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EXPANDING THE  
FOOTPRINT OF  
OFFSITE CONSTRUCTION  
WITH

**IN-PERSON EVENTS  
WEBINARS  
INTERVIEWS  
& MORE**

[WWW.OFFSITECONSTRUCTIONNETWORK.COM](http://WWW.OFFSITECONSTRUCTIONNETWORK.COM)



**2023 MEDIA KIT**



# WHAT IS THE OFFSITE CONSTRUCTION NETWORK?

The Offsite Construction Network includes multiple in-person events and a rapidly growing digital hub of all things offsite.

## IN PERSON

All four in-person Offsite Construction Network events in 2023 will feature exhibits from offsite construction manufacturers and contractors, traditional contractors that have integrated offsite methods, offsite factories, transportation companies, architects, engineers, BIM suppliers, materials suppliers, and consultants of all types of offsite construction processes.

Additionally, these live events will provide educational insights into offsite construction with multiple speakers, presentations, and several hours of dedicated exhibit time.

## ON DEMAND

In addition to live events, the Offsite Construction Network provides exclusive online content throughout the year on its revamped and expanded website, [offsiteconstructionnetwork.com](https://offsiteconstructionnetwork.com).

Featuring educational webinars, interviews and insights from notable industry leaders, and a wide variety of articles and resources, the Offsite Construction Network provides the perfect platform for building brand awareness and supporting offsite construction.



## WHY SPONSOR?

**Reach all facets of the offsite construction industry online and in-person!**

Sponsor the Offsite Construction Network and/or exhibit at its events to spread awareness of your company to architects, contractors, developers, owners, engineers, procurement officials, and policymakers already interested in learning more about offsite construction systems.

**With a constantly-updated website, regularly-scheduled webinars, and multiple in-person events,** sponsors will receive year-round exposure and opportunities to connect with offsite professionals around the country.

If your company supplies the construction industry with offsite systems, *you should sponsor the Offsite Construction Network.*

**There is simply no greater opportunity to reach key decision makers in the offsite construction industry.**

## WHY NOW?

## OFFSITE IS BOOMING

And it's easy to understand why. According to a 2020 survey by Dodge Data & Analytics, seven specific aspects of construction project delivery have been positively impacted through the use of offsite and modular construction. At the top of the list were improvements to productivity, quality, and schedule certainty.<sup>1</sup>

The charts below detail how architects/engineers, GCs/CMs, and trade contractors measure the top impacts of modular construction.<sup>1</sup>

### Architects/Engineers (% Reporting Medium, High, or Very High Contribution)

#### Improved Quality



#### Increased Schedule Certainty



#### Improved Productivity



### GCs/CMs (% Reporting Medium, High, or Very High Contribution)

#### Improved Productivity



#### Increased Schedule Certainty

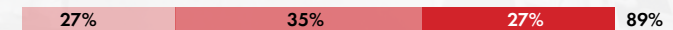


#### Improved Quality

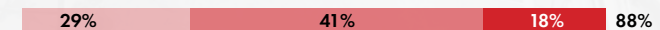


### Trade Contractors (% Reporting Medium, High, or Very High Contribution)

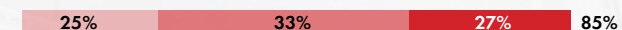
#### Improved Productivity



#### Increased Quality



#### Increased Schedule Certainty



1. Dodge Data & Analytics. SmartMarket Report: Prefabrication and Modular Construction 2020.



## WHY CHOOSE THE OFFSITE CONSTRUCTION NETWORK?

*We've run successful offsite industry events across the country since 2015, and now we're broadening our focus to include curated industry news and exclusive digital content.*

From in-person events to enlightening video interviews to in-depth articles to educational webinars, the Offsite Construction Network is quickly becoming a complete, multifaceted resource for anyone involved or interested in the offsite construction industry.

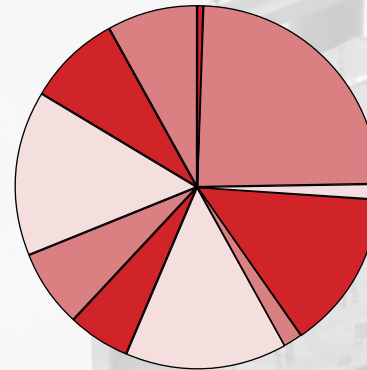
With the welcomed return of our full slate of in-person events and the expansion of our website, now is the time for your company to take full advantage of the Offsite Construction Network.

**The numbers speak for themselves.**

## IN-PERSON

### ATTENDEES BY TYPE

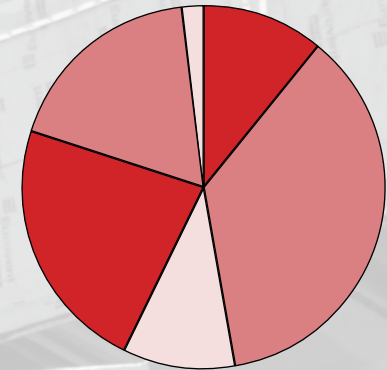
DATA FROM 2022



DESIGN PROFESSIONAL: 25%  
DEVELOPER: 14%  
GOVERNMENT OFFICIAL: 14%  
OFFSITE FACTORY/  
MANUFACTURER: 14%  
SUPPLIERS OF PRODUCTS/SERVICES: 13%  
MANUFACTURER/PROVIDER OF  
TRADITIONAL CONTRACTORS: 10%  
ACADEMIC/OTHER: 10%

### EXHIBITORS BY TYPE

DATA FROM 2022



MATERIALS/SERVICES SUPPLIER: 54%  
MANUFACTURER/PROVIDER  
OF MODULAR & OFFSITE  
SOLUTIONS: 22%  
DESIGN PROFESSIONAL: 11%  
OFFSITE CONTRACTOR: 10%  
TRADITIONAL CONTRACTOR: 2%

## ON DEMAND

DATA COMPARES OFFSITECONSTRUCTIONNETWORK.COM 2022 VS 2021

▲ **1082%** Since relaunching our website, we've registered a **1082% increase in traffic**

▲ **200%** These users are spending **200% more time on site**, a direct measure of engagement

**7,000+** Over **7,000 verified email addresses** of past event attendees, exhibitors, and industry contacts



# IN PERSON

Each live Offsite Construction Network event provides attendees, sponsors, and exhibitors the opportunity to connect with—and learn from—established leaders and rising stars of the offsite construction industry.

## SPONSORSHIP OPPORTUNITIES

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### Morning Coffee

USD \$1,500

Includes: 1 sponsor registration for a live event, signage onsite, logo on website and logo in printed event program

### Name Badge

USD \$2,000

Includes: 2 sponsor registrations for a live event, logo on badge, logo on website plus logo in printed event program

### Lunch

USD \$5,000

Includes: 2 sponsor registrations for a live event, signage onsite, logo on event webpage, logo in printed event program

### Case Study Presenters

USD \$2,000

Includes: 2 sponsor registrations for any event, recognition onsite by emcee, logo on one live event website, and logo in that event's printed program

### Awards

USD \$2,000

Includes: linked logo on the Offsite Construction Awards webpage and digital promos, plus signage and spoken recognition at the Awards ceremony

### Program Insert

USD \$2,000

Includes: 2 sponsor registrations for a live event, logo on event webpage, logo in that event's printed program

### Networking Reception

USD \$2,000

Includes: 2 sponsor registrations, signage onsite, logo on event website, recognition onsite by emcee, logo in that event's printed program

### General

USD \$500

Includes: logo on one event webpage and logo in that event's printed program



# ON DEMAND

Offsiteconstructionnetwork.com provides year-round education about all facets of the offsite construction industry and constant exposure for its supporting companies.

With instant access to webinars, interviews, and articles, plus a popular e-newsletter full of breaking news and events, offsitesconstructionnetwork.com is quickly becoming the online hub of the offsite construction industry.

## SPONSORSHIP OPPORTUNITIES

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### Industry Stakeholder

USD \$5,000

Establish your company as a key stakeholder in the offsite industry by partnering with the Offsite Construction Network.

For a 1-year period, each Industry Stakeholder receives:

- linked logo on each live event page
- linked logo on the homepage for 12 months
- 2 attendee registrations for one in-person event
- a custom-built virtual expo page on our website that can include links, videos, PDFs, and more
- 6 posts on our social channels that drive traffic to your custom-built page
- a promoted interview with executive director Tom Hardiman
- a promoted webinar hosted on the Offsite Construction Network website

### Offsite Weekly

USD \$5,000

Sponsor our weekly e-newsletter and reach our growing audience of over 7,000 offsite professionals. Each issue focuses on industry news, exclusive content, virtual expo pages, and event updates. Sponsors receive linked logo placement for 12 months.

### Custom E-blasts

USD \$2,000

Take full advantage of our list of over 7,000 past event attendees and industry contacts. With flexible scheduling and KPI reporting, these custom eblasts can drive attention when you need it most.

### Offsite Insights

USD \$1,500

In this new highly-promoted interview series, executive director Tom Hardiman speaks to leaders from across the offsite construction industry. Sponsors receive logo placement and spoken recognition in 4 episodes and a linked logo on the Offsite Insights landing page for 6 months.

# ON DEMAND

## SPONSORSHIP OPPORTUNITIES CONTINUED

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### Site Sponsor

USD \$1,000

Build your company's brand and show your support of the offsite construction industry. Includes your company's logo on the Offsite Construction Network's homepage for 12 months, plus an entire customized webpage page that we build and promote all year long.

#### TERMS, CONDITIONS, CANCELLATIONS

**Terms:** Payment for each ad is required in US funds. Full payment, artwork and/or logo must arrive at Offsite Construction Network headquarters no later than the due dates specified.

**Commissions:** None

**Cancellations:** Cancellations or changes must be made in writing and will not be accepted after closing dates.

Advertising contracts subject to rate change upon notice. Contracts may be cancelled at the time rate change is effective without incurring a short-rate. Advertisers not fulfilling contract obligations will be short-rated. Publisher reserves the right to reject any ad. Advertisers agree to indemnify and protect the publisher from claims or expenses resulting from the unauthorized use of names, photographs, drawings, or words protected by copyright or registered trademark. The publisher is not liable for delivery delays or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental agency, fire, flood, insurrection, riot, explosion, embargo, strike, weather legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting publishing or delivery in any way.



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