

**A MUST-ATTEND DESIGN  
INDUSTRY EVENT!**

# 2024 LEAN IN DESIGN FORUM

May 1-2, 2024 – Chicago, IL  
The Palmer House Hilton  
17 E Monroe Street  
Chicago IL 60603

**#LCIDesign24**



Lean  
Construction  
Institute

Transforming Design and Construction

**[www.leanconstruction.org/DesignForum24](http://www.leanconstruction.org/DesignForum24)**

# LEAN INTO DESIGN THINKING

The annual LCI Lean in Design Forum, in partnership with P2SL, is a unique event catered to the design industry where designers come together to learn about and advance Lean methods and approaches. Industry-leading design practitioners will present on how Lean techniques free up time for creative decision-making and innovative problem-solving on current topics affecting the design community. The Forum will target its education on bigger thinking within the design industry – no longer separating the different phases of the design process but focusing on all design phase work and all individuals associated with design work.

Attendees at the 2024 LCI Lean in Design Forum will bring together leading design and architecture firms, engineering firms, pre-construction leaders, individual practitioners, and others with a vital interest in the success of Lean approaches and tools in all phases of the design process.

Presentations will highlight the design process supporting projects/facilities that primarily serve people (hospitals, educational facilities, civic facilities, etc) as well as facilities that support a manufacturing process.

The LCI Lean in Design Forum offers educational opportunities for advanced learners as well as those who are newer to Lean thinking.

## WHY SPONSOR/EXHIBIT?

If you are seeking to introduce or reaffirm your company name and ideals in the Lean design community, the LCI Lean in Design Forum offers several valuable opportunities to meet your needs..

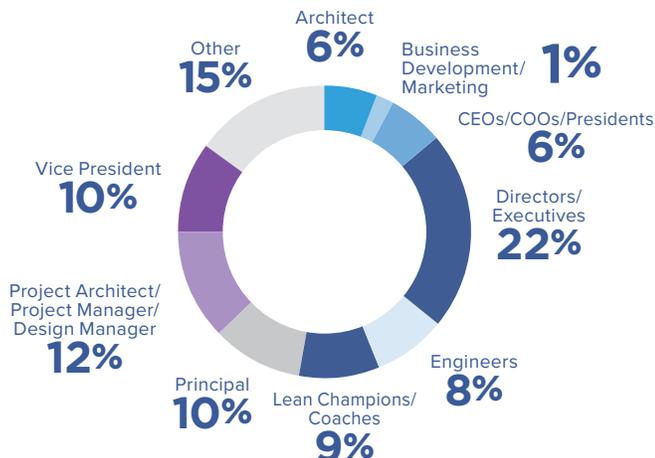
### By sponsoring/exhibiting at the 2024 Lean in Design Forum you will:

- increase face-to-face engagement for your company/organization in a targeted market;
- gain opportunities to communicate your company presence: On the LCI website, in the LCI Lean in Design Forum mobile app, in the “M (newsletter), and in Lean in Design Forum emails sent out to more than 2,000 people in the Lean design community,
- and make your value proposition known to your fellow owners, designers, trade partners, and general contractors within the Lean community by being featured on LCI’s website, social media channels, blog, and the Lean in Design Forum website.

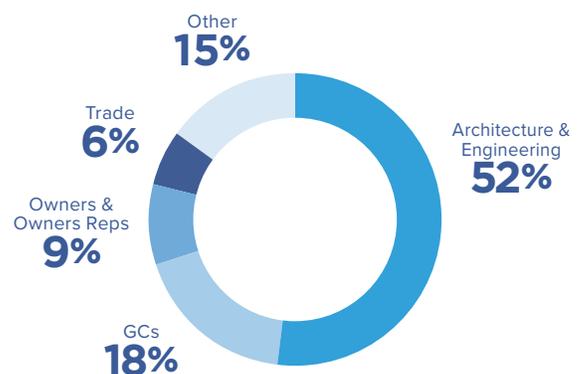
## WHO ATTENDS THE LCI LEAN IN DESIGN FORUM?

Decision-makers from the design industry attend the Lean in Design Forum to engage on the latest Lean products and practices. Connect with the entire Lean design community, including owners, pre-construction firms, architects and engineers, 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 industry—the LCI Lean in Design Forum is a one-stop shop for Lean practitioners involved in all phases of the design process for a project.**



**BE A PART OF THE LEAN EVENT THAT FOCUSES ON COLLABORATION THROUGH ALL ASPECTS OF THE DESIGN PHASE!**

*Showcase your brand through sponsorship/exhibit opportunities at the LCI/P2SL 2024*

*Lean in Design Forum in Chicago, IL, May 1-2!*

# LEAN INTO DESIGN THINKING

2024 LEAN IN DESIGN FORUM SPONSORSHIP/EXHIBIT OPPORTUNITIES

## RECEPTION SPONSORSHIP (WED. EVENING) \$10,000

The 2024 Lean in Design Forum Reception gives attendees the opportunity to network with exhibitors and each other while enjoying food and drinks in a relaxed atmosphere. The reception is in the exhibit area and is open to all attendees.

Sponsor benefits:

1. Your company logo and tagline on signage throughout the reception venues (Wed. evening)
2. Bar with beer, wine, and soft drinks – passed and stationary appetizers
3. White cocktail napkins with your logo and tagline on napkin (one color) set out on refreshment stations throughout the reception venues (Wed. evening reception only)
4. One (1) complimentary registration for two days of the Design Forum (Wed. & Thu.)
5. A list of conference attendees who opt into third-party communications three weeks prior to and two weeks after the Event
6. Logo inclusion on sponsorship signage throughout Design Forum venue
7. Listing in Design Forum mobile app with logo and 75-word description
8. Name/logo recognition on LCI website, Design Forum emails, and the *LCI Update*

## COFFEE BREAK SPONSORSHIP(S) – TWO (2) SPONSORSHIPS AVAILABLE (THU.)

Exclusive \$10,000

Morning coffee break \$5,500

Afternoon coffee break \$6,500\*

Sponsor benefits:

1. Your company logo and tagline on signage throughout the coffee break(s) (Thu.)
2. White cocktail napkins with your logo and tagline on napkin (one-color) set out on refreshment stations throughout the coffee break(s) (Thu. – only for chosen break)
3. 8oz. coffee cups with your logo and tagline on cup (one-color; one-sided) set out on refreshment stations throughout the coffee break(s) (Thu. – only for chosen break)
4. A list of conference attendees who opt into third-party communications three weeks prior to and two weeks after the Event
5. Logo inclusion on sponsorship signage throughout Design Forum venue
6. Listing in Design Forum mobile app with logo and 75-word description
7. Name/logo recognition on LCI website, Design Forum emails, and the *LCI Update*

*\*Thu. afternoon coffee break will include snacks*

## SAFETY SPONSORSHIP (THU.) \$9,000

Sponsor benefits:

1. One (1) complimentary registration for two days of the Design Forum (Wed. & Thu.)
2. Ability to conduct 90-second safety moments at keynote and plenary sessions (Thu. morning and Thu. afternoon)
3. Name/logo on signage throughout keynote and plenary sessions and on the “big screens” as attendees enter room, plus inclusion on sponsorship signage throughout Design Forum venue
4. A list of conference attendees who opt into third-party communications three weeks prior to and two weeks after the Event
5. Listing in Design Forum mobile app sponsor section with logo and 75-word description
6. Name/logo recognition on LCI website, Design Forum emails, and the *LCI Update*

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# LEAN INTO DESIGN THINKING

2024 LEAN IN DESIGN FORUM SPONSORSHIP/EXHIBIT OPPORTUNITIES

## LEARNING SPONSORSHIP (WED.) \$8,000

Sponsor benefits:

1. Your company logo and tagline on signage throughout lunch and the coffee breaks (Wed.)
2. White cocktail napkins with your logo and tagline on napkin (one-color) set out during breakfast, lunch, and on refreshment stations throughout the coffee breaks (Wed. all day)
3. 8oz. coffee cups with your log and tagline on cup (one-color; one-sided) set out on refreshment stations throughout the coffee breaks (Wed.)
4. A list of conference attendees who opt into third-party communications three weeks prior to and two weeks after the Event
5. Logo inclusion on sponsorship signage throughout Design Forum venue and specialized signage naming your company as the Learning Sponsor on Learning Day (Wed.)
6. Listing in Design Forum mobile app with logo and 75-word description
7. Name/logo recognition on LCI website, Design Forum emails, and the *LCI Update*

## KEYNOTE SPEAKER SPONSORSHIP (THU.) \$8,000

Sponsor benefits:

1. One (1) complimentary registration for two days of the Design Forum (Wed. & Thu.)
2. Ability to introduce keynote speaker (120 seconds)
3. Name/logo on signage throughout plenary session and on the “big screens” as attendees enter room, plus inclusion on sponsorship signage throughout Design Forum venue
4. A list of conference attendees who opt into third-party communications three weeks prior to and two weeks after the Event
5. Listing in Design Forum mobile app sponsor section with logo and 75-word description
6. Name/logo recognition on LCI website, Design Forum emails, and the *LCI Update*

## LEAN IN DESIGN FORUM APP SPONSORSHIP \$7,500

Sponsor benefits:

1. One (1) complimentary registration for two days of the Design Forum (Wed. & Thu.)
2. Opportunity to design the splash screen of the app – the first page that people will see when the app is opened (must mention LCI Lean in Design Forum)
3. Permanent banner at the top of the app menu screen showing you as app sponsor
4. Dedicated app section for you as the sponsor – you can list all information about your company that you choose: your brand, your Lean journey, videos, handouts, etc.
5. A list of conference attendees who opt into third-party communications three weeks prior to and two weeks after the Event
6. Logo inclusion on sponsorship signage throughout Design Forum venue
7. Listing in Design Forum mobile app sponsor section with logo and 75-word description
8. Name/logo recognition on LCI website, Design Forum emails, and the *LCI Update*

## WI-FI SPONSORSHIP \$5,000

Sponsor benefits:

1. Sponsor company name (or another choice) as WIFI password
2. Signage throughout the venue including your company as WIFI sponsor with WIFI login information
3. One (1) complimentary registration for two days of the Design Forum (Wed. & Thu.)
4. A list of conference attendees who opt into third-party communications three weeks prior to and two weeks after the Event
5. Logo inclusion on sponsorship signage throughout Design Forum venue
6. Listing in Design Forum mobile app sponsor section with logo and 75-word description
7. Name/logo recognition on LCI website, Design Forum emails, and the *LCI Update*

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2024 LEAN IN DESIGN FORUM SPONSORSHIP/EXHIBIT OPPORTUNITIES

## LANYARD SPONSORSHIP \$5,500

**This high-visibility exclusive sponsorship puts your company's name/logo/tagline (full-color) on the lanyards worn by all attendees. Lanyard is double-sided.**

Sponsor benefits:

1. A list of conference attendees who opt into third-party communications three weeks prior to and two weeks after the Event
2. Logo inclusion on sponsorship signage throughout Design Forum venue
3. Listing in Design Forum mobile app sponsor section with logo and 75-word description
4. Name/logo recognition on LCI website, Design Forum emails, and the *LCI Update*

## GOLD LEVEL SPONSORSHIP \$1,500

Sponsor benefits:

1. One (1) complimentary registration for two days of the Design Forum (Wed. & Thu.)
2. A list of conference attendees who opt into third-party communications three weeks prior to and two weeks after the Event
3. Logo inclusion on sponsorship signage throughout Design Forum venue
4. Listing in Design Forum mobile app sponsor section with logo and 75-word description
5. Name/logo recognition on LCI website, Design Forum emails, and the *LCI Update*

## SILVER LEVEL SPONSORSHIP \$850

Sponsor benefits:

1. One (1) complimentary registration for one (1) full day of the Design Forum (Wed. or Thu.)
2. A list of conference attendees who opt into third-party communications three weeks prior to and two weeks after the Event
3. Logo inclusion on sponsorship signage throughout Design Forum venue
4. Listing in Design Forum mobile app sponsor section with logo and 75-word description
5. Name/logo recognition on LCI website, Design Forum emails, and the *LCI Update*

## ADVERTISING SPONSORSHIP \$350\*

Sponsor benefits:

1. Logo inclusion on sponsorship signage throughout Design Forum venue
2. Listing in Design Forum mobile app sponsor section with logo and 75-word description
3. Name/logo recognition on LCI website, Design Forum emails, and the *LCI Update*

*\* A list of conference attendees who opt into third-party communications three weeks prior to and two weeks after the Event can be added to your sponsorship for an additional \$75.*

## EXHIBIT TABLE (8 TABLES AVAILABLE)\*

**LCI Corporate Members \$900**

**All others \$1,500**

**The Exhibit Hall will be open during the reception on Wed. and all day on Thu. All exhibit spaces come with a draped and skirted 6' table, two chairs, a wastebasket, WIFI, and two exhibitor only registrations.\*\* Electricity and any extra AV equipment must be purchased through the designated hotel vendors. Exhibit tables are assigned on a first-come first-served basis.**

Exhibitor benefits:

1. A list of conference attendees who opt into third-party communications three weeks prior to and two weeks after the Event
2. Logo inclusion on exhibitor signage in front of Exhibit Hall
3. Listing in Design Forum app exhibitor section with logo and 75-word description
4. Booth number and location linked to Exhibit Hall map in Design Forum mobile app
5. Name/logo recognition on LCI website, Design Forum emails, and the *LCI Update*

*\*Exhibit tables do not come with a Lean in Design Forum conference registration*

*\*\* Extra exhibitor only registrations may be purchased for \$25/each*

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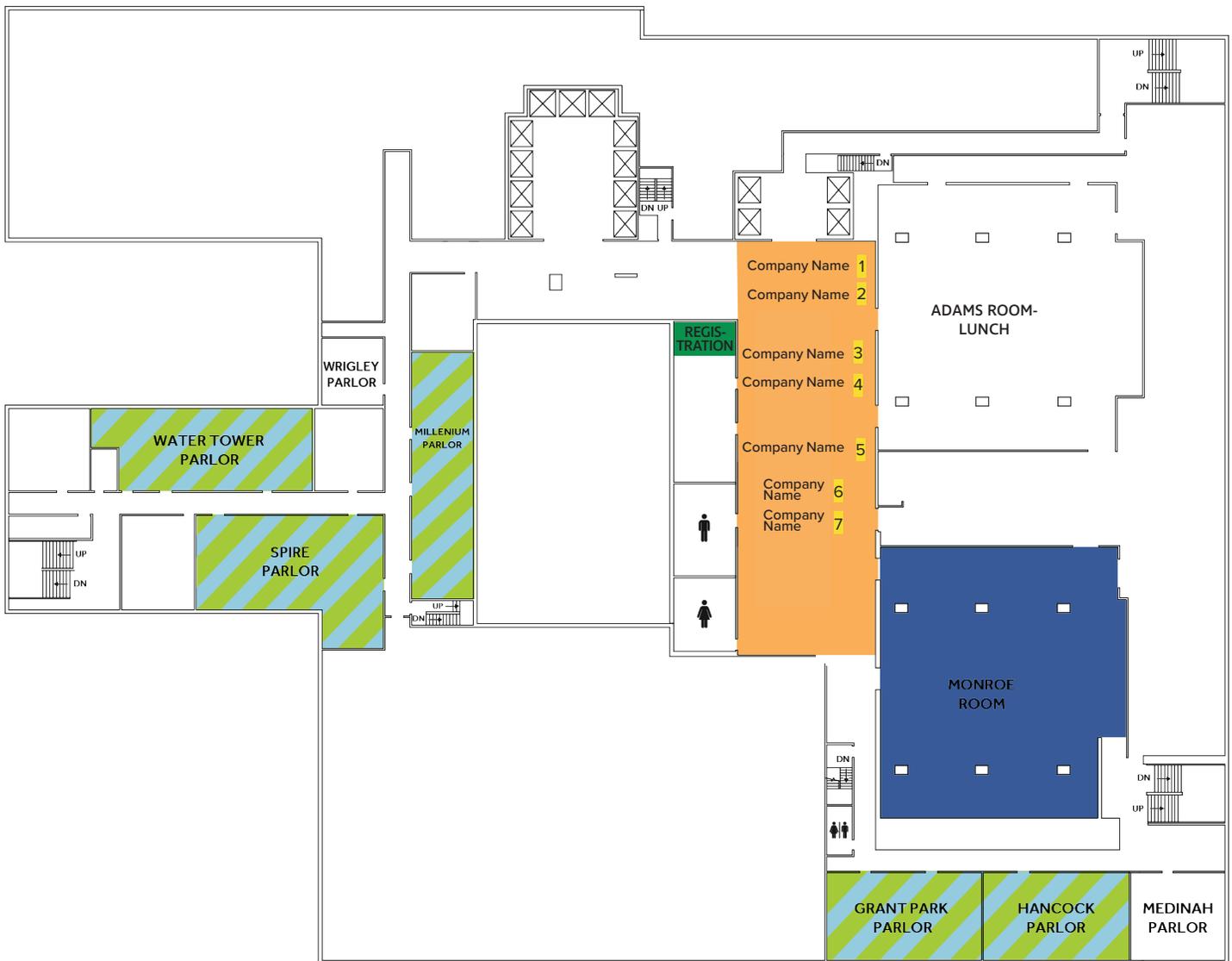
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# LEAN IN DESIGN FORUM MAY 1-3

## LEAN INTO DESIGN THINKING

## Exhibit Hall map

### SIXTH FLOOR



### KEY

- |                     |                |
|---------------------|----------------|
| ■ General Sessions  | ■ Exhibits     |
| ■ Learning Sessions | ■ Registration |
| ■ Roundtables       | ■ Reception    |



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