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# LEAN IN THE FIELD

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Lean Construction Blog Virtual Conference

September 16, 2020 • 09AM - 5PM PDT • Online

# LEAN CONSTRUCTION IN THE FIELD 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 100k annual visitors and 200k 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 in 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 Lean Construction in the field conference is a practitioner-led event and will showcase some of the best practices of applying Lean Construction in the field. This conference is designed to help people working in the construction site including superintendents, project managers, project engineers, and field crew learn Lean practices so that they can improve: the efficiency, effectiveness, and safety of their projects.

The speakers list includes 16 internationally-renowned Lean Construction practitioners who are leaders in the industry and in their respective companies. The conference will also feature a panel of superintendents as well as international consultants to share stories and compare best practices from around the world.

## WHY SPONSOR?

- 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, blog sidebar, sponsor page and conference page
- Be featured with an article on the blog Lean tools page
- Opportunity to pitch your company during the conference and our monthly webinars

# SPONSORSHIP PACKAGES



## DIAMOND SPONSOR

**\$5,000**

- A recorded 60s video that plays in-between sessions or a live pitch
- Logo inclusion in virtual session “waiting room”
- Name/logo visible throughout the live event
- Five (5) complimentary tickets for the conference
- A 15% off coupon code to share with your members
- Receive a list of conference attendees who opt in to third-party communications
- Name/logo recognition on conference website, e-mails and updates
- Annual Diamond sponsorship of the Lean Construction Blog, including logo on the blog sidebar, sponsor page, social media channels, weekly newsletter and monthly webinars
- Square and banner ads for your company in the blog site
- An article about your company in our Lean tools page

## GOLD SPONSOR

**\$3,000**

- A recorded 45s video that plays in-between sessions
- Logo inclusion in virtual session “waiting room”
- Name/logo visible throughout the live event
- Three (3) complimentary tickets for the conference
- A 10% off coupon code to share with your members
- Name/logo recognition on conference website, e-mails and updates
- Annual Gold sponsorship of the Lean Construction Blog, including logo on the blog sidebar, sponsor page, social media channels, weekly newsletter

## SILVER SPONSOR

**\$1,000**

- Logo inclusion in virtual session “waiting room”
- Name/logo visible throughout the live event
- Two (2) complimentary tickets for the conference
- Name/logo recognition on conference website, e-mails and updates
- Annual Silver sponsorship of the Lean Construction Blog, including logo on the blog sidebar, sponsor page and weekly newsletter

# LEAN CONSTRUCTION BLOG METRICS



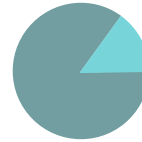
## BLOG SITE



UNIQUE  
VISITORS  
**+275 000**



PAGE  
VIEWS  
**+650 000**

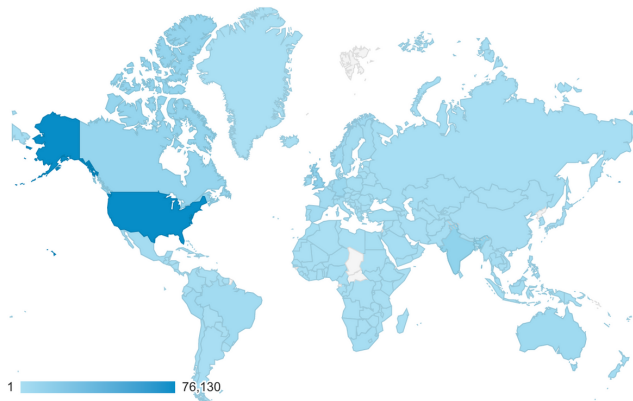


RETURN  
VISITORS  
**40%**



TIME ON  
SITE  
**00.01.40**

## 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  
**+5000**



FOLLOWERS  
**+1500**



FOLLOWERS  
**+1000**



SUBSCRIBERS  
**+9000**