



INTERNATIONAL CONFERENCE ON CONCRETE SUSTAINABILITY
(ICCS16)

Madrid 13-15 June 2016

Information and Sponsorship File

February 2015

Introduction

While sustainability is now a key aspect in construction, it is of particular relevance in construction with concrete. In the future it will become even more significant in areas such as planning, design, execution, maintenance and dismantling. This means that remains much research to be performed.

The main topics examined at the ICCS Conference in 2016 (ICCS16) will involve environmental impact reduction technologies, sustainability and durability, environmental design, evaluation and systems. It will also examine the socio-economic dimension and case studies on sustainable concrete materials and structures

The conference will be held in Madrid at the School of Civil Engineering of the Universidad Politécnica de Madrid. It will be a three-day event, running from 13-15 June 2016. We invite you to take part by sending a paper or by attending to it.

For more information about Madrid, see <http://www.turismomadrid.es/en/>. For more information about the venue, see: <http://www.iccs16.org>. Should you have any question, please contact us at iccs16@caminos.upm.es.

We are pleased to advise you that we have received support from the following Spanish and international organisations:

- Principal Spanish and international organisations:
ACI, Fib, Rilem, Alconpat, PCI, Ache, JCI and the UPM

- Other Spanish organisations:
Ministerio de Fomento, Ministerio de Medio Ambiente, Ministerio de Industria, Ministerio de Economía y Competitividad, CEDEX, CSIC, Instituto Eduardo Torroja, Federación Iberoamericana del hormigón preparado, ETS Ingenieros de Caminos, and ETS Ingeniería Civil.

Exhibition space

In order to generate a maximum influx of visitors, the stands will be located in the area used for lunch and coffee breaks.

Promoting the conference

Distribution of the programme with all partners:

- Conference sponsors
- Associations and institutions, such as the ACHE, JCI, ACI, RILEM, FIB, PCI, ALCONPAT
- Inclusion on the websites of collaborating institutions that redirect visitors to conference website
- Invitation to the press conference for the presentation of the Congress and also will be mentioned in the press notes

Sponsorship types and organisations

Platinum sponsor

Main conference sponsor: Sika



Participation with the following:

- Involvement in the plenary session and roundtable
- Sponsorship of three sessions
- Hosting of a session on research carried out by the company
- Participation in the local organising and scientific committees
- Inclusion of the organisation logo at all conference sessions

Benefits:

- Availability of a stand
- Logo included on all conference information, either on paper or in electronic format
- Logo displayed at the gala dinner
- Eight organisation invitations to attend the conference
- Four invitations to the gala dinner

Gold sponsor

- A total of €10,000, broken down as follows:
 - o 2015. €3,000
 - o 2016: €7,000

Participation:

- Presentation of papers on research carried out by the organisation
- One sponsored session

Benefits:

- Discount of 60% on the price of a stand
- Logo included on all conference information, either on paper or in electronic format
- Logo included at the sponsored session
- Participation in a specific session on its area of interest
- Four organisation invitations to attend the conference
- Two invitations to the gala dinner

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Silver sponsor

- Total of €5,000:
 - o 2015: €2,000
 - o 2016: €3,000

Participation at the conference:

- Presentation of papers on research carried out by the organisation

Benefits:

- Discount of 30% on the price of a stand
- Logo included on all conference information, either on paper or in electronic format
- Two organisation invitations to attend the conference

Bronze sponsor

- Total of €2,000:
 - o 2015: €1,000
 - o 2016: €1,000

Participation at the conference:

- Presentation of papers on research carried out by the organisation

Benefits:

- Logo included on all conference information, either on paper or in electronic format
- Discount of 20% on the price of a stand
- One organisation invitation to attend the conference

General considerations for sponsors

Positioning and corporate social responsibility

- Linking the brand and sustainability with a renowned conference
- Positioning as a leading company in innovation and commitment to the environment and sustainable development
- Contributing to establishing the foundations for new patterns and cycles in the concrete and the building sector
- Generating a proactive image through high-quality content that consolidates and builds brand presence among the conference attendees
- Advertising materials through the conference communication, including brochures, newsletters and, among others, programmes

Lobbying and fomenting public relations

- Obtaining quality contacts with prestigious professionals from the technical field and with decision-making capacity
 - Introducing products and solutions to proactive technical and professional groups
 - Providing constant information and new solutions (attendees who register for the conference will see first-hand the latest developments from architects, engineers, managers, representatives of institutions, and agencies).
 - Having access to a powerful platform and meeting place to share views and concerns on the sector and receive feedback
 - Strengthening ties with attendees and securing client loyalty by invitation to the conference

For this purpose, the following actions are planned:

Obtaining quality contacts with prestigious professionals from the technical field and with decision-making capacity

- The reception on the day before the conference will be attended by VIPS and institutions (to be confirmed by the competent authority)
- Invitations to the gala dinner with the speakers, congressional committees
- Three invitations to lunches with speakers and attendees
- Six coffee break invitations to generate networking opportunities

Exhibition possibilities:

