



Sponsorships Manual

 **ICONHIC**
2019

23-26 June 2019, Chania, Greece



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Under the auspices of:



**NATIONAL TECHNICAL
UNIVERSITY OF ATHENS**

ETH zürich

Supporting Organizations:



Join ICONHIC2019!

We are delighted to invite you to the 2nd International Conference on Natural Hazards and Infrastructure. Building upon the success of the first event in 2016, ICONHIC2019 aims to take the extra mile towards infrastructure Resilience. By bringing on the same floor engineers from the academia and the industry, financiers, policymakers and innovators, to exchange experience and jointly discuss new ideas, we envision to set a robust and viable trace towards the resilience of our civil infrastructure systems. This manual contains information for potential Sponsors wishing to address a broad, multi-disciplinary audience both on-site during the 3-day event, as well as before it through our website, social media and digital informative material.

Organized by:

The Innovation Center on
Natural Hazards and Infrastructure

Welcome Message

“

We are delighted to invite you to Chania, Greece for the “2nd International Conference on Natural Hazards and Infrastructure”.

It is currently well understood that protection against extreme events is not served by the “stronger is better” principle. Apart from several scientific evidence disproving the adequacy of such a concept, building stronger structures has no impact in protecting existing infrastructure. On the contrary, the latter is asked to serve more needs stemming from the expansion of population in urbanized regions, at a time when ageing reduces its capacity. Further to that, both the frequency and intensity of extreme natural events are augmenting.

Although it is essential to act now, it is obvious that no single discipline can

undertake the action. That is why ICONHIC2019 aims to bring all stakeholders on the same floor. We need to work together and understand each other. Engineers, financiers, insurers, and policy makers must exchange experience in order to set a robust and viable trace towards our future actions.

To achieve this goal, our conference will include panel discussions among different stakeholders, excellent keynote lectures, special and theme sessions in what we hope to be a most lively event encouraging discussion on challenging topics.

”

Looking forward to meeting you in Greece on 23-26 June 2019 !

Prof. George Gazetas, NTUA, Conference Chair

Prof. Ioannis Anastasopoulos, ETH, Conference Co-Chair

Dr. Rallis Kourkoulis, ICONHIC, Conference Lead Organizer



WE NEED TO ACT

Even if new infrastructure could be constructed to be immune to disasters (a knowingly utopic scenario), the vast amount of existing networks would be operating at sub-standard –if not unsafe– service levels; too weak to defend themselves when attacked by natural threats. Action must be taken to prepare infrastructure systems in order to handle the needs of the future and be ready for the unknown events that may occur.

IN A DISRUPTIVE WAY

The need to renew existing systems is obviously acute, but doing so in the conventional manner is too resource-demanding to be viable. While recent research suggests that the global spending for infrastructure reaches a mere 50% of that required just to keep up with our needs, the rapid expansion of urbanized regions is unavoidably pursued by the need to enlarge capacity. Going beyond the state of practice is essential.



Vision & Mission

SO COME ON BOARD

Engineers, financiers, policy makers and innovators, both practitioners and academics, need to join forces. ICONHIC2019 invites all stakeholders to come together to question the status quo by proposing out-of-the-box solutions.

Challenging panel discussions, top-notch lectures, bilateral meetings, oral sessions and a pre-conference forum are combined to maximize impact and application potential of proposed ideas.

- Innovative Ideas
- Integrated Solutions
- Mingling of Experience
- Oral Sessions
- Panel Discussions
- Top-notch Lectures
- Bilateral Meetings

Conference Themes

▣ CROSS-CUTTING TOPICS

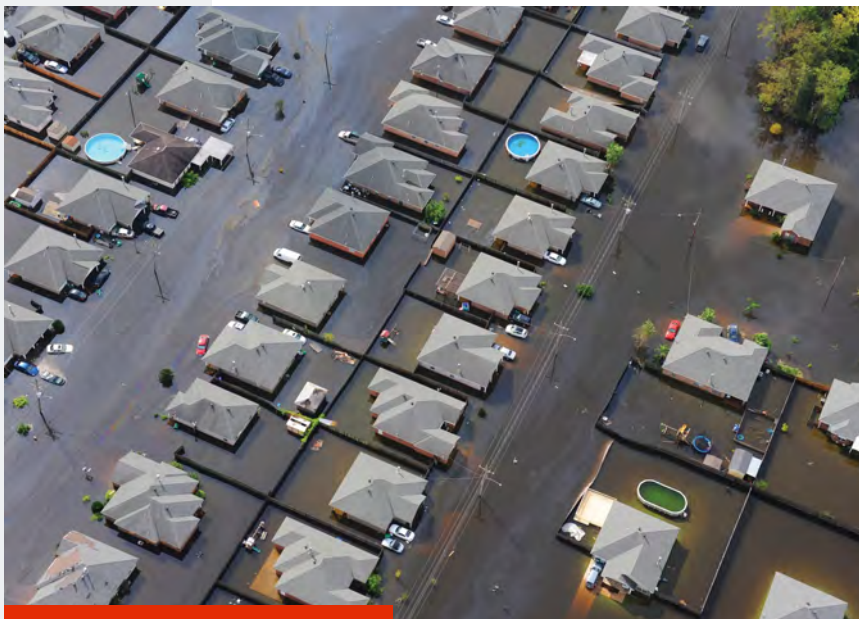
Hazard Prediction, Warning and Risk Management
Strengthening Tools & Mitigation Strategies
Remote sensing for natural disasters
Life-Cycle Management of Infrastructure Systems
Resilience of infrastructure networks

▣ EARTHQUAKES & LANDSLIDES

Engineering Seismology & Ground Motion Simulation
Assessment, Analysis and Retrofitting of Structures
Aging Infrastructure and future Earthquakes: Concrete, Steel and Masonry Structures
Seismic Design of Foundations and Underground Structures
Soil-Structure Interaction
Ground Failure & Liquefaction: Analysis and effects on Structures and Lifelines
Isolation and Energy Dissipation Devices
Protection of Historical Structures against Seismic Hazards
Landslides Prevention and Mitigation: Design Practice and New Concepts
Instrumentation and Remote Sensing
Offshore Landslides and effects on submarine Structures and Pipelines
Earthquake/Flood induced Landslides: Analysis and Modeling

▣ CLIMATE CHANGE & FLOODING

Urban Drainage Infrastructure and Performance
Natural & Engineered Defenses and Vulnerabilities
Storm Surges, Tsunamis and Sea Level Rise
Strong Winds, Storms, Hurricanes and Tropical Cyclones
Impact of Extreme Weather on Critical Infrastructure
Drought impacts on Infrastructure Service Delivery



ICONHIC2019 in a nutshell:

Passing the torch from a ground-breaking first conference in 2016 to a unique international event



9 Keynote Lectures &

21 Invited Talks

INCLUDING:

- Prof. Michael Constantinou, University at Buffalo, USA
- Prof. Alexander Puzrin, ETH Zurich, Switzerland
- Prof. Eduardo Alonso, UPC, Spain
- Prof. Misko Cubrinovski, University of Canterbury, NZ
- Prof. Thomas O'Rourke, Cornell University, USA
- Dr. Judith Mitrani-Reiser, NIST, USA
- Prof. Vladimir Smakhtin, United Nations University, CANADA
- Prof. Ikuo Towhata, University of Tokyo, JAPAN
- Prof. George Bouckovalas, NTUA, GREECE



2 Panel Discussions

ON:

- a) Innovative Financial Mechanisms to Transfer Catastrophe Risk
- b) Risk Assessment and Mitigation of Geotechnical Eco-Hazards



83 Members of Steering & Scientific Committee:

Tarek Abdoun, RPI
Eduardo Alonso, UPC
Günter Blöschl, TU Wien
Michalis Fardis, Univ. Patras
Guillermo Franco, Marsh & McLennan
Roger Frank, ENPC
Nicos Makris, UCF
Maria Mimikou, NTUA
Sissy Nikolaou, WSP
Ton Peters, Deltares
Kyriazis Pitilakis, AUTH
Alexander Puzrin, ETH
Mark Randolph, UWA
Tizianna Rosetto, UCL
David Wald, USGS, USA
Nigel Wright, De Montfort Univ.



7 Dedicated Workshops

ON:

- a) Induced Seismicity: a multidisciplinary approach
- b) Natural Hazards & Pipeline Infrastructure
- c) Urban Flooding & Nature-Based Solutions
- d) Loss & Resilience Assessment Tools for Infrastructure exposed to Natural Hazards
- e) Offshore Wind Turbine Foundations
- f) Bridge Risk Assessment against Natural Hazards
- g) Rocking Structures

40 Countries & 150 Institutions

represented in the organizing process

D. Adam, TU Wien

A. Askan, METU

D. Assimaki, Caltech

I. Bal, Hanze Univ.

K. Beyer, EPFL

S. Bhattacharya, Univ. of Surrey

F. Bransby, Fugro

M. Brown, Univ. of Dundee

P. Burlando, ETH

P. Dakoulas, Univ. of Thessaly

S. Dashti, CU Boulder

D. D' Ayala, UCL

C. De Michele, Polit. di Milano

D. Fäh, ETH

S. Foti, Polit. di Torino

H. Fritz, Georgia Tech

R. Fuentes, Univ. of Leeds

N. Gerolymos, NTUA

R. Gesche, Univ. of Chile

Ph. Gueguen, Univ. of Grenoble

I. Herle, TU Dresden

B. Jeremic, UC Davis

G. Kampas, Univ. of Greenwich

L. Kapetas, Cambridge

S. Karamanos, UTH

A. Kaynia, NGI

A. Kiratzi, AUTH

J. Knappet, Univ. of Dundee

S. Kontoe, Imperial College

P. Kotronis, EC-Nantes

R. Lagioia, Univ. of Brescia

S. Lagomarsino, Univ. of Genova

J. Laue, Lulea Univ. Technology

D. Lignos, EPFL,

D. Loukidis, Univ. of Cyprus

T. Lyle, Ebbwater Consulting

G. Madabushi, Cambridge

S. Mitoulis, Univ. of Surrey

G. Musso, Polit. di Torino

Y. Offir, Yaron Offir Eng. Ltd

P. Papadopoulos, Frederick Univ.

R. Paolucci, Polit. di Milano

C. Papazachos, AUTH

G. Penesis, AKRF Inc.

A. Pecker, ENPC

D. Pitilakis, AUTH

F. Plewinski, DAES SA

E. Sapountzakis, NTUA

A. Sextos, Univ. of Bristol

E. Smyrou, Hanze Univ.

A. Stavridis, SUNY Buffalo

B. Stojadinovic, ETH

A. Take, Queen's Univ.

L. Thorel, IFSTTAR

T. Tobita, Kansai Univ.

Th. Travarasou, Fugro

M. Trigg, Univ. of Leeds

M. Vassiliou, ETH

E. Vintzilaoui, NTUA

Ch. Vrettos, Tech. Univ. Kaiserslautern

D. White, Univ. of Southampton

L. Wotherspoon, Univ. of Auckland

N. Yoshida, Kanto Gakuin Univ.

L. Zdravkovic, Imperial College

D. Zekkos, UMICH

A. Zervos, Univ. of Southampton

K. Ziotopoulou, UC Davis



Keynote & Invited Lectures

Distinguished speakers will set the pace in several priority topics covering a significant range of infrastructure and threats from different viewpoints.

Conference Highlights

A modern structure featuring excellent lectures and fostering exchange of ideas

Enhancing infrastructure resilience within a limited resources environment, requires immediate interaction among stakeholders, debate upon conventional or revolutionary ideas and questioning of existing practices. That is why ICON-HIC2019 attempts to bring a top-notch audience together in several sessions of different format with discussion being the focal point in all of them. Academic State of the Art is mixed with industry expertise and technology developments in order to fertilize practice towards agility in the



Panel Discussions

Reflecting the essence of our conference, plenary panel discussions will feature debates among academics, consultants and insurers encouraging audience participation.



Workshops

Selected topics will be discussed thoroughly in workshops aiming to reach publishable results that would serve as future reference guides.



ICONHIC booth

Combining a chill-out area with a futuristic digital setup displaying videos, testimonials, messages and information, the booth will provide a unique ice-breaking environment.

Networking Highlights

Boosting future collaboration
by coming together

Cooperation is triggered by lectures & discussions in the conference halls but is actually nurtured during breakout sessions and networking functions. ICONHIC2019 provides an array of opportunities for informal exchange of opinions and experiences either in the form of bilateral chats or of tailored presentations. Several breakout sessions, sponsored luncheons, industry booths, a dedicated Innovation hub and a landmark ICONHIC booth set the stage for sustainable networking throughout the event.



Innovation Hub

Set amidst the networking area, the hub will be offered interchangeably to several research teams wishing to disseminate recent findings to a diverse audience.



Technical Exhibition

Immediately outside the lecture halls, the exhibition will comprise modern booth structures with all contemporary facilities in a bustling environment.



Welcome Reception

On the conference eve, why not accompany the registration with the welcome reception which will combine local bites and wine with soft music in a relaxed atmosphere.

Social Highlights

Much more than just a conference experience

Whether on-site at the venue or exploiting iconic locations nearby, social events are admittedly among the memorable parts of a successful conference. As testified by our own experience during the previous event in 2016, the relaxed ambience of social functions has repeatedly served as a perfect networking opportunity. Our social program attempts to offer an array of outstanding choices as tasting local delicacies, strolling within the old city alleys, swimming in sapphire waters or partying on



Beach BBQ party

Right on the beach, expert cooks will cater for an absolute culinary delight accompanied by a selection of drinks, music and, of course, the sea breeze.



Post Conference Tours

Crete is one of the most famous destinations worldwide; the tours offer a sample ranging from unparalleled beaches and hiking locations to unique cultural monuments.

A state-of-the-art approach
with a contemporary edge



Using technology to encourage active audience participation

- Mobile app for real-time polling, Q&A and surveys during sessions
- Mobile schedule app allowing personal agenda creation and information on last-minute changes
- Dedicated youtube channels to tune into during 5-in-5 presentations
- Real time schedule display allowing seamless transition between sessions

Setting the stage for an on-going dialogue

- Pre-conference forum on our website and social media
- Direct contact between recent research findings and industry through the Innovation Hub
- Proceedings submitted for indexing
- Open publications from workshops and special sessions

Sponsorship Tiers (Rates exclude VAT of 24%)	Platinum € 15,000	Gold € 10,000	Silver € 6,000	Bronze € 3,500
Conference Exposure				
30-min Presentation during a seated 3-course Luncheon	•			
Address during the Opening Ceremony	•			
Brief Address during Plenary Session		•		
Branding of Welcome Reception	•			
Branding of 1 Coffee-Break		•		
Branding of Keynote Sessions	2	2		
Branding of Parallel Sessions			3	
Video ad on the Conference screens (up to 60s) **	•	•		
Conference-Passes	5	4	2	1
Honorary Mention during the Closing Ceremony	•	•		
Acknowledgement during the Closing Ceremony			•	•
Printed and Digital Media				
Logo on the Conference Banners **	•	•	•	•
Logo on the Conference Website **	•	•	•	•
Logo in the printed Conference Schedule **	•	•	•	•
Logo on the Conference App	•	•		
Advertisement on the Conference Programme (No. of pages)	2	2	1	1/2
Acknowledgement in Social Media (Special placement for Platinum & Gold Sponsors)	•	•	•	•
Conference bag insert	•	•		
Logo printed on the Conference bag	•			
Technical Exhibition				
Exhibition Area (m ²)	12 ^{***}	8	6	6
Social Functions				
Passes for all Social Activities	5	4	2	1

* All sponsorship benefits are offered on a first come, first served basis. Terms & Conditions are subject to change

** Logo placement and frequency of video ads display will be proportional to the sponsorship tier (where applicable)

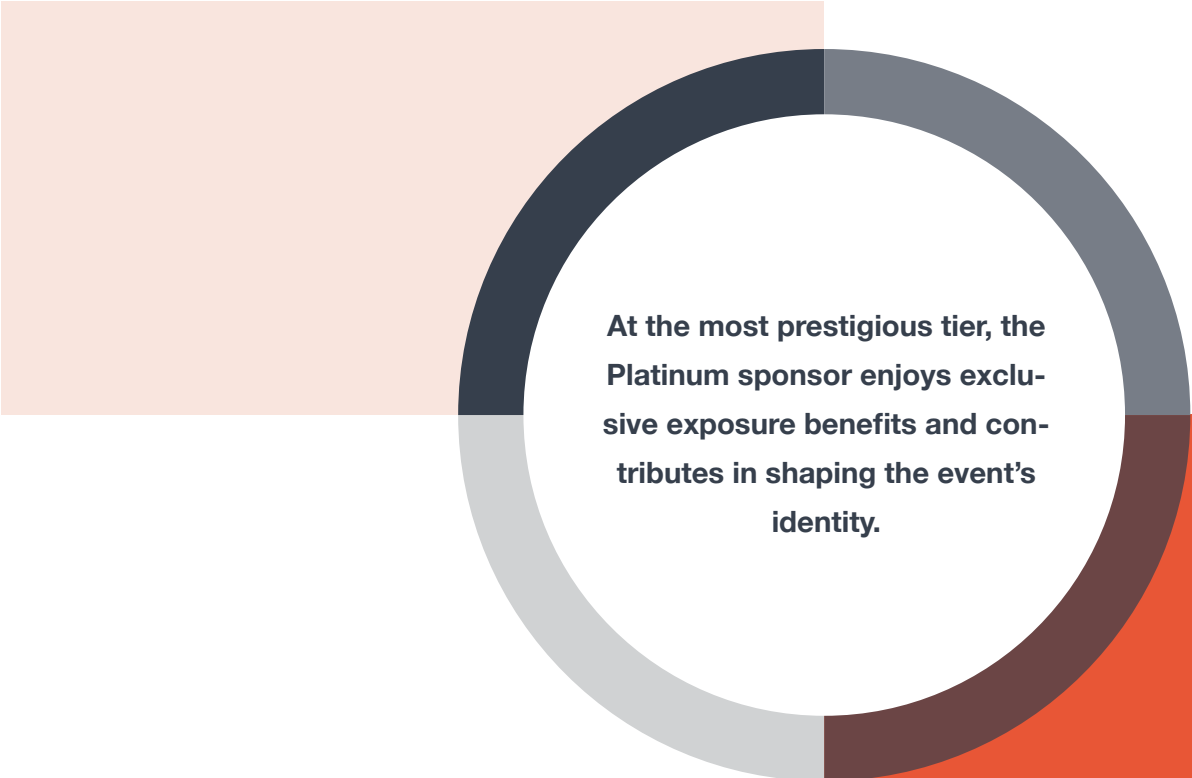
*** Exhibition area may be offered as an alternative to the seated Luncheon presentation.

Platinum Tier (Exclusive)

€ 15,000 (Excl. VAT of 24%)

Sponsorship Benefits

- A 30-min Presentation during a seated 3-course Luncheon OR
12 m² Exhibition Area in one of the most prominent spots of the exhibition hall
- Address during the Opening Ceremony
- Honorary Mention during the Closing Ceremony
- Branding of the Welcome Reception. This includes:
 - Logo display with acknowledgment on table-signs and screens
 - Exclusive video loop during the reception
- Branding of 2 Keynote Sessions. This includes:
 - Logo display with acknowledgment on schedule-display screens and on introductory session slide
 - Co-chairing of session
 - Optional: signage in conference room
- Logo on the Conference Website
- Special Placement in Social Media
- Logo on all Conference Banners
- Logo in the printed Conference Schedule (distributed to all Delegates)
- Logo on the Conference App (which will be free to download for all Delegates)
- Double-page advertisement on the printed Conference Schedule (distributed to all Delegates)
- Conference bag Insert
- Logo printed on the Conference Bag
- 5 Conference-passes (and 5 supplementary passes for all Social Activities)
- Video ad on the Conference screens (up to 60s)



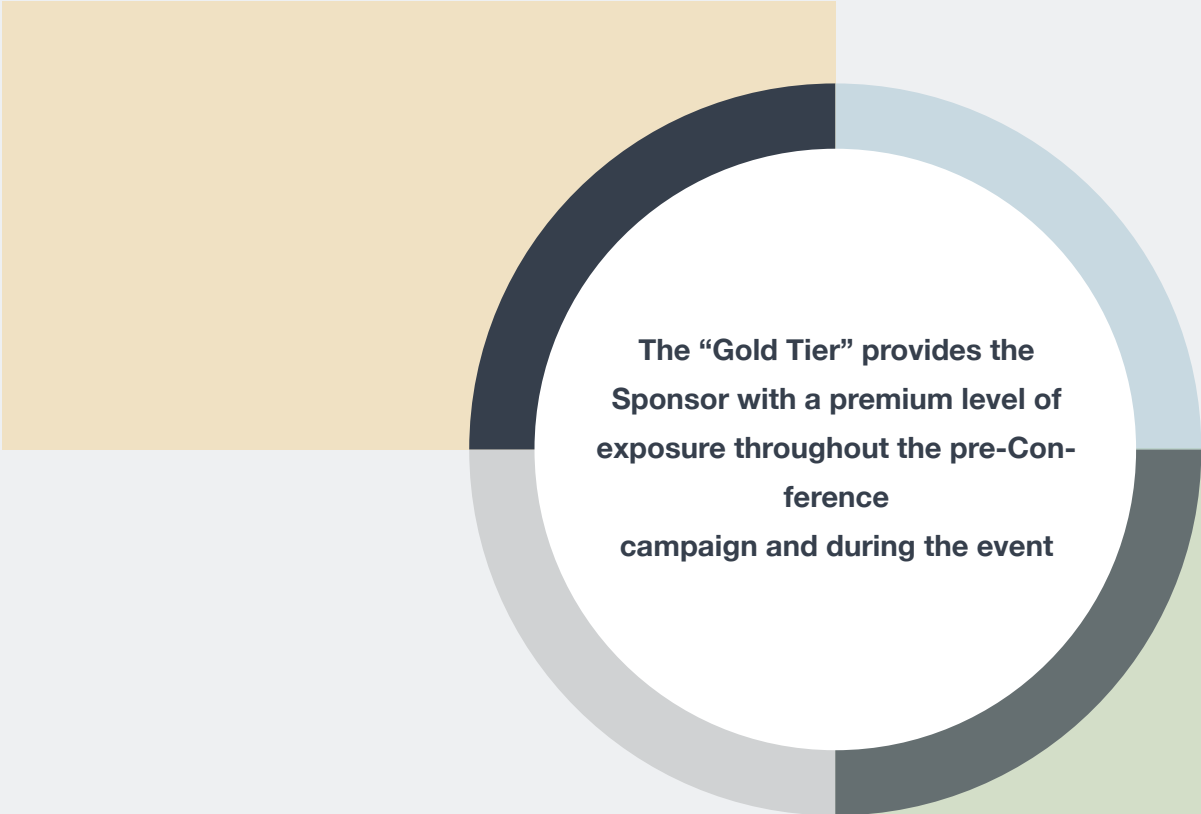
At the most prestigious tier, the Platinum sponsor enjoys exclusive exposure benefits and contributes in shaping the event's identity.

Gold Tier

€ 10,000 (Excl. VAT of 24%)

Sponsorship Benefits

- 8 m² Exhibition Area
- Brief Address during Plenary Session
- Honorary Mention during the Closing Ceremony
- Branding of 2 Keynote Sessions. This includes:
 - Logo display with acknowledgment on schedule-display screens and on introductory session slide
 - Co-chairing of session
 - Optional: signage in conference room
- Branding of 1 Coffee Break. This includes:
 - Logo display with acknowledgment on table-signs and screens
 - Exclusive video loop during break
- Logo on the Conference Website
- Special placement in Social Media
- Logo on all Conference Banners
- Logo in the printed Conference Schedule (distributed to all Delegates)
- Logo on the Conference App (which will be free for downloading for all Delegates)
- Double-page advertisement at the printed Conference Schedule (distributed to all Delegates)
- Conference bag Insert
- 4 Conference-passes (and 4 supplementary passes for all Social Activities)
- Video ad on the Conference screens (up to 60s)



The “Gold Tier” provides the Sponsor with a premium level of exposure throughout the pre-Conference campaign and during the event

Silver Tier

€ 6,000 (Excl. VAT of 24%)

Sponsorship Benefits

- 6 m² Exhibition Area
- Branding of 3 parallel sessions. This includes:
 - Logo display with acknowledgment on schedule-display screens and on introductory session slide
 - Co-chairing of session
 - Optional: signage in conference room
- Logo on the Conference Website
- Acknowledgement in Social Media
- Acknowledgement at the Closing Ceremony
- Logo on all Conference Banners
- Logo in the printed Conference Schedule (distributed to all Delegates)
- Single page advertisement at the printed Conference Schedule (distributed to all Delegates)
- 2 Conference-passes (and 2 supplementary passes for all Social Activities)

Bronze Tier

€ 3,500 (Excl. VAT of 24%)

Sponsorship Benefits

- 6 m² Exhibition Area
- Logo on the Conference Website
- Acknowledgement in Social Media
- Acknowledgement at the Closing Ceremony
- Logo on all Conference Banners
- Logo in the printed Conference Schedule (distributed to all Delegates)
- 1/2-page advertisement at the printed Conference Schedule (distributed to all Delegates)
- 1 Conference-pass (and 1 supplementary pass for all Social Activities)

Exclusive Partnership Arrangements

Sponsored Sessions

1

They may have a duration of 90 minutes and will run during a parallel-sessions slot (max. 5 concurrent sessions). The sponsoring organization is free to brand the room, invite speakers and distribute promotional material. It may promote a product/technology/approach or refer to an issue of interest to the organization. Any material presented must comply with the conference ethics and should be approved by ICONHIC2019 organizers.

Rate: €3,500 + VAT 24%. Acknowledgement as Bronze Sponsor.

Sponsored Luncheons

2

They may have a duration of 75 minutes and will run in the ballroom substituting regular lunch breaks. The arrangement refers to seated 3-course lunch accompanied by lectures / presentations of the sponsoring organization. Any material presented must comply with the conference ethics and should be approved by ICONHIC2019 organizers.

Rate: €2,000 + Cost of Lunch (est. about 25€/pp) for all delegates.

Acknowledgement as Gold Sponsor.

Sponsored Cocktail

3

It may be organized on the first or last day of the conference at the venue of choice of the sponsoring organization who may brand it accordingly. The organizer may include welcome / promotional presentation(s) or distribute material. Any material presented must comply with the conference ethics and should be approved by ICONHIC2019 organizers.

Rate: €2,000 + Cost of Cocktail. Acknowledgement as Bronze Sponsor.

Individual Advertising Options

Apart from the Sponsorship Packages and the Exclusive Partnership Arrangements, a list of Individual Advertisement Options will also be available. An indicative selection of options follows:

☐ Exhibition Booth (6 m2):
€ 2,000

☐ Printed Advertisement
in the Conference Schedule:
1-single page ad: € 1,000

☐ Printed Advertisement
in the Conference Schedule:
1/2 page ad: € 500

☐ Digital Exhibition Booth (4 m2):
€ 2,000

☐ Conference Bag Insert:
€ 300

☐ Video ad playing on the
Conference Digital Signage:
€ 1,500

* All rates are exclusive of 24% VAT.



The

Minoa Palace Resort & Spa: a 5-star waterfront resort

Exhibition HALL



The venue comprises grand lobbies of over 1000m² guaranteeing ample networking space.

The conference secretary, ICONHIC booth and Innovation hub will be sharing the space with a technical exhibition which will be running throughout the event's duration.

Booths of 6m² each may be reserved at a first-come first-served basis. The lobby area will also be hosting the conference breakout sessions.

A massive glass facade lets natural sunlight to penetrate the upper floor space while allowing direct interaction with the impressive pool and sea view exterior.



Imperial Congress Hall

The Congress Hall comprises the Main Hall for plenary talks, with a capacity > 800 seats and four (4) halls of 200 seats each, utilized for the parallel oral sessions.

State of the art facilities, the latest audiovisual equipment, high class decoration and comfort, set the ground for a high quality experience.



1. Swim in the exotic waters of Balos Lagoon



DESTINATION CHANIA

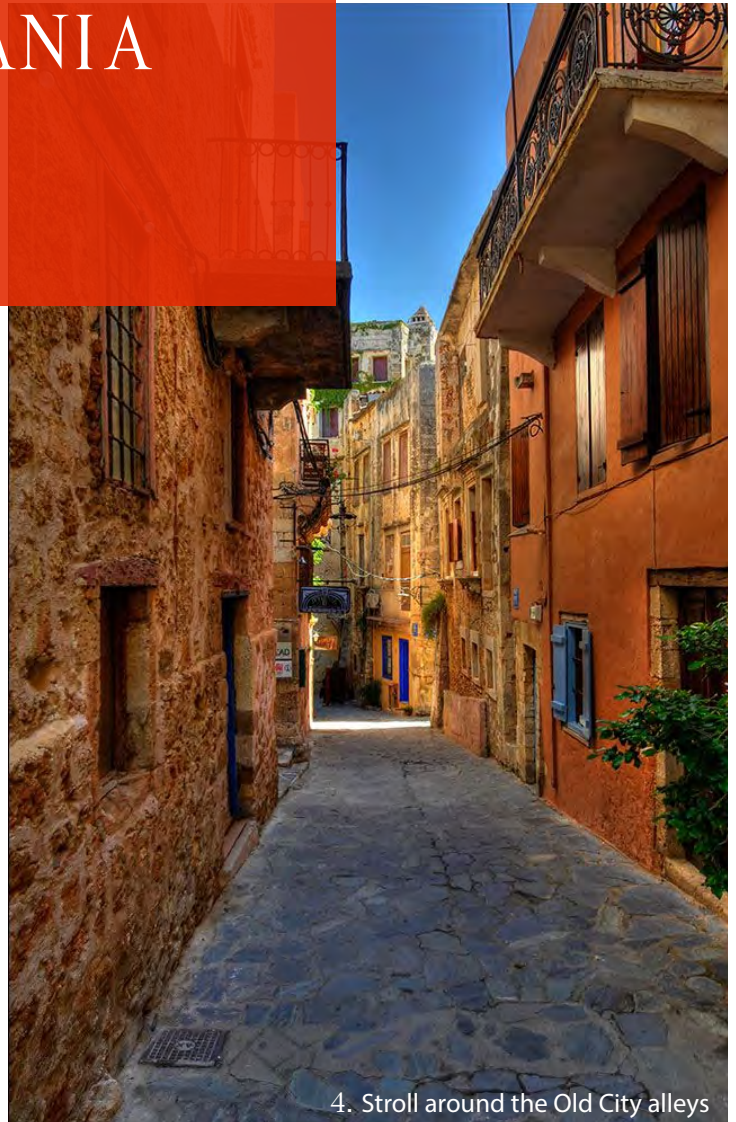
2. Taste the island's delicacies
by the sea



3. Don't miss the chance to taste some local "bougatsa"



4. Stroll around the Old City alleys





5. Enjoy the beauty of the Old Venetian port



International Conference on Natural Hazards and Infrastructure



Company Page: ICONHIC



@iconhic2019

DATES & INFO

23-26 June 2019, Chania, Greece
www.iconhic.com/2019

CONTACT

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