

Procore Announces Full Lineup for Annual Tech Conference, Groundbreak, Hopes for Largest Event Yet

By Shane Hedmond • August 05, 2019



Construction Management software company, Procore, initially launched their annual technology conference, Groundbreak, back in 2015. Originally hosted at their headquarters in California, the event has grown exponentially from that first year and this year may be its biggest yet.

Procore Groundbreak 2019 will be held in Phoenix, Arizona from October 8-10. The full agenda, including breakout sessions and schedule, as well as most of the keynote speakers, have been announced on their website.

Construction Junkie will be in attendance for the second straight year to bring you all of the highlights. We've also teamed up with Procore to give any of our readers interested in attending this year's Groundbreak \$200 the price of admission. Simply use the code CJ200 in the registration form to get the discount!

While Procore is obviously the main focus at the 3-day event - featuring many speakers, breakout sessions, and interactive booths of their own - Groundbreak is about more than just Procore.

Exhibitor Booth Area

Thanks in part to Procore's partner ecosystem, in which the company encourages 3rd party apps to integrate into their flagship software, the event also includes many booths from other technology companies.

At last year's Groundbreak conference in Austin, Texas, there were roughly 70 exhibitors. This year, they're hoping to double that number.

Over 40 companies have already been announced as attending the conference, including several that we've featured on Construction Junkie before, like [EarthCam](#), [OpenSpace](#), and [PCM](#). Other planning to be in attendance are Sage, [BUILD R](#), [ConstructConnect](#), [eyrus](#), [indus.ai](#), [smartvid.io](#), [StructionSite](#), and many more!

In addition to a large exhibitor area, the conference features many breakout sessions featuring construction industry leaders throughout the day and several special guest keynote speakers.

Keynote Speakers

This year's keynote speakers will be Mike Rowe, host of Dirty Jobs and CEO of MikeroweWORKS Foundation; Procore CEO Toey Courtemanche; Organizational Psychologist Adam Grant; and Team Rubicon's Jake Wood. The 5th and final keynote speaker was recently announced to be Beth Comstock, a former GE Vice Chair of Innovation.

Evening Entertainment

On Wednesday, October 9, all Procore Groundbreak attendees are invited to attend a special event concert featuring the Grammy award winning rapper, Macklemore. The evening event will be held at The Duce, a revamped warehouse turned restaurant and event center originally built in 1928. Should be a fun event.

Breakout Sessions

Attendees will be able to choose from a variety of 80 different breakout sessions to get the most out of their days. Session topics include: Procore Product Training, Explore Procore, Industry Trends, Office to Field, Next Level Technology, Company Development,



and Professional Development. Speakers in those sessions include Procore Product Managers, and members of industry leading contractors and Technology companies like Gilbane Building Company, JBKnowledge, McCarthy Building Companies, Mortenson, and Skanska, among many others.

Why Attend?

Procore Groundbreak gives anyone that uses Procore for their projects inside access to get tips and tricks from and give feedback to the people responsible for the software they use on a daily basis. It's a truly unique opportunity for those interested.

Not only will you gain Procore insight, but the additional breakout sessions, keynote speakers, and exhibitor halls will help you build skills, perspective, and knowledge to help run your business or projects better.

Cost to attend, which includes access to all of the events on the agenda and provided lunches, starts at \$1295. Additional discounts are available for groups. For single ticket sales, don't forget to use the discount code CJ200 to save \$200 off ticket cost!!

To get a better feel for what you might see at Groundbreak, you can check out our article about last year's Groundbreak or check out Procore's recap page for videos of 2 of the keynote speeches and some of the breakout sessions.

If you need to convince your boss to let you go, Procore has also included a letter of explanation that you can customize to your needs on the Groundbreak webpage.