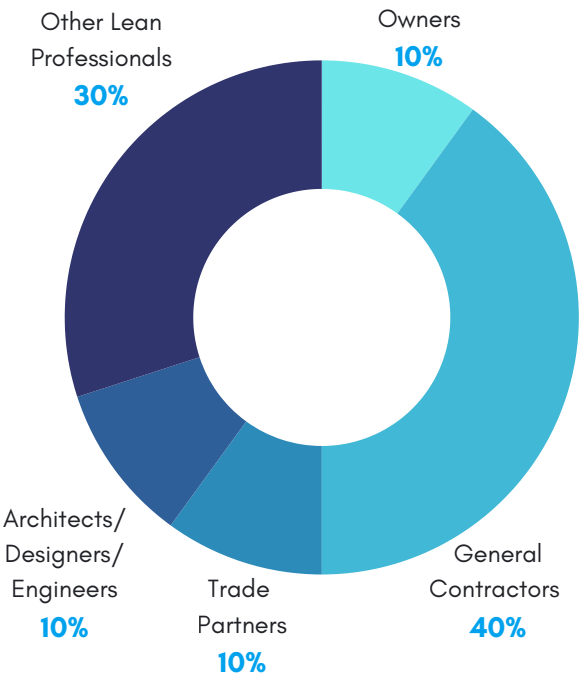
# THE LEAN CONSTRUCTION IN THE FIELD CONFERENCE



## 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:



## AVAILABLE PACKAGES

Only limited numbers of sponsorships available across 3 categories, secure your spot fast!

|          |                                                                  |                                                                   |                                                                  |                                                                     |
|----------|------------------------------------------------------------------|-------------------------------------------------------------------|------------------------------------------------------------------|---------------------------------------------------------------------|
| FEATURED | <div>PLATINUM</div> <div>(1 available)</div> <div>\$15,000</div> | <div>TITLE</div> <div>(1 available)</div> <div>\$10,000</div>     | <div>VENUE</div> <div>(1 available)</div> <div>\$8,000</div>     | <div>EXHIBIT HALL</div> <div>(1 available)</div> <div>\$8,000</div> |
| PREMIUM  | <div>RECEPTION</div> <div>(1 available)</div> <div>\$5,000</div> | <div>HAPPY HOUR</div> <div>(2 available)</div> <div>\$5,000</div> | <div>BREAKFAST</div> <div>(2 available)</div> <div>\$3,000</div> | <div>LUNCH</div> <div>(2 available)</div> <div>\$5,000</div>        |
| GENERAL  | <div>DIAMOND</div> <div>(3 available)</div> <div>\$7,500</div>   | <div>GOLD</div> <div>(3 available)</div> <div>\$5,000</div>       | <div>SILVER</div> <div>(3 available)</div> <div>\$3,000</div>    | <div>BRONZE</div> <div>(3 available)</div> <div>\$1,500</div>       |



# FEATURED SPONSORSHIPS

## PLATINUM SPONSORSHIP

**\$15,000**

- 10 complimentary tickets for the entire conference (Physical & Virtual)
- Special mention in the conference intro both conference days
- Ability to introduce the Owners panel Session (2 min)
- Ability to have a physical booth (deluxe) in premium location & virtual booth to showcase your company for in-person & virtual attendees
- A list of conference attendees who opt 3rd party communications 1 week prior and 1 week post the conference
- Logo inclusion on sponsorship signage around conference venue
- Logo inclusion in conference marketing materials, inc. website
- Listing in Conference app with logo and description

## TITLE SPONSORSHIP

**\$10,000**

- 7 complimentary tickets for the entire conference (Physical & Virtual)
- Company name & logo on the lanyard worn by all attendees
- Ability to introduce one session (2 min)
- Ability to have a physical booth (standard) & virtual booth to showcase your company for in-person & virtual attendees
- A list of conference attendees who opt 3rd party communications 1 week prior and 1 week post the conference
- Logo inclusion on sponsorship signage around conference venue
- Logo inclusion in conference marketing materials, inc. website
- Listing in Conference app with logo and description

## VENUE SPONSORSHIP

**\$8,000**

- 5 complimentary tickets for the entire conference (Physical & Virtual)
- Your company branding in the conference app with the opportunity to help customize the first page and other parts of the app.
- Banner in the conference venue promoting you as the venue sponsor
- A list of conference attendees who opt 3rd party communications 1 week prior and 1 week post the conference
- Logo inclusion in conference marketing materials, inc. website
- Listing in Conference app with logo and description

## EXHIBITOR HALL SPONSORSHIP

**\$8,000**

- 5 complimentary tickets for the entire conference (Physical & Virtual)
- Ability to have a physical booth (deluxe) to showcase your company
- Banner in the exhibitor hall promoting you as the sponsor
- Ability to introduce your company and invite audience to hall (2 min)
- A list of conference attendees who opt 3rd party communications
- Logo inclusion in conference marketing materials, inc. website
- Listing in Conference app with logo and description

# PREMIUM SPONSORSHIPS

## RECEPTION SPONSORSHIP

**\$5000**

- Opportunity to make welcoming remarks for the training day (2 min)
- Company logo on signage throughout the reception venue and logo inclusion on sponsorship signage around the conference venue
- Ability to include company branding on bar cups and cocktail napkins
- 2 complimentary tickets for the entire conference (Physical & Virtual)
- A list of conference attendees who opt 3rd party communications
- Logo inclusion in conference marketing materials, inc. website
- Listing in Conference app with logo and description

## HAPPY HOUR SPONSORSHIP

**\$5000**

- Opportunity to make welcoming remarks for the happy hour (2 min)
- Company logo on signage throughout the happy hour venue and logo inclusion on sponsorship signage around conference venue
- Ability to include company branding on bar cups and cocktail napkins
- 2 complimentary tickets for the entire conference (Physical & Virtual)
- A list of conference attendees who opt 3rd party communications
- Logo inclusion in conference marketing materials, inc. website
- Listing in Conference app with logo and description

## BREAKFAST SPONSORSHIP

**\$3,000**

- Company logo on signage at the registration booth and throughout the breakfast area for the selected day (1 day) and logo inclusion on sponsorship signage around conference venue
- Ability to include company branding on coffee cups and napkins
- 1 complimentary ticket for the entire conference (Physical & Virtual)
- A list of conference attendees who opt 3rd party communications
- Logo inclusion in conference marketing materials, inc. website
- Listing in Conference app with logo and description

## LUNCH SPONSORSHIP

**\$5,000**

- Company logo on signage throughout the lunch area for the selected day (1 day) and logo inclusion on sponsorship signage around conference venue
- Ability to include company branding on coffee cups and napkins
- 1 complimentary ticket for the entire conference (Physical & Virtual)
- A list of conference attendees who opt 3rd party communications
- Logo inclusion in conference marketing materials, inc. website
- Listing in Conference app with logo and description

# GENERAL SPONSORSHIPS

## DIAMOND SPONSORSHIP

**\$7,500**

- 5 complimentary tickets for the Gemba day
- 5 complimentary tickets for the main conference (Physical & Virtual)
- A list of conference attendees who opt 3rd party communications
- Logo inclusion on sponsorship signage around conference venue
- Logo inclusion in conference marketing materials, inc. website
- Listing in Conference app with logo and description

## GOLD SPONSORSHIP

**\$5,000**

- 3 complimentary tickets for the Gemba day
- 3 complimentary tickets for the main conference (Physical & Virtual)
- A list of conference attendees who opt 3rd party communications
- Logo inclusion on sponsorship signage around conference venue
- Logo inclusion in conference marketing materials, inc. website
- Listing in Conference app with logo and description

## SILVER SPONSORSHIP

**\$3,000**

- 2 complimentary tickets for the Gemba day
- 2 complimentary tickets for the main conference (Physical & Virtual)
- A list of conference attendees who opt 3rd party communications
- Logo inclusion on sponsorship signage around conference venue
- Logo inclusion in conference marketing materials, inc. website
- Listing in Conference app with logo and description

## BRONZE SPONSORSHIP

**\$1500**

- 1 complimentary tickets for the Gemba day
- 1 complimentary tickets for the main conference (Physical & Virtual)
- A list of conference attendees who opt 3rd party communications
- Logo inclusion on sponsorship signage around conference venue
- Logo inclusion in conference marketing materials, inc. website
- Listing in Conference app with logo and description

Interested in other options or a tailor-made sponsorship? Reach out to us to discuss more:  
[info@leanconstructionblog.com](mailto:info@leanconstructionblog.com)

# BLOG METRICS

## BLOG SITE



UNIQUE VISITORS  
**+1,170,312**

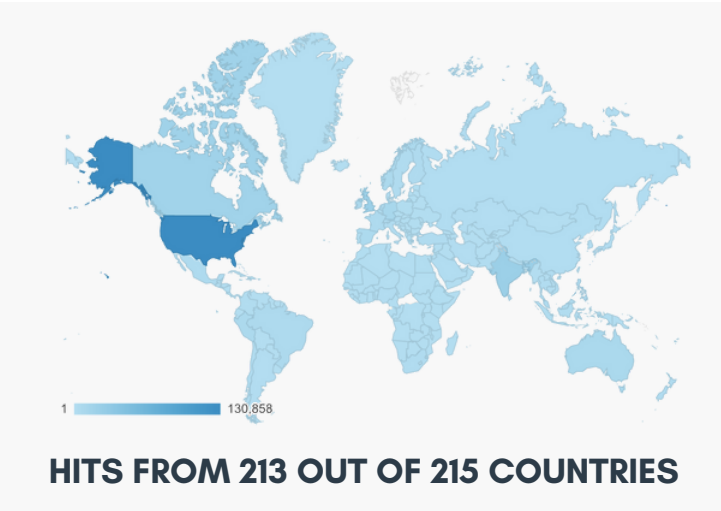


PAGE VIEWS  
**+2,292,551**



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