

SMAR 2026



# 8<sup>th</sup> International Conference on Smart Monitoring, Assessment and Rehabilitation of Civil Structures

August 26–28, 2026, Dresden, Germany

## Sponsorship

# KEY DATA AND FACTS AT A GLANCE



**Gain new customers and skilled professionals  
with SMAR 2026 – quickly, easily, and cost-effectively**

## MAIN TOPICS

- Advanced materials, smart structures and visionary technologies for structural innovation
- Performance and damage assessment of components and structures
- Renovation, repair, and structural strengthening
- Innovative measurement and analyzing methods
- Long-term and predictive structural health monitoring
- Practical applications and case studies
- Durability, performance and sustainability over the entire life cycle

## LOCATION

Dresden, Germany

## DATE

Main event: August 26–28, 2026

Including pre- and post-program: August 25–29, 2026

## PARTICIPANTS

300–400 participants from companies, academic institutions, and infrastructure operators and owners

## EVENT TYPE

Three-day conference with exhibition, evening event, and a pre- and post-program

# DATA AND FACTS IN DETAIL

## YOU REACH EXACTLY YOUR TARGET GROUP

300–400 decision-makers on site and well over 1,000 persons digitally before and after SMAR 2026. The international participants belong to the following two groups:

**1 Operators and owners** and thus direct decision-makers who manage numerous structures – including buildings, industrial facilities, bridges, tunnels, and channels – and are seeking solutions for their monitoring, rehabilitation, and strengthening tasks.

**2 Employees from companies and research institutions**, including doctoral candidates, who will become decision-makers in companies and science within the next two to three years. They are working on the following topics:

- Advanced materials, smart structures and visionary technologies for structural innovation
- Performance and damage assessment of components and structures
- Renovation, repair, and structural strengthening
- Innovative measurement and analyzing methods
- Long-term and predictive structural health monitoring
- Practical applications and case studies
- Durability, performance and sustainability over the entire life cycle

## YOU RECEIVE THE PERFECT MARKETING MIX TO ACHIEVE YOUR GOALS

- Pre-program coverage on social media to generate strong interest
- Direct interaction via on-site presentation to build personal relationships
- Post-program follow-up to convert prospects into customers

## THE GOALS OF THE EVENT ALIGN WITH YOUR GOALS

Monitoring, rehabilitation, and strengthening of structures, as well as their sustainable use, supported by increasingly powerful digital technologies, are becoming ever more important. The associated market is growing rapidly, continuously driving innovation and generating increasing revenues. SMAR 2026 presents the latest global develop-

ments in these areas, introduces key players, and fosters networking among them. Its goal is to initiate new business relationships and collaborations between companies and research institutions. You can expect 250–300 expert presentations, an exhibition, multiple coffee and lunch breaks, an evening event, and a variety of engaging side programs.

# DATA AND FACTS IN DETAIL

## YOUR TANGIBLE BENEFITS

- Gain new customers, suppliers, and talent away from crowded social media channels
- Increase your visibility in monitoring, rehabilitation, and strengthening with a limited number of select exhibitors
- Enjoy highly cost-efficient advertising in your target group for three days plus pre- and post-program exposure
- Engage directly with participants to clearly convey your competitive edge – participant list sent in advance
- Expand your network and strengthen customer relationships
- Access the latest international knowledge and connect with global leaders in monitoring, rehabilitation, sensors, and AI
- Leverage SMAR 2026 as a content theme for ongoing social media visibility
- Be perceived as a competent partner in the addressed fields

## WHY SMAR 2026 AND NOT ANOTHER EVENT

Because it's the only global event that combines:

- Structural monitoring, assessment, and rehabilitation
- 250–300 international presentations
- Very affordable participation fees

This unique combination accelerates innovation through networking. Here, you'll meet current and future decision-makers.



# DATA AND FACTS IN DETAIL

## WHEN

August 26–28, 2026 – perfectly timed before the packed conference months of September and October

## WHERE

Dresden is one of the most beautiful and innovative cities in the world. Rich in history and a hub of the global chip industry, Dresden offers urban nature, classical high culture, outstanding museums, and a vibrant youth scene.

In the booming region around Dresden, carbon-reinforced concrete was developed to practical maturity, and leading automotive brands such as BMW, Porsche, Tesla, and VW manufacture their vehicles here.



Dresden belongs to the leading research hubs in Europe. With more than 40 research and development institutions, over 10,000 scientists, and around 40,000 students, Dresden is a center for innovation and scientific exchange.



The city is located in Germany, a country that approved a massive investment program in early 2025 for the preservation of its infrastructure. This makes Germany not only one of the strongest economies, but also a global center for the monitoring, assessment, and rehabilitation of civil structures.

## EVENT INFORMATION

**Program:** will be published at the beginning of 2026

**Website:** [www.smar-2026.org](http://www.smar-2026.org)

**Contact:** [office@smar-2026.org](mailto:office@smar-2026.org)

# SPONSORING AND EXHIBITION PACKAGES

## HOW TO BENEFIT

Book one of the following packages and we will work with you to ensure your success!

## OFFER FOR SPONSORS / EXHIBITORS



### **GOLD SPONSOR** 7 500 €

- Conference registration for up to 5 persons
- Coffee breaks, lunch, and one conference dinner
- Booth (approx. 6 m<sup>2</sup>) incl. 2 chairs and 1 table
- 5-minute company presentation during the scientific program
- Opportunity to display your promotional material in the registration area and on the tables in the conference and catering areas
- Company logo on conference website
- Company logo on conference documents
- Company logo on the programme flyer
- One-page presentation of your company or product in the program booklet
- Two posts about your company's products/services on LinkedIn

### **SPONSOR** 5 000 €

- Conference registration for up to 3 persons
- Coffee breaks, lunch, and one conference dinner
- Booth (approx. 4 m<sup>2</sup>) incl. 2 chairs and 1 table
- Opportunity to display your promotional material in the registration area
- Company logo on conference website
- Company logo on conference documents
- Company logo in the program booklet
- One post about your company's products/services on LinkedIn



### **EXHIBITOR** 2 500 €

- Conference registration for up to 2 persons
- Coffee breaks, lunch, and one conference dinner
- Booth (approx. 4 m<sup>2</sup>) incl. 2 chairs and 1 table
- Company logo on conference website
- One post about your company's products/services on LinkedIn



# SPONSORING AND EXHIBITION PACKAGES

## ORDER FORM FOR A BINDING BOOKING

To book one of the packages, please send this completed and signed page to [office@smar-2026.org](mailto:office@smar-2026.org).  
Feel free to contact us if you have any questions!

### We book

- ☐ Gold Sponsor Package (€7 500 + VAT)
- ☐ Sponsor Package (€5 000 + VAT)
- ☐ Exhibitor Package (€2 500 + VAT)

### We prefer

- ☐ One-time full payment within 4 weeks of booking
- ☐ To pay in two installments of 50 % each (50 % within 4 weeks of booking and 50 % no later than 2 months before the event)

Binding booking confirmation for the selected packages.

.....  
Name + Company stamp + Signature

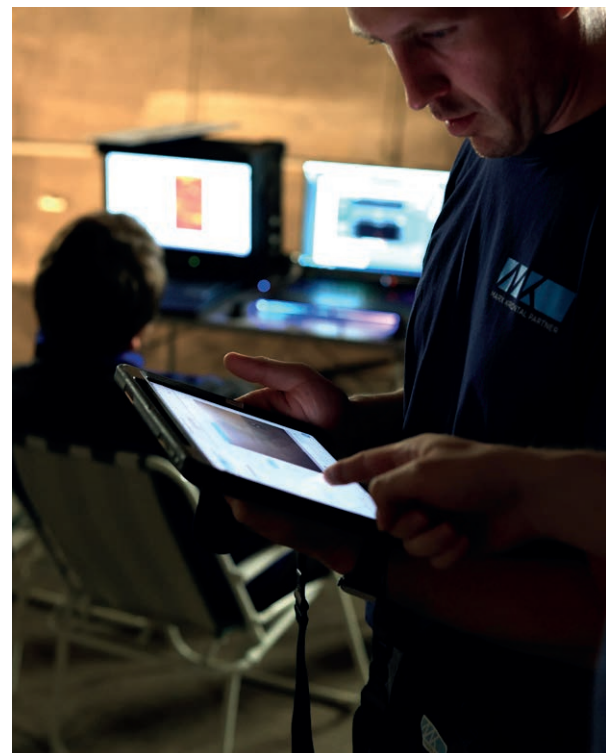
### Contact person:

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Name

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Email

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Phone

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Remarks





# CONTACT

## ORGANIZERS

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