

SMAR 2026



8th 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

TUD Dresden University of Technology, 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, as well as 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

Contact: 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 m²) 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 program 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 m²) 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 m²) 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. You will receive all further important information in time.

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)

By signing this form, the above-mentioned company / institution confirms its binding registration for the selected sponsorship and exhibition services and accepts the following terms and conditions. This registration is legally binding upon signature by the exhibitor / sponsor and requires written confirmation by the organizer.

.....
Signature + company stamp

.....
Date und place

Contact person | billing address

.....
Name in block letters

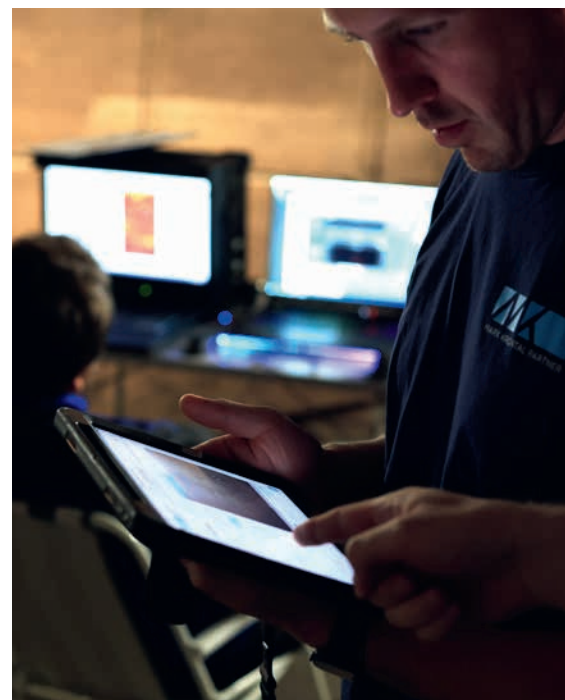
.....
Company / institution

.....
Address (street, postal code and place)

.....
Email address

.....
Phone

.....
Sales tax ID



TERMS AND CONDITIONS EXHIBITORS & SPONSORS

SMAR 2026 | August 25–29, 2026 (incl. pre- and post-program)
TUD Dresden University of Technology, Germany

1. Organizers

TUDIAS TU Dresden Institute of Advanced Studies GmbH
Freiberger Straße 37
01067 Dresden, Germany

Phone: +49 351 40470-299
Email: info@tudias.de
Web: tudias.de/de

TUD Dresden University of Technology
Institute of Concrete Structures
01062 Dresden, Germany

Phone: +49 351 463-39586
Email: office@smar-2026.org
Web: massivbau.tu-dresden.de

Empa
Überlandstraße 129
8600 Dübendorf, Switzerland

The organizers are responsible in terms of data protection law; for data protection inquiries and revocations, please contact via Email: office@smar-2026.org

2. Registration, payment, and cancellation

Participation requires registration, consent to the data privacy policy (GDPR), and acceptance of these terms and conditions. In order to be valid, your reservation must be completed on the appropriate application form enclosed and sent to: office@smar-2026.org

All reservations are binding. Accurate personal information must be provided. No verbal or phone agreements are valid unless confirmed in writing. After registration, TUDIAS GmbH will send an invoice to the email address provided.

Payment methods: bank transfer or credit card. Payment deadline is stated on the invoice.

Booth allocations will be assigned in taking into account the booked tariff, and are subject to full payment and approval. Ex-

hibitors may express preferences, but organizers cannot guarantee first choice. Once booth locations have been assigned, no changes will be possible without written consent.

TUDIAS reserves the right, if deemed necessary, to alter the location, size, or layout of allocated exhibition space.

It is possible to name a replacement participant, which must be communicated by email to office@smar-2026.org no later than 10 working days before the event.

Cancellation policy:

- Until July 13, 2026: 50% of the total amount will be refunded.
- From July 14, 2026: No refunds.

This does not apply to cases of event cancellation or impossibility due to force majeure/official orders in accordance with Section 8.

The statutory right of withdrawal for consumers in distance contracts does not apply to these sponsoring packages in accordance with Section 312g (2) No. 9 BGB, as the service is provided on a specific date/during a specific period.

Cancellations must be submitted in writing via email to: office@smar-2026.org. The date the email is received determines cancellation validity. Refunds (if applicable) will be issued to the original payment method.

3. Local and site regulations

Exhibitors must comply with all local and site regulations regarding law, order, safety, health, and security. The organizers reserves the right to demand the modification or removal of any structure that does not comply with TUD Dresden University of Technology regulations or to cancel participation. TUDIAS's decisions in this regard shall be final and binding.

4. Entry to the exhibition

Access to the exhibition will be restricted to registered symposium participants and exhibitors.

5. Photography and video recording

Photos and videos will be taken during the event (August 25–29, 2026) for the following purposes:

- Internal event documentation
- Publication in print (e.g., brochures, press) and digital media (e.g., website, social media)
- Sharing with event stakeholders (e.g., speakers, exhibitors, organizers)
- Publishing on the organizers' websites

Participants grant unrestricted, royalty-free permission for worldwide publication of these images/videos. If you do not wish to be photographed or recorded, please inform the event photographer. You may withdraw consent at any time via email to: office@smar-2026.org.

Note: Images/videos published before withdrawal may remain visible online or in print. Complete deletion from the internet is not guaranteed due to third-party sharing and search engine indexing.

Overview shots (without specific depiction of individual persons) may be taken on the basis of legitimate interests (Art. 6(1)(f) GDPR), provided that the interests of the persons concerned do not outweigh these interests.

6. Data protection

The processing of personal data is carried out in accordance with the GDPR and BDSG. Legal basis: Art. 6 (1) (b) GDPR (contract/organization); for photo/video recordings Art. 6 (1) (f) GDPR (legitimate interests for overview shots). Recipients of the data: internal organizational teams; for photos/videos, media, press, and contributors, if applicable. Rights of data subjects: information, rectification, erasure, restriction, objection, data portability; right to lodge a complaint with a supervisory authority (Art. 77 GDPR). No automated decision-making takes place.

Data is collected, stored, and processed solely for the purpose of organizing and running SMAR 2026 (August 25–29, 2026).

By accepting these terms, participants consent to the processing of their personal data.

Data retention: Personal data will be deleted after the legal retention period.

7. Liability

The organizers are liable without limitation for damages resulting from injury to life, body, or health, as well as in cases of intent and gross negligence. In the event of a slightly negligent breach of essential contractual obligations (cardinal obligations), liability is limited to typically foreseeable damage. Otherwise, minor negligence is excluded. Liability for arrival and departure, accommodation, and lost/stolen items exists only in accordance with the above principles; the organizers are not liable for damage caused by third parties or other participants, unless there is a fault in selection or organization.

8. Force majeure

If the event must be canceled due to force majeure or official orders, no party shall be entitled to claim compensation. 50% of the total amount of the sponsorship and exhibitor fees will be refunded. If a replacement date is offered, participants may choose whether to maintain their registration or have their participation fees refunded. Otherwise, the statutory provisions apply; if this is impossible, any payments made must be refunded.

9. Exclusion from participation

In the event of culpable behavior (in particular late payment, significant disruption, repeated disregard of the house rules), exclusion from the event is possible; in this case, the participation fees will not be refunded. Smoking, drug use, and the consumption of illegal substances are strictly prohibited in all event facilities.

10. Final provisions

German law applies. For contracts with merchants/companies, the place of jurisdiction is Dresden. The statutory places of jurisdiction apply to consumers; agreements on places of jurisdiction to the detriment of consumers are not made. If any provision of these GTC is found to be invalid, the remaining provisions shall remain in full force and effect.

Separate terms and conditions for participants can be found at <https://smar-2026.org/terms-and-conditions-of-participation/>

Version dated: October 28, 2025

CONTACT

ORGANIZERS

TUDIAS GmbH in cooperation with TUD Dresden University of Technology (Institute of Concrete Structures, Germany) and Empa (Dübendorf, Switzerland)

CONTACT



TUD Dresden University of Technology
Institute of Concrete Structures
01062 Dresden

Tina Funke

Phone: +49 351 463-39586
Email: tina.funke@tu-dresden.de
Web: massivbau.tu-dresden.de



TUD Dresden University of Technology
Institute of Concrete Structures
01062 Dresden

Dr.-Ing. Frank Schladitz

Phone: +49 351 463-36399
Email: frank.schladitz@tu-dresden.de
Web: massivbau.tu-dresden.de

IMAGE CREDITS

- Cover: eric – stock.adobe.com | Stefan Gröschel, TU Dresden
- Page 5: Stefan Gröschel, TU Dresden
- Page 6: Stefan Gröschel, TU Dresden | Folab GmbH
- Page 7: MKP GmbH
- Page 8: Stefan Gröschel, TU Dresden