

# EXHIBITOR & SPONSORSHIP PROSPECTUS



## ICEM

**18<sup>th</sup> International  
Conference on  
Experimental Mechanics**

**2018**

**Brussels, Belgium  
July 1-5, 2018**

**VUB**

VRIJE  
UNIVERSITEIT  
BRUSSEL

[www.ICEM18.org](http://www.ICEM18.org)

## Destination : BRUSSELS/BELGIUM

BRUSSELS, CAPITAL OF THE KINGDOM OF BELGIUM IS ALSO THE CAPITAL OF EUROPE.

- Capital city of the European Union
- Brussels: Capital of 500 million Europeans for meetings & conventions
- Brussels, accessible and easy to get around
- Cosmopolitan city with place for all languages and cultures.



## Venue

The Egg is a site spread out over 5000m<sup>2</sup> in the heart of Brussels, offering perfect modular accommodation where you can give free rein to your creativity when organizing your events for 2 to 999 guests. This exceptional location with an easy access and many different parking facilities in the vicinity make this an ideal spot for organizing your receptions, seminars, galas dinners, congress, meetings, workshops, etc...



**THE EGG**  
 CONGRESS & MEETING CENTER  
 BRUSSELS  
 RUE BARASTRAAT, 175  
 1070 BRUSSELS  
 T. +32 2 560 21 60  
 WWW.EGGBRUSSELS.EU



**METRO** M  
 ARRÊT GARE DU MIDI / HALTE ZUIDSTATION

**BUS** B  
 ARRÊT VÉTÉRINAIRES / HALTE VEEARTSEN  
 GARE DU MIDI ZUIDSTATION - STIB  
 GARE DU MIDI ZUIDSTATION - DE LIJN  
 GARE DU MIDI ZUIDSTATION  
 ARRÊT RUE DE FRANCE / HALTE FRANKRIJKSTRAAT

**TRAM** T  
 GARE DU MIDI ZUIDSTATION - STIB

E40 GENT/OOSTENDE  
 A22 E29 ANTWERPEN  
 E40 LEUVEN/LIEGE  
 E314 HASSELT

**AUTO**  
 VIA RING SORTIE / AFRIT 17:  
 BOULEVARD INDUSTRIEL / INDUSTRIELAAN  
 BRUXELLES CENTRE / BRUSSEL CENTRUM  
 VIA CENTRE / CENTRUM:  
 PORTE DE HAL / HALLEPOORT

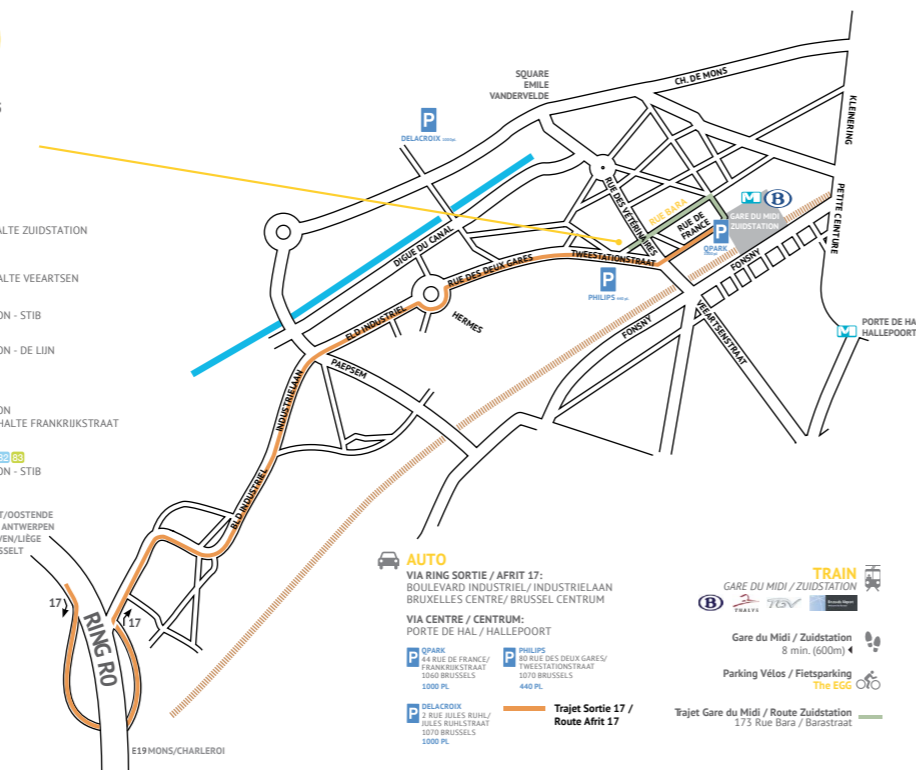
**PHILIPS**  
 20 RUE DES DEUX GARES/  
 PHILIPSTRAAT  
 1070 BRUSSELS  
 440 PL

**DELACROIX**  
 RUE DES SÈLES / RING/  
 SÈLES RIJSELSTRAAT  
 1070 BRUSSELS  
 1000 PL

**Trajet Sortie 17 / Route Afit 17**

**TRAIN**  
 Gare du Midi / Zuidstation  
 8 min. (600m)

**Parking Vélos / Fietsparking The EGG**  
 Trajet Gare du Midi / Route Zuidstation  
 173 Rue Bara / Barastraat



## At 2018 ICEM Conference

- Established in 1959, this is the premier event to showcase novel and innovative research in Experimental Mechanics
- International leading researchers across a wide range of disciplines
- 1,5 days exhibition
- An ideal environment to meet and share experience with over 500 participants coming from all over the world
- An innovative programme featuring state of the art interactive sessions
- Outstanding and motivating speakers and experts in all sessions
- A networking welcome reception
- A gala dinner
- Cultural Discovery Tour of Brussels

Dear Madam,  
 Dear Sir,

In the name of the Local Organizing Committee, I have the great pleasure to announce that the International Conference on Experimental Mechanics (ICEM) will hold its 18th edition in the Capital of Europe, Brussels (**Belgium**), **from July 1 to 5, 2018.**

ICEM18, the eighteenth International Conference of experimental Mechanics organized under the auspices of the European Society for Experimental Mechanics (EuraSEM) in July 1-5, 2018, in Brussels- Belgium, will bring a unique opportunity to get acquainted with the(se) latest exciting developments in the field of experimental mechanics. This time in Brussels, up to 500 participants from all over the world are expected to attend the meeting.

Both the exhibition and the congress will be held in an exhibition center located in Brussels, The Egg.

**The conference is offering companies the opportunity to take an active part in this congress becoming a sponsor or an exhibitor of the ICEM 2018 conference** and to meet and interact with renowned international scientists and experts from academia and industry. It is the aim of the conference to provide a forum for discussion, exchange of new ideas, for the establishment of new friendships and collaborations and for the dissemination of recent acquired knowledge in an area of utmost scientific and technological importance.

In the following pages, various sponsorship options are listed, of which partners may select different items according to their interests and financial means. We would kindly welcome any suggestions about other possibilities of collaboration. Sponsors can support an item individually or in combination with another company. In addition to the general sponsorship of single items, the congress organizers are offering companies the opportunity to become a major sponsor. We offer a range of attractive sponsorship options with the aim of ensuring that participating companies receive the highest possible recognition for their support and the greatest impact towards the ICEM2018 conference participants.

We will appreciate your support for this meeting and are committed to welcome you as an active partner of the ICEM 2018.

The Local Organizing Committee is looking forward to your active participation and commitment to the congress.

Yours sincerely,  
 Prof. Dr. ir. Danny Van Hemelrijck





## Biennial Congress History

17<sup>th</sup> International Conference on. Experimental Mechanics. Rhodes, Greece, July 3-7, 2016  
 16<sup>th</sup> International Conference on. Experimental Mechanics. Cambridge, UK, July 7-11 2014  
 15<sup>th</sup> International Conference on Experimental Mechanics. Porto, Portugal, July 22-27 2012  
 14<sup>th</sup> International Conference on Experimental Mechanics ; Poitiers, France, 4-9 July, 2010  
 For more information about the ICEM2018 conference visit [www.icem18.org](http://www.icem18.org)

## Programme

<b>Sunday 1st July 2018</b>	<b>Monday 2nd July 2018</b>	<b>Tuesday 3rd July 2018</b>
<i>Registration &amp; Welcome in The EGG</i>	<i>ICEM conference Day 1 Cultural Tour - Discover Brussels</i>	<i>ICEM conference Day 2 Exhibition opening Social event - Beer Tasting</i>
<b>Wednesday 4th July 2018</b>	<b>Thursday 5th July 2018</b>	
<i>ICEM conference Day 3 Exhibition Conference Dinner</i>	<i>ICEM conference Day 4 Closing</i>	

## Topics

### Main topics (among others)

- Advancement in optical techniques (photoelasticity, interferometry, DIC, DVC, ..)
- Analytical/numerical models
- Dynamic behavior of materials under impact and blast
- Dynamic behavior of structures
- Damage, Fatigue & Fracture
- Energy harvesting (photovoltaic, wind, wave, ..)
- Mechanics of composite and multifunctional materials
- Mechanics of time-dependent materials
- Mechanics of rate-dependent materials
- Nanomaterials and nanostructures
- (MEMS, NEMS, thin films, nanosensors, testing at the nano-scale...)
- Non-destructive testing and condition monitoring techniques
- Operational modal & modal analysis
- Sensor technology (strain gage technology, optical fiber, accelerometer, etc.)
- System identification
- Thermoelasticity, thermoelastic stress analysis and infrared
- Testing of advanced joining techniques
- Uncertainty quantification
- Ultrasonics and acoustic emission
- Wood mechanics and timber engineering

### Thematic symposia

- Challenges in experimental mechanics for testing on micron & submicron scale
- Recent advances in testing on coupon/component level
- Structural testing and structural health monitoring
- Mechanics of additive manufacturing (3D printing)
- Experimental methods for the mechanical characterization of polymer composites





## EXHIBITION

**Tuesday 3rd and Wednesday 4th July 2018**

An interactive exhibition of state of the art instrumentation will take place over two days at the conference.

Companies exhibiting will have the opportunity to meet and interact with participants with a focused interest on testing methodologies for stress and strain analysis.

### Exhibition package

- The exhibition will take place over 1,5 days.
- Lunch and refreshments will be served in the exhibition area during the exhibition.
- The exhibition will take place where coffee breaks and lunches will be
- The proposed exhibition booth is 6 sqm (3 x 2m)
- The space is suitable for pop-up banners, will be equipped with one table and two chairs; larger spaces are available at additional cost.
- We will give the opportunity during plenary industrial session, to a limited number of exhibitors to showcase innovation (5 min max each).

*The exhibition package is 3000 €\* + VAT if booked before 22nd December 2017 and 3500 €\* + VAT for bookings received after this date.*

VAT is charged at the prevailing rate. Exhibition packages are limited and allocated on a strictly first-come, first-served basis. To reserve your space, please complete and return the registration form on page 8.

\* The basic booth is 6 sqm (3 x 2m). It is possible to get extra sqm at the price of 500 €/sqm.

## Why exhibit?

- Demonstrate the range and quality of your products and services to a specialised audience.
- Maximise your exposure within the scientific community.
- Target new customers and build existing relationships.
- Showcase new or upgraded product ranges.
- Company logo and link on the conference website exhibition page along with a short company profile.
- Company logo and profile in the delegate handbook.
- In the week prior to the conference a broadcast email will be sent to all delegates dedicated to the exhibition with links to all the companies that are taking part.



## SPONSORSHIP PACKAGES

### Levels of contribution

The different opportunities are listed in the following pages: exhibition, sponsorship and satellite symposia. Companies can select multiple items up to the amount of the financial support they can offer. Depending on the total spent and thus on the level reached, they might be recognized as an official Sponsor of the congress and benefit from the following privileges:

	Bronze € 2.000	Silver € 3.500	Gold € 5.000	Platinum € 7.000	Diamond € 15.000
<b>Bronze</b>	1 Company Roll up display in Exhibition area Logo posted on website & Final Program Projection of logo in plenary room				
<b>Silver</b>	Bronze package + 6 sqm booth with one table and 2 chairs + 2 exhibitor passes				
<b>Gold</b>	Silver Package + 1 Full delegate pass (exhibition and sessions) + 3 sqm booth (total of 9 sqm) + Company description (5 lines) in the Final Program + List of participants up to 1 month before the congress*				
<b>Platinum</b>	Gold Package + 1 invitation to the Congress dinner + Logo posted in all e-mailings + 3 sqm booth (total of 12 sqm) + Company description (5 lines) and company hyperlink on website				
<b>Diamond</b>	Platinum Package + Priority for choice of exhibition space (max 25 sqm) + Projection of logo in meeting room during coffee breaks and lunches + Oral expression of thanks during the opening or closing ceremony + 1 insert in the congress bags				

\* Including name, specialty and country (no telephone, e-mail or postal address)

**10% DISCOUNT IF CONTRACT IS SIGNED AND PAYMENT DONE BEFORE 31ST DECEMBER 2017**

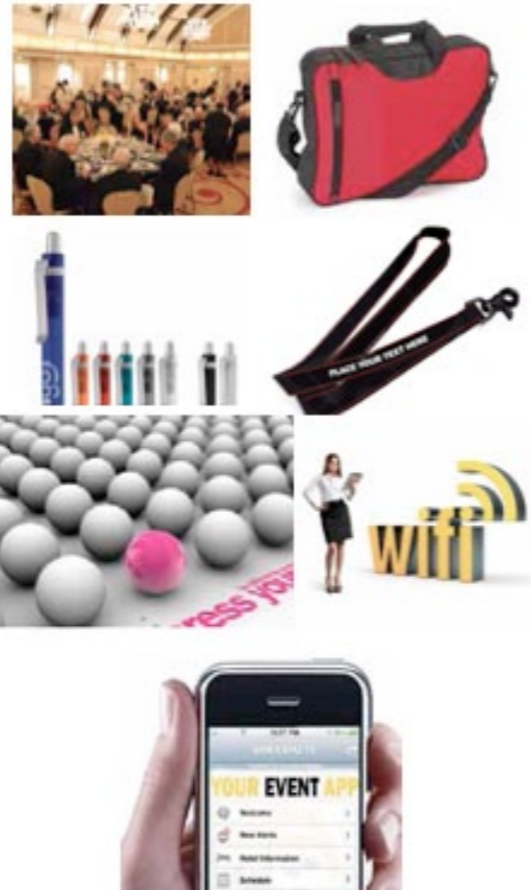
## Why sponsor?

- An opportunity to promote your organization and raise your profile within the wider community.
- Promote your company name to national and international participants prior to, during and after the conference – these include decision makers, scientists and students.
- Demonstrate your commitment to assisting the development of young researchers.
- Your representatives can mix informally with professionals from industry and academia from all around the world.
- Your support of the conference will be acknowledged widely through web-based and printed material.
- Sponsorship contributes significantly to the promotion, planning and operation of the conference, reducing the overall cost of managing the event and enabling a higher level of participation.

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### Additionally companies may wish to bid to sponsor the following:

- Provision of lanyards for delegates badges with exclusive use of company name.
- Provision of delegate bags with exclusive company logo in addition to the EURASEM and ICEM logos.
- Provision of delegate pens with exclusive company logo.
- Sponsorship of afternoon coffee break.
- Sponsorship of special sessions.
- Welcome Reception
- Gala Dinner (Projection of company logo during dinner and logo printed on the menus)



### Wifi Internet Sponsor

Be the exclusive sponsor of the wireless network that allows hundreds to stay connected at the event. This sponsor will also have the opportunity to have one message per day featured on the live news.

### Event Application Sponsor

The App allows attendees to navigate the expo floor, connect with other attendees, view the schedule. Sponsorship of the mobile App will include the company logo and menu pages, a promoted post and welcome message for attendees, and one App notification to be written by the sponsor, approved and scheduled by organizing management.

## To sum it up, the benefits to exhibitors and sponsors:

- Build visibility for your company in a competitive marketplace
- Target highly influential decision makers and opinion leaders
- Interact face-to-face with 500 professionals from across the world
- Give products and services demonstrations, expanding your prospect base and generating new sales leads
- Ensure interaction between suppliers and customers
- Ample networking opportunities with direct access to key opinion leaders
- Establish strategic partnerships
- See emerging innovations and gain exposure to patented new technologies
- Expand loyalty and build opportunities with existing clients
- Give maximum exposure for your company and increase brand awareness position for your Organisation

**EXHIBIT/SPONSORSHIP INFORMATION:** This information will appear in conference publications exactly as you provide it.

Company Name:

Address:

City:  State:  Zip:

Tel:  Fax:  Email:

**PRIMARY CONTACT:** This person will be the primary point of communication and will sent all information related to your participation

Contact Name:  Title:

Contact Phone:  Contact Email:

**BASIC EXHIBITION BOOTH (6 sqm)**   
Extra sqm needed : ..... sqm

### PAYEMENT METHOD:

Credit card  Bank transfer

**TOTAL AMOUNT DUE:**

**Signature:**

### SPONSORSHIP PACKAGES:

- Bronze
- Silver
- Gold
- Platinum
- Diamond
- Other sponsorship .....

Please submit application to:

**Semico NV**  
Belgin Topkaya  
16-18 Korte Meer  
B- 9000 Ghent  
Icem18@semico.be  
Tel : + 32 (0)2 880 99 90

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Join us next year!  
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**BRUSSELS**



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