



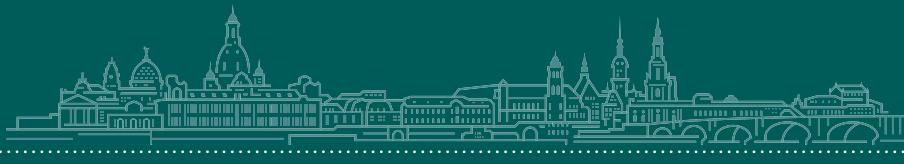
Sponsorship and Exhibition Opportunities

fib SYMPOSIUM 2027

ReThink Concrete: Structures
for a Sustainable Transformation

June 07-09, 2027, Dresden, Germany

WELCOME TO DRESDEN



Each year, the *fib* Symposium is the most important international conference in the field of concrete construction. After more than 25 years, it is returning to Germany from June 07 to 09, 2027, under the theme "ReThink Concrete: Structures for a Sustainable Transformation." Take advantage of this opportunity and present yourself at this great event. Dresden, known as the "Florence on the Elbe," offers a unique blend of cultural heritage, baroque architecture, and green spaces with a vibrant spirit of innovation.

As one of Europe's leading research hubs, the city is home to over 40 research and development institutions, over 10,000 scientists, and approximately 40,000 students, making the city and its surroundings a true center for innovation and scientific exchange.

Known as a global hub of the chip industry, Dresden is among the most innovative cities in Europe. The region bridges cutting-edge technology with practical applications, and major breakthroughs in civil engineering have emerged here. Notably, carbon-reinforced concrete was developed in Dresden and brought to practical use, underlining the city's pioneering role in shaping the future of construction.

This unique combination of tradition, science, and forward-looking innovation makes Dresden the ideal setting for engaging discussions, professional exchange, and inspiring experiences.



Baroque splendor in Dresden's old town | Stefan Gröschel

SYMPOSIUM



Dresden is characterized by a diverse cultural and museum landscape | Michael R. Hennig; ddpix.de

Organized by the Institute of Concrete Structures of TU Dresden in cooperation with *fib* – Fédération internationale du béton, the symposium will bring together a broad international community of researchers, engineers, industry representatives, consultants, and young professionals.

The technical program addresses the following key topics:

- Advanced Materials for Concrete Structures
- Structural Design
- Analysis and Modeling
- Innovative Construction and Prefabrication
- Monitoring, Assessment, and Rehabilitation
- Outstanding Structures and Projects
- Developments in Standards and Guidelines
- AI and Digital Tools
- Safety, Resilience, and Sustainability
- Learning from the Past

In addition to the scientific sessions, participants will enjoy specialized technical tours and opportunities to discover Dresden's cultural highlights and surrounding region.

CONTACT INFORMATION FOR SPONSORSHIP INQUIRIES



TUD Dresden University of Technology | Institute of Concrete Structures
01062 Dresden (Germany)

Dr.-Ing. Frank Schladitz
Phone: +49 351 463-36399 | Email: office@fib-2027.org
Web: www.fib-2027.org

SPONSORSHIP PROGRAM



Join us as a partner of the *fib* Symposium 2027 in Dresden and seize a unique opportunity to connect your company or organization with an international community of experts and decision-makers in civil engineering. **Sponsorship is available in Platinum, Gold, Silver, and Bronze categories**, each providing tailored visibility and benefits. Additional opportunities include branding on conference materials (lanyards, proceedings, conference bags), advertisements in the program booklet, and sponsorship of social events such as the icebreaker reception and gala dinner. With a limited number of sponsorships and exhibition spaces, your visibility is guaranteed.

Details on sponsorship packages are outlined in the following pages. Customized solutions can also be developed to match your specific marketing objectives. Please contact us.

THE PERFECT MARKETING MIX TO ACHIEVE YOUR GOALS

- Pre-event visibility through **targeted communications**, website features, and social media outreach
- **Personal contact beyond crowded digital channels**, enabling direct interaction with decision-makers
- **On-site exposure** in the bright exhibition area of the International Congress Center Dresden, integrated into coffee breaks, lunches, and networking events
- **Post-event visibility** to maintain connections and extend your brand presence well beyond the symposium

YOUR TANGIBLE BENEFITS

- Direct access to 300–400 **international participants**, including researchers, engineers, and industry leaders
- **Increased visibility** in the community within a select group of carefully chosen exhibitors
- Cost-efficient advertising targeted precisely to your audience – with **maximum impact before, during, and after the event**
- Advance access to the participant list for **targeted networking** and optimal preparation
- Strengthening of existing customer relationships and **expansion of your international network**
- Long-term **recognition as a competent and trusted partner** in advancing innovative and sustainable concrete structures
- Continuous visibility by leveraging your sponsorship for **ongoing communication and media outreach**

Reserve your sponsorship package today and actively design your future as a strong partner in the construction industry.

Regular sponsorship options				
Sponsorship type	Platinum	Gold	Silver	Bronze
	€ 15,000	€ 10,000	€ 5,000	€ 2,500
Number of sponsorships available	3	5	20	10
Registrations				
Delegate full registrations	4	3	2	1
Display company logo				
Symposium website	full size	70% size	50% size	30% size
Registration back board	full size	70% size	-	-
Program (print, front cover)	full size	-	-	-
Program (print, back cover)	full size	70% size	-	-
Program (print, sponsors section)	full size	70% size	50% size	30% size
Proceedings (digital, back cover)	full size	-	-	-
Proceedings (digital, sponsors section)	full size	70% size	50% size	30% size
Screens between presentations	full size	70% size	-	-
Adverts				
Brochure in symposium bag	1	-	-	-
Flyers in symposium bag	4	2	1	-
Program (print)	full page	1/2 page	1/4 page	-
Proceedings (digital)	full page	1/2 page	1/4 page	
Posts on social media page of the symposium	1 post every day of symposium	first and last day of symposium	1 post during symposium	-
Exhibition				
Exhibition booth	6 x 2 m	6 x 2 m	3 x 2 m	rollup
Video projection / speech				
Opening ceremony	up to 5 min	-	-	-
Symposium website	up to 5 min	-	-	-
Closing ceremony	up to 2.5 min	up to 5 min	-	-

All presented sponsor rates exclude the VAT of 19%, which must be added (if applicable).

Additional opportunities		
Sponsorship of lanyards and bags	symposium bag	lanyard
	€ 5,000	€ 2,500
Number of sponsorships available	1	1
Sponsorship advantages		
Logo on symposium bag	x	-
Logo on lanyard	-	x
Brochure and flyer in symposium bag	x	x
Acknowledgement on program and website	x	x

Sponsorship of social events	icebreaker reception 06.06.2027	gala dinner 08.06.2027
	€ 3,500	€ 7,500
Number of sponsorships available	1	1
Sponsorship advantages		
Post on social media announcing sponsorship	2	3
Acknowledgement on final version of program	x	x
Speech at welcome reception (2.5 min)	x	-
Speech or video at gala dinner (2.5 min)	-	x
Placement of advertising material at icebreaker reception	x	-
Placement of advertising material at gala dinner	-	x

Adverts	full-page	half-page
	€ 1,250	€ 700
Sponsorship advantages		
Proceedings (digital)	x	x

All presented sponsor rates exclude the VAT of 19%, which must be added (if applicable).

SPONSORING OPPORTUNITIES



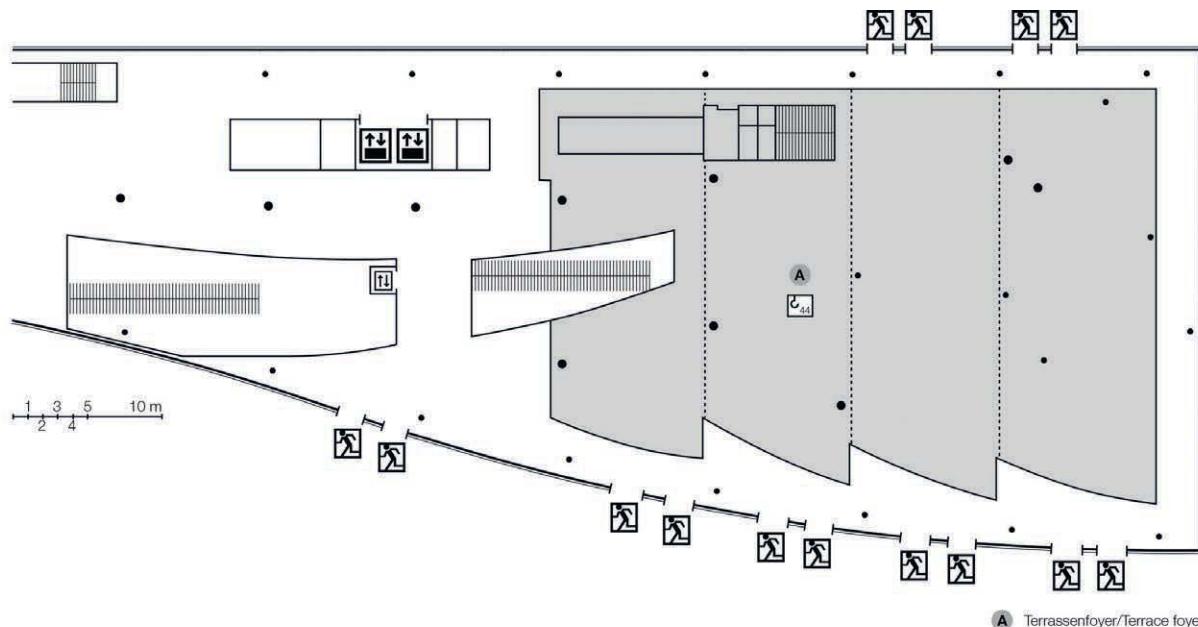
EXHIBITION OPPORTUNITIES

Showcase your company's expertise at the commercial exhibition, located in the bright foyer of the **International Congress Center Dresden**. This inspiring space, filled with natural light and overlooking the River Elbe, will be the central hub of interaction throughout the symposium. Coffee breaks and lunches will take place directly in the exhibition area, ensuring steady traffic and maximum engagement with participants.

VENUE AND EXHIBITION PLAN

ICD – International Congress Center | Ostra-Ufer 2 | 01067 Dresden, Germany

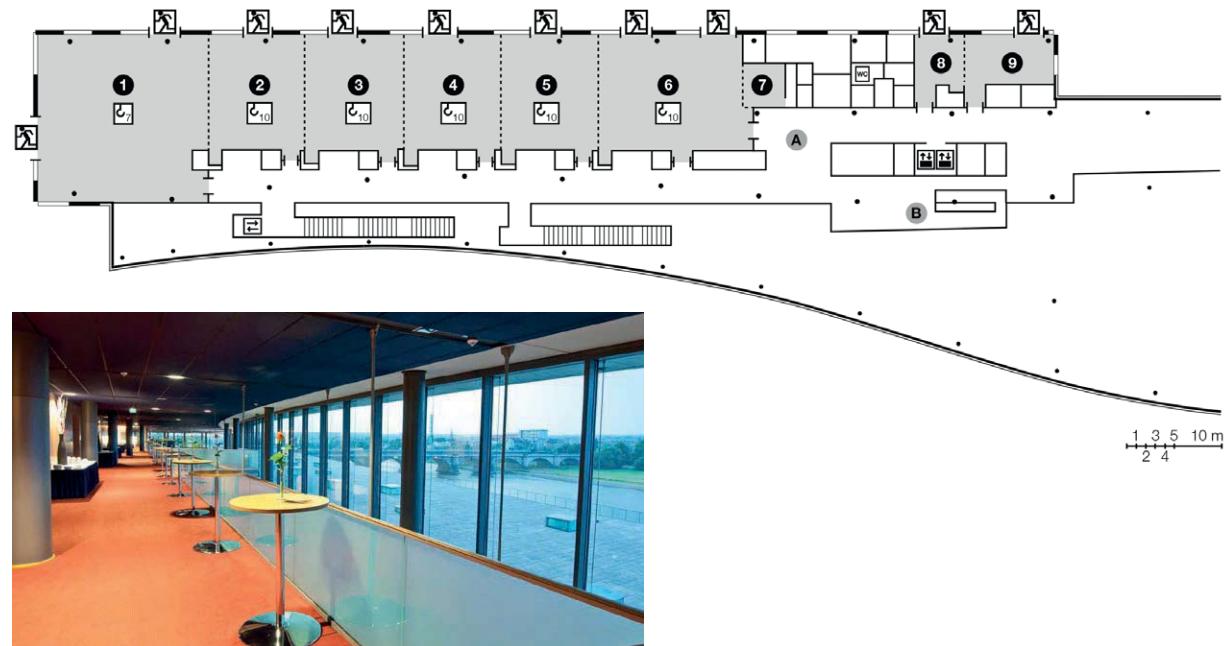
Main sponsor area with break area



Main sponsor area with break area in the International Congress Center Dresden | Maritim Hotelgesellschaft mbH

SPONSORING OPPORTUNITIES

SYMPOSIUM AREA WITH EXHIBITION SPACE



Conference area with exhibition space | Maritim Hotelgesellschaft mbH

EXHIBITION HIGHLIGHTS

- Every stand includes a power connection
- Customize your booth with furniture options tailored to your needs (available for an additional fee)
- Showcase your latest products, services, and projects to a global audience of engineers, scientists, and industry leaders

Secure your exhibit space early – and put your innovations center stage at *fib Symposium 2027*!

EXHIBITION SCHEDULE (PRELIMINARY)

Classification	Details	Date
Installation	Set-up exhibition items and displays	June 06, 2027; 09:00–15:00
Show dates	Exhibition	June 07 to 09, 2027
Dismantling	Clearing of exhibition items and displays	June 09, 2027; from 18:00