**Attendance ROI Toolkit**

The 2025 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 3,300 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

**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

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

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

**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?

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| --- |
|  |

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.)?

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| --- |
|  |

Emerging Innovations, Technologies & Techniques

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

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**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 2025 PDC Summit and your goals for interactions with them while attending the event.

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| --- | --- | --- | --- | --- |
| Supplier/Client | Relationship-Building Goal | Product Education Goal | Problem-Solving Goal | Potential Cost-Savings Goal |
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Potential Suppliers/Clients

List the potential suppliers your organization is considering working with that will be exhibiting at the 2025 PDC Summit and your goals for interactions with them while attending the event.

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| --- | --- | --- | --- | --- |
| Supplier/Client | Relationship-Building Goal | Product Education Goal | Problem-Solving Goal | Potential Cost-Savings 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 **2025 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 3,300 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 9-12, 2025 in Atlanta**.

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 2025 PDC Summit, I will be able to attain more than << *CHOOSE FROM THE* [*RELEVANT TYPE OF CREDIT*](https://web.cvent.com/event/d8cce0e4-8d6b-411a-815b-d072bfd997ff/websitePage:ecd3b968-8d96-4bce-8025-409ded19cf8b)*:* ## CECs, including AIA LUs & LU|HSWs, ACHE Qualified Education Credits and Nursing Credits >> by attending sessions in targeted learning tracks such as:

* Behavioral Health
* Clinical Perspectives
* Collaborative PDC Methodologies
* Safety and Resiliency
* Site of Care
* Sustainability & Decarbonization
* Regulation and Compliance
* Research, Design & Outcomes…

… which are 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 presenters to discuss our organization’s unique needs.

Discovering 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 allow me 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 2025 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.

Attendance Costs

I estimate the total cost to attending the 2025 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: $925 (member)/$1,150 (nonmember) for

Early registration before January 10, 2025 and $1,150/$1,325 after.

* One-year membership: For an additional $150–200 I can add on a

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

Potential Savings

The increased knowledge of best practices and the latest innovations, as well as the acquisition of new technology will lead to both myself and our organization operating more efficiently. I estimate that my PDC Summit Attendance could save our organization between <$XX and $XX annually *OR* this year>.

ROI

I estimate that the potential savings afforded to our organization through the benefits of attending will be between <XX% and %XX> of the cost of my attendance.

Testimonials from past PDC Summit Attendees

In addition to the information above that highlights the reasons why my attendance at the 2025 PDC Summit will benefit our organization, I wanted to share with you some testimonials from professionals in our field who attended in the past couple of years describing the value they could apply to their organization’s work through their participation in the event.

*<INSERT APPLICABLE TESTIMONIALS, choose from the* [*testimonials document*](https://www.ashe.org/system/files/media/file/2024/10/PDC-Summit-2025-Justification-Toolkit-Attendee-Testimontals_0.docx)*>*

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

Sincerely,

<*YOUR NAME*>