



THE LAST PLANNER SYSTEM[®] CONFERENCE

MARCH 02. & 03. 2022 - 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 liked 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 28 industry experts and internationally-renowned Lean Construction experts. The conference will contain over 18 sessions covering all aspects of The Last Planner® System. The conference edition in 2021 attracted over 900 attendees.

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

LEAN CONSTRUCTION BLOG METRICS



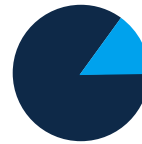
TRAFFIC



UNIQUE
VISITORS
+380 000



PAGE
VIEWS
+1 000 000

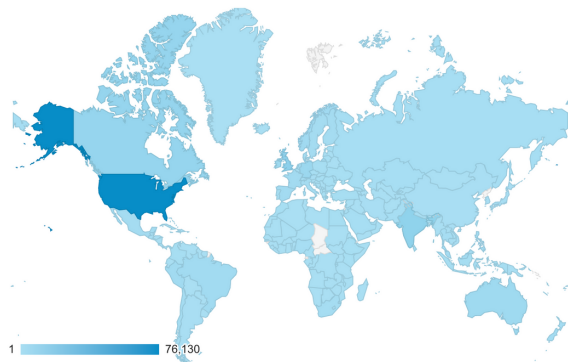


RETURN
VISITORS
40%



TIME ON
SITE
00.01.40

AUDIENCE



Top 9 countries



MALE
54%



FEMALE
46%

HITS FROM 213 OUT OF 215 COUNTRIES

CONTENT



BLOG POSTS
+180



WEBINARS
+35



AUTHORS
+125



PODCASTS
+12



CONFERENCES
4

SOCIAL MEDIA



FOLLOWERS
+9 000



FOLLOWERS
+1 700



FOLLOWERS
+1 000



SUBSCRIBERS
+10 000