19th Congress of IABSE
Stockholm, Sweden
September 21–23, 2016

Challenges in Design and Construction of an
Innovative and Sustainable Built Environment

Exhibition & Sponsorship Opportunities

“Your participation as a Sponsor or Exhibitor will give you the opportunity to contact over 600 worldwide structural engineers who lead the industry. Attend the IABSE Congress to maximize your marketing efforts.”
Welcome

We are delighted to invite you to participate in the 19th Congress of IABSE, which will be held at the City Conference Centre (CCC), situated in the city centre of Stockholm, Sweden, September 21-23, 2016.

The theme of the 2016 Congress in Stockholm is “Challenges in Design and Construction of an Innovative and Sustainable Built Environment” and by participating as a Sponsor and/or Exhibitor you will get access to over 600 international structural engineers leading the industry.

Our sponsorship packages and tailored sponsorship opportunities are designed for a wide range of companies to successfully market to your customers in an outstanding worldwide economic hub and environment. Benefit of this 3-day IABSE Congress in Stockholm to gain international exposure, enhance your brand reputation and display your new products and services to the key structural engineers and industry decision makers!

Sweden is a growing economy with currently some large investments in infrastructure, projects in progress but also in the planning stage. Innovation and sustainability are important lead words both in the Swedish society but also in business. We would therefore like to extend an extra welcome to international companies interested in doing business in Sweden!

We look forward to a very successful congress and we hope that you will consider supporting the 19th Congress of IABSE!

On behalf of the Organising Committee

Mats Karlsson
Congress Chair

Lennart Elfgren
Chair of the Scientific Programme

What is IABSE?

IABSE is a fellowship of structural engineers operating on a worldwide basis, with interests in all type of structures, in all materials. It acts to improve our knowledge and understanding of the performance of structures. Its members represent structural engineers of all ages, employed in design, academe, construction, regulation and renewal; many of its members occupy senior roles based on a history of personal achievement.

The mission of IABSE is to exchange knowledge and to advance the practice of structural engineering worldwide in the service of the profession and society. IABSE’s objectives are:

▶ to promote cooperation and understanding among all those concerned with structural engineering and related fields by worldwide exchange of knowledge and experience
▶ to encourage awareness and responsibility of structural engineers towards the needs of society
▶ to encourage actions necessary for progress in structural engineering
▶ to improve and foster cooperation and understanding between organisations having similar objectives

To fulfil its mission, IABSE organises conferences and publishes a high quality journal, Structural Engineering International (SEI); publishes books reflecting the work of its Technical Groups; creates Working Groups, as required by new needs and technological progress; offers activities within National Groups of IABSE; supports Young Engineers with a programme, and presents annual Awards in recognition of outstanding contributions in the field of structural engineering.
Become part of the 19th Congress of IABSE

Sponsoring
Sponsoring the 19th Congress of IABSE in Stockholm offers you a great opportunity to present your organisation to an international audience of professional engineers and architects, researchers, consultant engineers, construction managers, students and anyone engaged in the design, construction and maintenance of bridges and structures. The congress also provides you with the opportunity to demonstrate your support and commitment to the field of structural engineering.

Exhibiting
A commercial exhibition will be held in conjunction with the congress and will be open from the morning of Wednesday 21 until Friday 23 September. The exhibition will be conveniently located just outside the main session hall. This area will be utilised for serving refreshments during the official coffee breaks in order to maximise the amount of time delegates spend within the exhibition area, footfall past the exhibition stands and importantly the commercial benefit sponsors and exhibitors.

Quick facts
Where: City Conference Centre (CCC), Stockholm, Sweden
When: September 21-23, 2016
Number of participants: Approx. 600
Delegate Breakdown: Professional engineers and architects, researchers, consultant engineers, construction managers, students and anyone engaged in the design, construction and maintenance of bridges and structures
Exhibition cost: SEK 6 665/sqm
Sponsorship costs: From SEK 15 000

Who are the delegates?
Approximately 600 eminent professional engineers and architects, researchers, consultant engineers, construction managers, students and anyone engaged in the design, construction and maintenance of bridges and structures, from more than 50 countries, are expected to attend 2016 year’s congress.

The previous congresses all attracted around this number and the very strong scientific programme, combined with the accessibility of Stockholm as a destination leads us to be confident of an excellent attendance at the congress.

Why the 19th Congress of IABSE?
▶ great opportunity to make direct personal contact with important players in your target group
▶ contact new prospects and generate leads
▶ increase your brand recognition through your online and onsite presence
▶ promote company image and maximise market exposure
▶ profit from the opportunity to communicate with an international audience from all over the world
▶ discuss the needs of your client’s first-hand and demonstrate the solutions

Involvement in IABSE 2016 will...
▶ promote your company/organisation as a leading supporter of IABSE
▶ provide you with a platform to develop high level, long term contacts with key opinion leaders
▶ strengthen your brand and existing relationships
▶ differentiate you from your competitors
▶ allow you to maximise the gains from our extensive local and global marketing activities

For enquiries regarding sponsor opportunities or booking of an exhibition space, please contact Lisa Persson on lisa.persson@mci-group.com
Congress topics

The congress theme is “Challenges in Design and Construction of an Innovative and Sustainable Built Environment”. Topics are related to both fundamentals and applications in a global theme context. Example topics could be, but are not limited to:

▶ Flexible, human friendly and traffic efficient structures
▶ Cost efficiency in design and construction
▶ Contracts and the procurement process
▶ Digitalisation as an enabler in the construction industry
▶ Low-intrusive construction and maintenance
▶ Safety of temporary structures
▶ Strengthening and retrofitting of aging infrastructure
▶ Confidence in implementing innovations
▶ Practical use of multi-criteria decision making through big data
▶ Structural safety and risk assessment; systems in different countries
▶ Product Category Rules (PCR) as a base for Environmental Product Declarations (EPD)
▶ General or other Challenges in Design and Construction

Sponsorship

Sponsoring a part of the congress ensures all delegates are aware of your brand and of what your company is offering.

Opportunities available are:

▶ Gold sponsor SEK 250 000
▶ Silver sponsor SEK 175 000
▶ Bronze sponsor SEK 75 000

All sponsorship packages above include an exhibition space, size dependent on package chosen.

It is the intention of the Organising Committee to ensure that participating companies receive a fair market value in return for their generous support. All sponsors will therefore receive the following benefits:

▶ acknowledgement with company logo with link to your website on the congress website
▶ acknowledgement in the congress literature
▶ editorial entry in the final programme
▶ acknowledgement with company logo in final programme
▶ company name and logo on sponsors’ acknowledgement boards, which will be prominently displayed throughout the congress venue
▶ use of congress logo on company communications relating to the 19th Congress of IABSE
▶ 1 x industry symposium (exclusive slot in the main programme)

Please choose, from the next page, below items which are included in this package:

• 1 x item from the Gold level sponsor item list or 2 x items from the Silver level sponsor item list
• 2 x items from the Bronze level sponsor item list
• 4 x delegate passes with access to all scientific sessions and exhibition
• 3 x exhibitor passes with access to the exhibition area only
• 2 x gala dinner tickets

Branding

• 1 full page colour advertisement in final programme
• 3 x congress e-blasts, logo with link to your website

There are also opportunities to sponsor a smaller element of the congress, from SEK 15 000, please contact us for more information.

An industry symposium outside of the main programme is priced at SEK 50 000.

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Welcome Reception – September 21
The Welcome Reception will take place on the eve-
ning of Wednesday September 21 in Norra Latin, a
building next to the congress venue. Norra Latin, a
secondary grammar school, was inaugurated in 1880.
Just over 100 years later the school was closed and
the classrooms remodelled into meeting rooms. This
is a great opportunity for delegates to network with their
colleagues in a relaxed atmosphere. Drinks and light
snacks will be offered to all attendees. The sponsoring
company are allowed to put out some literature in the
room and put banners in the entrance.

Wi-Fi access
Participants will require Wi-Fi access during the con-
gress. As a sponsor of this item, we will personalise
the landing page and the password to access the Wi-
Fi will be your company name.

Company logo on delegate name badge
Your company logo will be printed on name badges
worn by all delegates. Please note that the name
badge will be provided by the organiser.

Congress bag (plus supply of goods)
Sponsorship of the congress bags allows promoting
your company and product in a very prominent and
visual way. The logo of the sponsoring company will be
printed on each congress bag along with the congress
logo. Please note that the bag must be approved by the
Organising Committee.

IABSE 2016 abstract USB stick
(plus supply of goods)
Associate your brand with a high-quality science and
innovative topics of the 19th Congress of IABSE Ab-
stracts. The abstract USB stick will be distributed to
all delegates at the point of registration and is not only
a valuable tool for the delegate during the congress
but a useful item that can be used many times after the
congress also. The sponsors’ logo to be printed on the
abstract USB stick.

Mobile app
The congress will have an official Smartphone appli-
cation available for download in advance and during
the congress. The app will include amongst other
items the congress programme, abstracts, speaker
biographies, exhibition floor plan, practical information
and much more. The sponsors’ logo will appear as a
landing page when opening the app and the sponsor of
this item also gets to send out one push notification
each day of the congress.

Lanyards for delegate name badges (plus
supply of goods)
Sponsors will have the opportunity to sponsor lanyards
displaying their name and logo which will be distrib-
uted to delegates with their delegate badges. Please
note that the lanyard must be approved by the Organ-
ising Committee.

Lunch break (3 available)
Lunch will be served in Restaurant Cabaret at the con-
gress venue. Sponsors will have their logo displayed on
the tables for the day they are sponsoring.

Delegation survey
The survey will be sent electronically to all del-
egates during the last day of the congress, Friday
September 23. The sponsor’s company logo will be
displayed on this survey.

Technical tour (3 available)
Increase your recognition among thought leaders in
the Structural Engineering field by branding one of the
available technical tours. The sponsor get the oppor-
tunity to distribute a flyer or other promotional items to
tour participants. The sponsor also receives 1 comple-
mentary ticket for a company representative to attend
the technical tour.

Coffee break (5 available)
Coffee catering points will be located within the exhi-
ition area. Sponsors will have their logo displayed on
the tables for the break they are sponsoring. They will
also have the opportunity to provide additional brand-
ed items.

Company logo on directional signage
There will be congress signage around the venue, and
the opportunity exists for a sponsor to support this
service and have their company logo on all directional
signs.

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Exhibiting

SEK 6 665/m² excl. VAT
Each booth will be equipped with the following if not requested otherwise and include:
▶ white walls
▶ carpet
▶ 2 x spot light 150W
▶ power supply
▶ tea and coffee for one person per 3m²
▶ lunch for one person per 3m²
▶ company name badges for one person per 3m²
▶ daily cleaning of the aisles and common areas

Are you a non-profit organisation or a national group? Please contact us for a reduced rate.

Allocation of exhibition space
Space allocation will be made on a first come first served basis. A completed exhibition booking form and contract should be returned to ensure reservation of a desired location. Upon receipt of the exhibition booking form and contract, space will be confirmed and an invoice e-mailed. Space allocations will be made in the order in which application forms with payment are received.

Exhibitor registration
All exhibitors are required to be registered and will receive 1 badge/3m² displaying the exhibiting company name. Additional exhibitors will be charged at the exhibitor registration fee of SEK 2 800 excl. VAT. All invoices must be paid prior to arrival. Build-up will NOT be allowed if a balance is outstanding.

Terms of payment
Exhibition and sponsorship fees will be billed for at 100% at time of booking. All prices quoted are exclusive of VAT which will be charged at the prevailing rate, currently 25% at time of print.

Cancellation
All cancellations must be made in writing to the Congress Organiser and the following cancellation policy will be enforced for Gold, Silver and Bronze packages as well as exhibition space and other sponsorship items:
▶ 100% of the contract price if the cancellation is received within 6 months prior to the congress.

VAT
Each exhibitor must supply a VAT number. The payment will be settled by invoice from the Congress Secretariat: MCI Scandinavia AB. All amounts/fees must be paid in Swedish Crowns (SEK) only (as of November 2015, 1 Euro is approx. 9.50 SEK).

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