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EXPANDING THE  
FOOTPRINT OF  
OFFSITE CONSTRUCTION  
WITH

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

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



**2022 MEDIA KIT**



# WHAT IS OSCE?

**The Offsite Construction Expo (OSCE) offers a focused presentations of the abilities of offsite construction across all markets.**

## IN PERSON

All three in-person events in 2022 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 Expo provides exclusive online content throughout the year on its revamped and expanded website, [offsiteconstructionexpo.com](https://offsiteconstructionexpo.com).

Featuring regular educational webinars, interviews and insights from notable industry leaders, and a wide variety of articles and resources, OSCE 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 and/or exhibit at the Offsite Construction Expo to spread awareness of your company to architects, owners, developers, contractors, 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 Expo.*

**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>

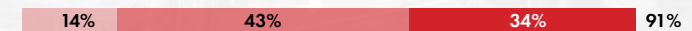
The charts below detail how architects/engineers, GCs/CMs, and trade contractors measure the top impacts of modular construction.<sup>1</sup>

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

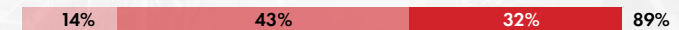
#### Improved Quality



#### Increased Schedule Certainty



#### Improved Productivity



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

#### Improved Productivity



#### Increased Schedule Certainty

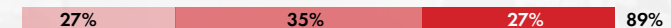


#### Improved Quality



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

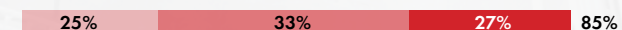
#### Improved Productivity



#### Increased Quality



#### Increased Schedule Certainty



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



## WHY OSCE?

*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 hosted video interviews to in-depth articles to educational webinars, the Offsite Construction Expo is quickly becoming a complete, multifaceted resource for anyone involved or interested in the offsite construction industry.

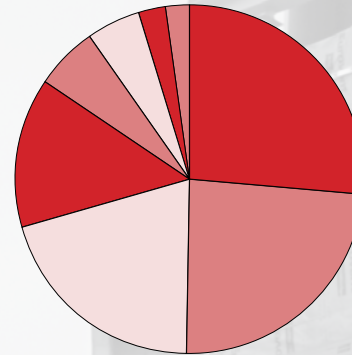
With the welcomed return of our full slate of in-person events and the expansion of our website, now is the time for your company to take full advantage of the Offsite Construction Expo.

**The numbers speak for themselves.**

## IN-PERSON

### ATTENDEES BY TYPE

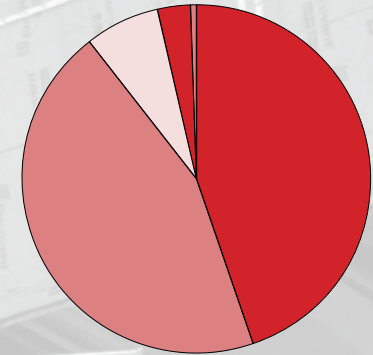
DATA FROM 2019; TOTAL 429 ATTENDEES



OWNER/DEVELOPER: 113  
CONTRACTOR: 101  
DESIGN PROFESSIONAL: 87  
SUPPLIERS OF PRODUCTS/SERVICES: 58  
MANUFACTURER/PROVIDER OF  
MODULAR & OFFSITE SOLUTIONS: 25  
ACADEMIC: 21  
GOVERNMENT/OTHER: 11  
FINANCIAL INSTITUTION: 9

### EXHIBITORS BY TYPE

DATA FROM 2019; TOTAL 199 EXHIBITORS



MANUFACTURER/PROVIDER  
OF MODULAR & OFFSITE  
SOLUTIONS: 89  
SUPPLIER: 89  
DESIGN PROFESSIONAL: 14  
ASSOCIATION: 6  
GOVERNMENT: 1

## ON DEMAND

DATA COMPARES OFFSITECONSTRUCTIONEXPO.COM 1Q 2022 VS 1Q 2021

- ▲ **310%** Since relaunching our website, we've registered a **310% increase in users**
- ▲ **346%** These users are spending **346% more time on site**, a direct measure of engagement
- ▼ **54%** As a result, our organic **bounce rate has dropped 54%**



# IN PERSON

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

In addition, every in-person OSCE event is coupled with a complementary digital event held on our exclusive online event platform.

## SPONSORSHIP OPPORTUNITIES

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### Morning Coffee

USD \$1,500

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

### Name Badge

USD \$2,000

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

### Lunch

USD \$5,000

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

### Case Study Presenters

USD \$2,000

Includes: 2 sponsor registrations for any OSCE event, recognition onsite by emcee, logo on the OSCE event website, and logo in printed event program

### Awards

USD \$2,000

Includes: linked logo on OSCE Awards webpage and digital promotions, plus signage and spoken recognition at the OSCE Awards ceremony

### Program Insert

USD \$2,000

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

### Networking Reception

USD \$2,000

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

### General

USD \$500

Includes: logo on OSCE event webpage and logo in printed program





# ON DEMAND

The OSCE website, [offsiteconstructionexpo.com](http://offsiteconstructionexpo.com), provides year-round education about all facets of the offsite construction industry and constant exposure for its supporting companies.

With on-demand access to webinars, interviews, and articles, plus access to each in-person OSCE event, [offsiteconstructionexpo.com](http://offsiteconstructionexpo.com) will quickly become the online hub of the offsite industry.

## SPONSORSHIP OPPORTUNITIES

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### Industry Stakeholder

USD \$7,500

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

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

- linked logo on each live event page for 12 months
- linked logo on the OSCE homepage for 12 months
- 25% off in-person booths at each event
- 2 sponsor registrations for one in-person OSCE event
- a custom-built page on OSCE's website that can include links, videos, PDFs, and more
- 12 posts on OSCE's social channels that drive traffic to your custom-built page
- sponsorship recognition at all OSCE events
- exclusive year-round content marketing
- a promoted interview with OSCE executive director Tom Hardiman
- a promoted webinar hosted on the OSCE website

### Industry Supporter

USD \$3,500

Build your brand awareness by sponsoring OSCE's live events, website, and webinars.

Each Industry Supporter receives:

- linked logo on each live event page for 12 months
- linked logo on the OSCE homepage for 12 months
- 10% off in person booths at each event
- 1 sponsor registration for an in-person OSCE event
- 6 posts on OSCE's social channels that drive traffic to your website
- a promoted interview with OSCE executive director Tom Hardiman
- webinar opportunities throughout the year

### Cornerstone Content

USD \$1,500

These pages—which describe the many facets of offsite construction—form the foundation of OSCE website.

Each 12-month sponsorship includes a linked logo, 50 words of descriptive text, and year-round social promotion.

# ON DEMAND

## SPONSORSHIP OPPORTUNITIES CONTINUED

### 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 10 episodes and a linked logo on the Offsite Insights landing page for 6 months.

### Offsite Weekly

USD \$5,000

Sponsor OSCE's weekly e-newsletter and reach our growing audience of over 6,000 offsite professionals. Each e-newsletter focuses on industry news, exclusive articles, 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 6,000 past OSCE event attendees and industry contacts by sending a custom email that funnels traffic directly to your company. With flexible scheduling and KPI reporting, these custom eblasts can drive attention when you need it most.

### Site Sponsor

USD \$1,000

Build your company's brand and show your support of the offsite construction industry. Includes a linked logo on the OSCE homepage for 12 months.

#### TERMS, CONDITIONS, CANCELLATIONS

**Terms:** Payment for each ad is required in US funds. Full payment, artwork and/or logo must arrive at OSCE 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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