**Attendance ROI Toolkit**

The 2023 International Summit & Exhibition on Health Facility Planning, Design & Construction (PDC Summit) is the largest and longest running event for health care planning, design and construction management professionals.

The PDC Summit connects health care business and clinical leaders with designers, construction decision-makers and policy professionals as well as other aligned stakeholders. Together, over 3,000 attendees plan for the rapidly changing future of health care through real-world collaboration to create and maintain safe healing environments.

To make the most of your experience, and to help provide tangible value of your attendance, use the following attendance return on investment (ROI) toolkit to set goals and clearly define objectives so you can easily parallel your organization’s investment with all the ways you and your organization will benefit.



**Top Areas of Direct Involvement**

**28%** Construction Management/Consulting

**24%** Architecture

**14%** Health Care Facility Engineering

**10%** Health Care Facility Administration

**8%** Design

**5%** Facility Operations

**2%** Sales & Marketing

**2%** Education

**1%** Plant Operations/Management

**1%** Safety Management

**1%** Energy Management

**1%** Facility Management (Non-Health Care)

**5%** Other

86% **of attendees are at the management level or above**

82% **of attendees are involved in the purchasing decisions for their organization**

**Top 20 Products & Services of Interest**

1. Architecture/Engineering/Consulting
2. Fire/Life Safety
3. Infection Prevention
4. HVAC Systems
5. Energy Management
6. Building Controls
7. Safety & Security
8. Lighting Systems
9. Medical Gas & Equipment
10. Construction Equipment/Roofing Services
11. Interior Finishes/Furnishings
12. Facility Equipment/Boilers/Chillers
13. Compliance Solutions
14. Electrical and Power Systems
15. Signage/Wayfinding
16. Plumbing Products
17. Water Systems
18. Asset Management
19. Communication Systems
20. Environmental Services

**Attendance Benefits**

**Justification Letter Worksheet #1**

***How to use****:* Respond to the prompts on this page to compile key data points and information to include in an attendance justification letter to your supervisor (also included in this toolkit).

Codes & Standards

What topics related to code and standards compliance is our organization trying to better understand?

|  |
| --- |
|  |

Learning Opportunities

What three learning opportunities can I find or create (a session, a speaker, a person to meet, topic to learn more about, etc.)?

|  |
| --- |
|  |

Emerging Innovations, Technologies & Techniques

What three emerging innovations, technologies and techniques can I learn more about to help support the work my organization does?

|  |
| --- |
|  |

**Attendance Benefits**

**Justification Letter Worksheet #2**

***How to use****:* Fill in the lists on this page to compile key partnership opportunities to include in an attendance justification letter to your supervisor (also included in this toolkit).

Current Suppliers/Clients

List your organization’s current suppliers that will be exhibiting at the 2023 PDC Summit and your goals for interactions with them while attending the event.

|  |  |  |  |
| --- | --- | --- | --- |
| Supplier/Client | Relationship-Building Goal | Current Product Education Goal | Problem-Solving Goal |
|  |  |  |  |
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|  |  |  |  |
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|  |  |  |  |

Potential Suppliers/Clients

List the potential suppliers your organization is considering working with that will be exhibiting at the 2023 PDC Summit and your goals for interactions with them while attending the event.

|  |  |  |  |
| --- | --- | --- | --- |
| Supplier/Client | Relationship-Building Goal | Current Product Education Goal | Problem-Solving Goal |
|  |  |  |  |
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Justification Letter Template

***How to use****:* Update all highlighted sections using the information you formulated in worksheets #1 and #2 to customize this letter for your boss. Make sure to delete anything that isn’t applicable to you (these instructions included) and remove the highlights before you send.

<*DATE*>

Dear <*SUPERVISOR’S NAME*>,

I am seeking your support for my attendance at the **2023 International Summit & Exhibition on Health Facility Planning, Design & Construction (PDC Summit)**. The PDC Summit is the industry’s largest and longest running premiere event, bringing together over 3,000 health care professionals to discuss urgent and emerging trends related to health care planning, design and construction. No other conference brings together such an extensive critical mass of health care decision-makers to connect with health care business, clinical leaders, policy professionals as well as other aligned stakeholders like the PDC Summit. This year’s event is being held **March 12-15, 2023 in Phoenix, AZ**.

Attendance Costs

I estimate the total cost to attending the 2023 PDC Summit to be *<$ TOTAL>*

* Estimated travel costs: *<$ ESTIMATED TRAVEL COSTS>*
* Estimated hotel/lodging costs: *<$ ESTIMATED LODGING COSTS>*
* Estimated meals/food costs: *<$ ESTIMATED LODGING COSTS>*
* Registration fee: $850 (member)/$1,050 (nonmember) for

Early bird registration before January 13, 2023 and $1,050/$1,250 after. 

* One-year membership: For an additional $200 I can add on a

one-year ASHE membership, which will benefit my career and organization year-round. PLUS it locks in member pricing immediately. [Learn more.](https://www.ashe.org/ashe-membership)

Attendance Benefits

**Gaining Insights on Code Compliance & Policy Changes Important to Our Organization**

In the highly regulated environment of health care planning, design and construction, face time with policymakers and regulatory experts is integral to effectively navigating our organization’s compliance activities. No other event connects its attendees with such a wide array of policy and code experts from organizations such as DNV Healthcare, The Joint Commission, ACHC, FGI, NFPA, ASHRAE, ASHE and more to share insights on specific questions as part of the PDC Summit’s Compliance Lounge, where representatives from these groups are available to respond to specific questions brought to them by conference attendees. My participation at this event will give me an opportunity to discuss our organization’s questions related to <*INSERT APPLICABLE CODE, STANDARDS, COMPLIANCE TOPIC>* with a representative from<*INSERT APPLICABLE COMPLIANCE ORGANIZATION>*.

Extending Our Organization’s Learning & Development Dollars

By registering for the 2023 PDC Summit, I will be able to attain more than 15 CECs by attending sessions in targeted learning tracks such as The Evolving Business of Health Care Delivery, Policy Decisions and Regulatory Compliance Sustainability & Environmental Impact and Managing Risk with Resiliency, which are directly applicable to the work that I do for our organization. Many of the sessions focus on <*SELECT APPLICABLE TOPICS: XX*>.

Specifically, I am looking forward to learning more about *<INSERT APPLICABLE LEARNING TOPIC>* which will help me be more effective at *<INSERT SPECIFIC PROJECTS, RESPONSIBILITIES>*.

I am also committed to bringing knowledge back to our team, with the PDC Summit providing me with the tools to document key takeaways, access to presentation materials, and the chance to connect with presentation speakers to discuss the unique needs of our organization.

Finding Out More about Emerging Innovations, Technologies & Techniques

Technology is always advancing in the built environment and new solutions are being developed to help retrofit the existing environment. This is extremely important in health care when we have to maintain operations. Attending will give me the opportunity to see and ask questions about emerging technologies and techniques that may prove to be extremely useful to us in the future.

Specifically, I am looking forward to learning more about *<INSERT EMERGING TECHNOLOGY/TECHNIQUE>*, which will help our organization become more effective at *<INSERT SPECIFIC POTENTIAL GAINS BY ADOPTION OF THIS TECHNOLOGY/TECHNIQUE>*.

Connecting with Current and Potential Suppliers

Since its inception in 1987, the PDC Summit has been and continues to be the biggest exhibition for products and services related to health care planning, design and construction , with representatives from over a hundred market suppliers focused on architecture, fire/life safety, infection prevention, HVAC systems, energy management and more, all in one place. The summit’s exhibition floor represents the most cost-effective opportunity for our organization to connect with current suppliers and gain insights on potential suppliers as we consider upcoming capital projects.

While attending the 2023 PDC Summit, I will have an opportunity to meet with our current suppliers *<INSERT CURRENT SUPPLIERS AND REASONS TO MEET>* as well as connect with potential suppliers *<INSERT POTENTIAL SUPPLIERS AND REASONS TO MEET>*.

My suggestion is that we review the event’s exhibitor list and meet beforehand to discuss how we might engage some of these consultants or vendors that could offer solutions down the road.

Testimonials from Attendees at the 2022 PDC Summit

In addition to the information above that highlights the reasons why my attendance at the 2023 PDC Summit will benefit our organization, I wanted to share with you some testimonials from professionals in our field who attended the 2022 event describing the value they could apply to their organization’s work through their participation in the event.

*<INSERT APPLICABLE TESTIMONIALS, choose from below>*

Thank you for your consideration. I look forward to your reply.

Sincerely,

<*YOUR NAME*>

AORN Journal - Wiley Online LibraryNursing Institute for Healthcare Design

**2022 Attendee Testimonials**

Include applicable testimonials that highlight the benefits realized by professionals who attended the 2022 PDC Summit.

From Hospitals/Health Systems

* Especially in today’s dynamic market, it is important that the design teams and contractors we hire are knowledgeable of current design and construction issues and fully engaged in health care planning, design and construction. The PDC Summit is the perfect place to network with those truly interested in finding solutions to the evolving health care environment. –*Vice President, University Medical Center*
* Excellent conference, as always. Proud to be there. –*Director, Facilities Engineering Design & Construction, Hospital*
* Code updates are always great to understand and have a chance to review with experts

to get additional perspectives. –*Executive Director, Design & Construction, Health System*

* I have a list of follow-up tools to derive and apply to current projects. –*Assistant Vice*

*President Planning & Design, Health System*

* I found connections to a community that can help! –*Vice President of Plant Operations,*

*Academic Medical Center*

* The sessions on infection control risk assessments (ICRA) were great. I handle

construction projects that are affected by filling these out properly –*Project Manager, Hospital*

From Architecture Firms

* This was a great vendor event. Very approachable, fun and informative. –*Architect*
* The keynote speaker was very inspirational. I plan to use many of the tools and ideas

in my collaborations with the project teams through all phases. –*Principal, International Design and Project Management Firm*

* Great info on sustainability to push other efforts forward. –*Associate, Architecture Firm*
* Plan to put supply chain and pre-fabrication approaches into immediate use. –*Principal,*

*Architecture Firm*

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From Construction/Contracting Firms

* The keynote speaker was fantastic. I will take lessons from his speech and work those

into my team and trade partner meetings. Collaboration and communication are key.–*Construction Superintendent, Construction Firm*

* The updates to FGI will be folded over into our logistical planning for future projects.

–*Healthcare Division Director, Integrated Construction/Development Firm*

* The information gained about design metrics to rightsize your project in order to cut down on gross building square footage will be very beneficial with upcoming projects. –*Project Executive, Commercial General Contractor and Construction Management Company*
* The ICRA 2.0 session was very useful. I particularly enjoyed the opening Keynote. I took a lot from learning new ways/places to think and innovate. –*Project Director, Privately Owned Construction Company*
* Learning about updated codes and standards will help me add value to a project. –*Senior Project Manager, General Contracting Company*
* The pre-conference workshop on Sunday was great. That was worth the trip. The deeper understanding of the life safety code really helped me. –*Project Executive, Construction Services Firm*

From Design/Engineering Firms

* Loved the keynote speaker. One of the best I've ever heard at any conference in my 30

years in the industry. –*Healthcare Business Developer, Manufacturing Company*

* Based on what I learned, we will organize our firm’s strategies for presenting

decarbonization as an issue to our clients. –*Managing Principal, Industrial Machinery Manufacturing Company*

* FGI updates related to behavioral health and outpatient environments were timely, as I'm directly involved in multiple projects in this realm. –*Lead Mechanical Consultant, Multinational Engineering and Design Firm*
* Session on prefabricated construction was an interesting approach to project delivery and is an option I expect to offer for consideration on future projects that I may not have been willing to before hearing the presentation. –*Healthcare Practice Leader, Full-Service Consulting Engineering Firm*

**2022 Exhibitors**

**Architecture/Engineering/Consulting**

3M Commercial Solutions Division

4Tower

AIA Academy of Architecture for Health

ALPA Construction

American College of Healthcare Architects (ACHA)

American Ultraviolet

Amico Corporation

ATG, a JLL company

Autodesk (ACS)

Clayco

Construction Management Association of America

Covalus

CSRS Inc

DIRTT Environmental Solutions

Door Control Services a DH Pace Company

dRofus Inc.

ER Healthcare

EXP, U.S. Services

Faithful+Gould

FCA

FreMarq Innovations

Gallo Mechanical Services

Getinge

Gordian

Grainger

Guldmann

Healthcare Building Solutions

Healthcare Trust of America, Inc.

Henderson Engineers

Hillrom

Hoar Construction

IMAGINiT Technologies

IMEDCO America

KAS Estimating Services, Inc.

M.J. Harris Construction Services, LLC

Marking Services Inc.

Mazzetti

Medical Construction & Design

mfPHD

Nabholz

Nexus Integra

Norva Plastics Inc

PDM Constructors / Durapods

Pevco

Precision AirConvey Waste & Linen Conveying

ProPharma Cleanrooms

PULLMAN

Realty Trust Group

Res-Tek, Inc.

Ross & Baruzzini

Serenus

Shen Milsom & Wilke

Shielding Construction Solutions, Inc.

SLD Technology, Inc.

Smith Seckman Reid Inc

STARC Systems

STERIS Corporation

Strongarm Healthcare

SurePods

Swinerton

TEG Architects

Terracon Consultants Inc.

Turner Construction Company

Unicel Architectural Corp.

Vanir Construction Management

Veregy

Veritas Medical Solutions

Waterguard

**Asset Management**

4Tower

AkitaBox

ATG, a JLL company

Bureau Veritas

Corporate Care

CSRS Inc

dRofus Inc.

Gordian

Grainger

Healthcare Trust of America, Inc.

Marking Services Inc.

Nexus Integra

OneEQ

Owens and Minor/Halyard

Schneider Electric

Scimedico

Skytron

STERIS Corporation

VITEC, Inc.

Waterguard

Watts Water Technologies

Wizard Software Solutions

**Building Controls**

ArchKey Solutions

Bender Inc.

BrainLit North America

Caleffi North America Inc.

Carrier Corporation

Daikin Applied

Distech Controls

Gallo Mechanical Services

Gordian

Grainger

Healthway

Henderson Engineers

HVAC Manufacturing and Technology

Legrand

Maxi-Therm Inc.

Nabholz

Nexus Integra

Pevco

SafeTraces, Inc.

Siemens

Watts Water Technologies

Z-Band Technologies

**Communication Systems**

Accu-Tech Corporation

ARC Facilities

ArchKey Solutions

Austco Healthcare Ltd.

Bender Inc.

Jeron Electronic Systems, Inc.

Kahua

Mesa Electronics, Inc.

Nexus Integra

Pevco

Remar Technologies Group

Schneider Electric

Strongarm Healthcare

VITEC, Inc.

**Construction Equipment/Roofing/Services**

Abatement Technologies

Acoustiblok

ALPA Construction

American Ultraviolet

ATI Restoration

Brasfield & Gorrie

Construction Specialties

cover guard Protective Materials Division, Bainbridge International

Doxel

First Onsite

Gilbane Building Company

Grainger

Gripple Inc.

Hensel Phelps

Hoar Construction

IMEDCO America

IMI Hydronic Engineering Inc.

Kahua

LEMOINE

M.J. Harris Construction Services, LLC

McCarthy Building Companies, Inc.

Medlok / Smart Tap

mfPHD

MMC Contractors

Nabholz

PDM Constructors / Durapods

ProPharma Cleanrooms

Ra-Lin & Associates, Inc.

Res-Tek, Inc.

Serenus

Shielding Construction Solutions, Inc.

Skanska USA

STARC Systems

The Whiting-Turner Contracting Company

Tremco Roofing and Building Maintenance

Walsh Group

Waterguard

Watts Water Technologies

Western Specialty Contractors

**Electrical and Power Systems**

Accu-Tech Corporation

ArchKey Solutions

AVIAN FLYAWAY, INC

Bender Inc.

BrainLit North America

Eaton

Grainger

Hospitality Energy, LLC

Legrand

Louisiana Cat

ROSENDIN

Schneider Electric

Siemens

**Energy Management**

AAF Flanders

American Ultraviolet

Caleffi North America Inc.

Camfil Clean Air Solutions

Chem-Aqua, Inc.

Eaton

Gallo Mechanical Services

Grainger

Healthcare Trust of America, Inc.

Henderson Engineers

Hospitality Energy, LLC

Legrand

Mazzetti

Nabholz

Nexus Integra

Schneider Electric

Siemens

Solar Turbines

Unison Energy, LLC

Watts Water Technologies

**Environmental Services**

3M Commercial Solutions Division

Abatement Technologies

AVIAN FLYAWAY, INC

Bureau Veritas

Chem-Aqua, Inc.

Fresh-Aire UV

Grainger

HEPA Clean Specialty Products LLC

Hepacart

Joint Commission Resources

Nabholz

SafeTraces, Inc.

Tanknology

Terracon Consultants Inc.

UV Angel

Waterguard

**Facility Equipment/Boilers/Chillers**

Acoustiblok

Caleffi North America Inc.

Camfil Clean Air Solutions

Carrier Corporation

Chem-Aqua, Inc.

ChillMaster

Gallo Mechanical Services

Grainger

Healthway

Hepacart

Maxi-Therm Inc.

Milwaukee Valve Co.

MIURA AMERICA CO., LTD.

Nabholz

Nexus Integra

Precision AirConvey Waste & Linen Conveying

Siemens

SLIPNOT

Spirotherm, Inc.

STARC Systems

Waterguard

Watts Water Technologies

**Fire/Life Safety**

ASSA ABLOY Opening Solutions

ATG, a JLL company

Crown Fire Door Products, Inc.

Door Control Services a DH Pace Company

Fire Door Solutions

Grainger

Healthway

Henderson Engineers

Kolbi Pipe Marker Co.

Medlok / Smart Tap

Nabholz

National Guard Products, Inc.

Securitech

Siemens

Specified Technologies, Inc.

STARC Systems

**HVAC Systems**

AAF Flanders

AcornVac

Acoustiblok

Aerobiotix, Inc.

American Ultraviolet

Avidicare AB

Caleffi North America Inc.

Camfil Clean Air Solutions

Carrier Corporation

Chem-Aqua, Inc.

ChillMaster

Climate by Design International

Daikin Applied

Dynamic Air Quality Solutions

Fresh-Aire UV

Gallo Mechanical Services

Global Plasma Solutions

Grainger

Henderson Engineers

HVAC Manufacturing and Technology

IMI Hydronic Engineering Inc.

Nexus Integra

Pevco

Siemens

SLD Technology, Inc.

Tri-Dim Filter Corporation

Victaulic

**Infection Prevention**

3M Commercial Solutions Division

Abatement Technologies

American Ultraviolet

AVIAN FLYAWAY, INC

Avidicare AB

Bowman Dispensers

BrainLit North America

Camfil Clean Air Solutions

Chem-Aqua, Inc.

Construction Specialties

Dynamic Air Quality Solutions

ER Healthcare

Forbo Flooring Systems

GF Piping Systems

Global Plasma Solutions

Global Plasma Solutions

Grainger

Healthway

Henderson Engineers

HEPA Clean Specialty Products LLC

Hepacart

Hix Industries Inc.

ICP Medical | TEAM Technologies

ICRA Solutions, LLC

Legrand

LiquiTech, Inc.

mfPHD

Nexus Integra

Owens and Minor/Halyard

Paladin Healthcare LLC

PURO Lighting

SafeTraces, Inc.

Siemens

Skytron

SLD Technology, Inc.

STARC Systems

Strongarm Healthcare

UltraViolet Devices, Inc.

Unicel Architectural Corp.

UV Angel

Waterguard

Watts Water Technologies

**Interior Fixtures/Furnishings**

American Biltrite

American Ultraviolet

AquaDesign Manufacturing

Chem-Aqua, Inc.

cover guard Protective Materials Division, Bainbridge International

Forbo Flooring Systems

Grainger

HARMONY CARE LLC

Hillrom

Interface Americas, Inc.

La-Z-Boy Healthcare I Knu Comfort

LG Electronics USA, Inc

Lightglass Lighting

Norva Plastics Inc

Owens and Minor/Halyard

Paladin Healthcare LLC

PDM Constructors / Durapods

Precision AirConvey Waste & Linen Conveying

ProPharma Cleanrooms

Res-Tek, Inc.

Sky Factory

Skytron

SLIPNOT

Waterguard

**Lighting Systems**

Accu-Tech Corporation

American Ultraviolet

ArchKey Solutions

BrainLit North America

Cooper Lighting Solutions

Grainger

Healthcare Lighting

Henderson Engineers

Kenall Lighting

Legrand

Lightglass Lighting

Nexus Integra

Siemens

Sky Factory

Skytron

SLD Technology, Inc.

**Medical Gas and Equipment**

Hillrom

HSI (Hospital Systems, Inc)

Legrand

Lokring Medical Gas

MediTrac By OmegaFlex

Medlok / Smart Tap

Messer

Milwaukee Valve Co.

Modular Services Company

Nexus Integra

Norva Plastics Inc

OneEQ

Paladin Healthcare LLC

Skytron

**Plumbing Products and Services**

Colombo Sales & Engineering, Inc

Gallo Mechanical Services

GF Piping Systems

Grainger

Medlok / Smart Tap

Milwaukee Valve Co.

Nephros, Inc.

NewAge Casting

Nexus Integra

PDM Constructors / Durapods

Victaulic

Watts Water Technologies

Willoughby Industries

**Safety and Security**

Accu-Tech Corporation

Acoustiblok

Allegion

American Ultraviolet

ArchKey Solutions

ASSA ABLOY Opening Solutions

AVIAN FLYAWAY, INC

Bender Inc.

Bowman Dispensers

Caleffi North America Inc.

Grainger

Gripple Inc.

Hepacart

IMEDCO America

Kolbi Pipe Marker Co.

Legrand

Medlok / Smart Tap

Norva Plastics Inc

Owens and Minor/Halyard

Schneider Electric

Scimedico

Securitech

Siemens

SLD Technology, Inc.

Unicel Architectural Corp.

Waterguard

**Signage/Wayfinding**

Accu-Tech Corporation

Global Plasma Solutions

Grainger

Marking Services Inc.

Remar Technologies Group

SignAgent

VITEC, Inc.

Z-Band Technologies

**Water Systems**

American Ultraviolet

Chem-Aqua, Inc.

GF Piping Systems

Grainger

IMI Hydronic Engineering Inc.

Kolbi Pipe Marker Co.

LiquiTech, Inc.

Maxi-Therm Inc.

Nephros, Inc.

Nexus Integra

Victaulic

Watts Water Technologies