

FOR IMMEDIATE RELEASE

Press Contact:

Tom Waddell

[tom@masstimberconference.com](mailto:tom@masstimberconference.com)



FOR IMMEDIATE RELEASE

### **Revolutionizing Sustainable Construction: International Mass Timber Conference Forges Game-Changing Partnership with the Urban Land Institute on a Developer-Focused Educational Track**

[October 19, 2023 – Portland, Ore.] — The future of sustainable construction is set to ignite in a dynamic collaboration announced today. The International Mass Timber Conference and co-producer WoodWorks proudly unveil an unprecedented partnership with the trailblazing Urban Land Institute (ULI) Northwest and the visionary ULI Randall Lewis Center for Sustainability.

The world's leading event for the entire mass timber supply chain returns for its 8th year, March 26–28, 2024, at the Oregon Convention Center in Portland, Oregon. After a 43% increase in attendance in 2023 with over 3,000 attendees from 39 countries, the 2024 Mass Timber Conference is increasing its exhibit hall and educational track floorspace, improving customer experience, and adding new partnerships and value so that it can help attendees build a better business, build better buildings, and build a better planet<sup>SM</sup>.

The Mass Timber Conference's groundbreaking alliance with ULI brings forth an innovative educational track dedicated to developers. Titled “Developer Outlook: Building the Business Case for Mass Timber,” the track is poised to equip developers with the strategic insights and case studies needed to usher in a new era of sustainable construction. Developers are one of the fastest growing and one of the largest industry types at the conference and this partnership is expected to accelerate developer attendance and participation even further.

Expected topics for the developer-focused educational track include:

- Incentives, Policy and Programs to Advance Mass Timber Adoption
- Funding, Financing and Strategy: Making the Case for Mass Timber to Your Capital Partners
- Owner/Tenant Perspectives: Community and Tenant Engagement, Leasing/Subleasing, Marketing and Tenant Improvements

- Financial Performance Case Studies Across the Spectrum: Industrial, Biotech, Housing, Vertical Additions

Fueling the partnership is the ULI Randall Lewis Center for Sustainability, a pioneering force in advancing sustainable practices in real estate and land use and an integral branch of ULI. The Urban Land Institute boasts over 48,000 global members and 1,500 dedicated professionals in the Northwest, the oldest and largest network of cross-disciplinary real estate and land use experts in the world. ULI's partnership with the Mass Timber Conference, the world's largest mass timber event, marks a turning point in industry collaboration.

Andrea Newton, the Executive Director of ULI Northwest, enthused, "ULI Northwest is thrilled to align with the International Mass Timber Conference as a collaborative partner for the 2024 event. We eagerly anticipate creating cutting-edge content to continue to draw and bolster the industry, solidifying our role in this pivotal event."

This union promises to be a quantum leap forward for sustainable construction, catalyzed by the collective expertise of the International Mass Timber Conference, WoodWorks, ULI Northwest, and the ULI Randall Lewis Center for Sustainability. The 2024 Mass Timber Conference is not merely an event; it's a movement shaping the trajectory of the mass timber industry.

For more information on the International Mass Timber Conference and this transformative partnership, visit <https://masstimberconference.com/>. The 2024 exhibit hall is already close to selling out, with only 20 exhibit spaces left on the show floor. And only a few sponsorships remain. Exhibit spaces and sponsorships may be ordered on our [Map Your Show order form](#).

Registration is open at [masstimberconference.com/register](https://masstimberconference.com/register). Save 30% off the full rate on select Full and 1-Day passes through January 10.

Conference partners are ULI Northwest and the ULI Randall Lewis Center for Sustainability, Province of British Columbia, and the USDA Forest Service.

Premier sponsors are Timberlab, Kallesoe Machinery, Kalesnikoff, Western Archrib, Maxxon, Mercer Mass Timber, XL Construction, and SmartLam. Other conference sponsors include Freres Engineered Wood, Think Wood, Sansin, Nordic Structures, Rothoblaas, Sustainable Forestry Initiative, Business Oregon, Skanska, Hexion, Sterling Structural, Vaagen Timbers, Simpson Strong-Tie, Weyerhaeuser, Swinerton, USG, Aon, Ledinek, and MINDA.

###

## About the Conference

The International Mass Timber Conference is the world's largest gathering of mass timber professionals, including designers and architects, engineers, builders, mass timber producers, developers, code officials,

and more. Our goal is to help attendees build a better business, build better buildings, and build a better planet<sup>SM</sup>. The conference is produced by Trifecta Collective and WoodWorks.

### **Position Statement**

We believe that a greater use of mass timber products is the innovative, disruptive, modern, and sustainable choice necessary for building in a fast-growing world. And we believe in giving our conference attendees the highest quality experience for your event dollar — a relentless pursuit of value so you can learn more, connect better, build smarter, and take your business to the next level while helping make the world a better place<sup>SM</sup>.

### **About Trifecta Collective**

Trifecta Collective is a trade show platform formed by GreyLion and trade show industry professionals, Rick McConnell and Jennifer Hoff. Mr. McConnell has extensive experience building and leading industry events across multiple industry sectors and has previously held senior leadership roles at Hanley Wood and Informa. Ms. Hoff has an equally impressive track record in show management, having held numerous positions at National Tradeshow Productions and more recently as the Founder of Taffy Event Strategies, which she continues to run today. Since 2021, Trifecta Collective has been building a portfolio of market-leading trade shows and events that are leaders in their respective market segments. For more information, please visit [www.trifectacolcollectivellc.com](http://www.trifectacolcollectivellc.com).

### **About WoodWorks**

WoodWorks ([www.woodworks.org](http://www.woodworks.org)) provides free one-on-one project assistance as well as education and resources related to the code-compliant design of non-residential and multi-family wood buildings. WoodWorks technical experts offer support from design through construction on a wide range of building types, including mid-rise/multi-residential, educational, commercial, corporate, institutional and public.

### **Additional Information**

[www.masstimberconference.com](http://www.masstimberconference.com)

<https://www.linkedin.com/showcase/mass-timber-conference/>

<https://www.facebook.com/masstimberconference/>

<https://twitter.com/masstimberconf>

<https://www.instagram.com/masstimberconference/>