



**ICTAM 2024**  
THE 26<sup>TH</sup> INTERNATIONAL CONGRESS OF  
THEORETICAL AND APPLIED MECHANICS

[www.ictam2024.org](http://www.ictam2024.org)

THE 26<sup>TH</sup> INTERNATIONAL CONGRESS OF  
THEORETICAL AND APPLIED MECHANICS

# ICTAM

## 2024 DAEGU, KOREA

25<sup>SUN</sup> - 30<sup>FRI</sup> AUGUST 2024

THE 100<sup>TH</sup> ANNIVERSARY OF ICTAM

### SPONSOR & EXHIBIT PROSPECTUS



ORGANIZER :  The Korean Society  
of Mechanical Engineers **KCTAM**

HOST :  International Union of Theoretical  
and Applied Mechanics

SPONSORS :  **DAEGU METROPOLITAN CITY**



Website



YouTube Channel

**ICTAM 2024 Secretariat**

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**DAEGU**  
Convention & Visitors Bureau







100 INVITATION

The 26<sup>th</sup> International Congress of Theoretical and Applied Mechanics (ICTAM 2024) will be held in EXCO, Daegu, a city of education and culture, from August 25 to 30, 2024.

ICTAM is the world's largest international academic conference in terms of historical tradition and participation scale, and it is also widely known as the Engineering Olympics, which deals with the theme of Mechanics, which is the center of engineering. Since the first conference was held in Delft, the Netherlands, in 1924, it is an international academic conference with tradition and authority that has been held without interruption during World War due to the importance of Mechanics Research on the industry.

In particular, 2024 is a monumental year, marking the 100th anniversary of the founding of ICTAM. During the event, we are planning a 100<sup>th</sup> anniversary celebration event attended by numerous high-ranking government officials, global corporate representatives, and scholars from around the world, corporate promotions by domestic and foreign companies (institutions), various exhibitions, and various industry sessions.

In addition, about 4,000 academic research presentations related to Mechanics issues and topics from 150 scholars worldwide are scheduled, which is expected to be a very useful meeting place for the participants.

Moreover, recognizing the importance of Mechanics Research on the industrial base, Korea is dedicated to supporting and cooperating with ICTAM 2024, and we are receiving much support from many overseas global companies. Therefore, ICTAM 2024 will be an excellent opportunity to acquire new technologies for academic researchers but also for domestic and foreign companies and understand future technology trends.

Therefore, we ask for active participation from your company in the successful hosting of ICTAM 2024, and we look forward to seeing you in Daegu next year.

Sincerely yours.



Heuy Dong Kim  
President of ICTAM 2024

*Heuy Dong Kim*

100 OVERVIEW

Name	The 26 <sup>th</sup> International Congress of Theoretical and Applied Mechanics (ICTAM 2024)	
Dates	August 25 (Sun) -30 (Fri), 2024	
Venue	EXCO, Daegu, Republic of Korea	
Hosted by	International Union of Theoretical and Applied Mechanics-IUTAM	
Organized by	The Korean Society of Mechanical Engineers, KCTAM	
Sponsored by	Daegu Metropolitan City, Korea Tourism Organization, Daegu Convention & Visitors Bureau, Korea Institute of Machinery & Materials, Korea Aerospace Research Institute, Korea Railroad Research Institute, The Korean Federation of Science and Technology Related organizations and companies	
Website	<a href="http://www.ictam2024.org">http://www.ictam2024.org</a>	
Expected No. of Participants	6,000 delegates from 60 countries	
Theme	Human-centered Mechanics	
Programs	<div>➤ Plenary Lectures      ➤ Exhibition and Poster sessions</div> <div>➤ Sectional Lectures   ➤ Networking Dinner, Awards</div> <div>➤ Mini-Symposia       ➤ Side meetings and events, Tour programs</div> <div>➤ Thematic Session</div>	



Website



YouTube Channel

**EXCO** Since its opening in 2001, EXCO has developed into an optimal convention venue hosting various international events. EXCO hosts world-class international academic conferences yearly, including the World Gas Conference in 2022. The opening of the second exhibition hall, it has created the best and most comfortable environment for large-scale exhibitions and conventions. EXCO will be a successful venue for the ICTAM 2024.



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TEL +82-53-601-5000 / FAX +82-53-601-5029 / <http://www.exco.co.kr>



100 HOST



International Union of Theoretical and Applied Mechanics-IUTAM

"The International Union of Theoretical and Applied Mechanics" is an international non-governmental scientific organization. As an organization for international congress on theoretical and applied mechanics and international gatherings on related topics, it participates in various activities to promote development and contributes to promoting mutual exchanges between individuals and organizations participating in scientific research activities in related fields.



Website  
<https://iutam.org>

100 ORGANIZER



The Korean Society of Mechanical Engineers

The Korea Society of Mechanical Engineers is committed to advancing mechanical engineering and technology and contributing to industrial development for society's betterment and public interest, in line with the regulations of the Act on the Establishment and Operation of Public Benefit Corporations. Furthermore, it extends its support toward hosting the ICTAM 2024 congress and endeavors to enhance collaboration and networking.



Website  
<http://ksme.or.kr>

100 TENTATIVE PROGRAM

Time	Day 1 Sunday, 25 Aug	Day 2 Monday, 26 Aug	Day 3 Tuesday, 27 Aug	Day 4 Wednesday, 28 Aug	Day 5 Thursday, 29 Aug	Day 6 Friday, 30 Aug	Day 7 Saturday, 31 Aug
7:00			Registration (07:30~)	Registration (07:30~)	Registration (07:30~)	Registration (07:30~)	
8:00		Registration (08:30~)	Sectional Lectures	Thematic Sessions	Sectional Lectures	Thematic Sessions	
9:00		Opening Ceremony & Lecture	Coffee Break	Hill Prize Lecture	Coffee Break	Coffee Break	
10:00			Thematic Sessions	Batchelor Prize Lecture	Thematic Sessions	Thematic Sessions	
11:00		Coffee Break	Poster Sessions & Coffee Break		Poster Sessions & Coffee Break	Thematic Sessions	
12:00		Mini Symposia	Lunch & Special Sessions	Congress Tour	Lunch & Special Sessions	Lunch & Special Sessions	
13:00		Lunch & Special Sessions	Thematic Sessions		Thematic Sessions	Closing & Plenary Lecture	
14:00		Thematic Sessions	Thematic Sessions		Thematic Sessions		
15:00		Coffee Break	Coffee Break		Coffee Break		
16:00	Registration (13:00~)						
17:00		Thematic Sessions	Thematic Sessions		Thematic Sessions		
18:00							
19:00		Welcome Reception			Congress Banquet		
20:00							

\* Updated as of March 2023, this program is subject to change

100 JOIN US IN DAEGU

We cordially invite you to ICTAM 2024, the 26th International Congress of Theoretical and Applied Mechanics, often referred to as the Olympics in the field of engineering. This landmark celebration of our 100th anniversary offers an exceptional platform for showcasing your cutting-edge technology and products while facilitating technology exchanges through interactions with renowned speakers and potential clients overseas.

CONNECT WITH WORLD-CLASS SCHOLARS AND EXPERTS!

As a world-class international congress of theoretical and applied mechanics, ICTAM 2024 provides an excellent opportunity to stay abreast of the latest technological trends and future directions. Various programs are offered, including plenary lectures, sectional lectures, mini-symposia, and thematic sessions.

TAP INTO BIGGER MARKETS!

Celebrating its 100th anniversary, ICTAM 2024 is a monumental competition that attracts a worldwide network of participants from over 60 countries. With an anticipated audience exceeding 6,000 participants from all over the globe and a website accessed by professionals worldwide, your participation promises significant market-building prospects.

MAXIMIZE ADVERTISING OPPORTUNITIES!

ICTAM 2024 offers a diverse array of advertising channels. Elevate your corporate presence by linking your company websites on our official website and online newsletters, and publish your advertisements on online procedural pages. Make the most of on-site banners and placards, and introduce your products and services to target experts by participating in luncheon seminars. In addition, you can promote your brand by featuring your company logo on the program book, as well as various items, such as award listings and participant name tag lanyards.

SHOWCASE YOUR PRODUCTS AT THE WORLD'S LARGEST CONGRESS!

The exhibition hall serves as a versatile space for poster sessions, breaks, or meetings. Engage with a dedicated audience of field experts who will visit your booth for discussions about your products and services. The exhibition booth will be useful as a product showcase and exhibition space.

100 CONGRESS HISTORY

26th	2024	Daegu, Korea			
25th	2021	Milano, Italy (virtual event)	13th	1972	Moscow, USSR
24th	2016	Montreal, Canada	12th	1968	Stanford, USA
23rd	2012	Beijing, China	11th	1964	Munich, Germany
22nd	2008	Adelaide, Australia	10th	1960	Stresa, Italy
21st	2004	Warsaw, Poland	9th	1956	Brussels, Belgium
20th	2000	Chicago, USA	8th	1952	Istanbul, Turkey
19th	1996	Kyoto, Japan	7th	1948	London, UK
18th	1992	Haifa, Israel	6th	1946*	Paris, France
17th	1988	Grenoble, France	5th	1938	Cambridge, USA
16th	1984	Lyngby, Denmark	4th	1934	Cambridge, UK
15th	1980	Toronto, Canada	3rd	1930	Stockholm, Sweden
14th	1976	Delft, The Netherlands	2nd	1926	Zürich, Switzerland
			1st	1924	Delft, The Netherlands



## EXHIBIT OVERVIEW

### EXHIBIT INFORMATION

Online Application

November, 2023 – May, 2024

Exhibit Schedule

August 26 (Mon) – 30 (Fri), 2024

Installation

August 25 (Sun), 2024

Dismantling

August 30 (Fri), 2024

### CONTACT INFORMATION

ICTAM 2024 Secretariat

6F, Sunghwa B/D, #11-13, Hwarang-ro 8-gil, Suseong-gu, Daegu 42038, Korea

E-mail info@ictam2024.org Tel +82-53-740-0403

### EXHIBIT FEES

Unit : USD

Exhibit type	Exhibit Fee	
	Shell scheme	Space only
One booth	\$2,500	\$2,300

### CONDITIONS OF PAYMENT

#### Payment process

Online Application ▶ Receipt of invoice ▶ Deposit ▶ Issuance of receipt

\* The booth spaces will be attributed to the sponsorship level.  
In same level cases, the booths will be determined in order of payment.

### Cancellation / Refund policy

In principle, payment shall be made within 30 days of issuance of the invoice.

- Cancellation before May 31, 2024 : 50% refund of the full payment
- Cancellation after May 31, 2024 : Refund is not available

## BENEFITS

### SPONSORSHIP AT A GLANCE

LEVEL	Diamond	Platinum	Gold	Silver	Bronze
Amount (USD)	\$30,000	\$20,000	\$10,000	\$5,000	\$3,000
Exhibition booth (3 m*3 m)	6	4	2	1	1
Full registration	6	5	3	2	1
Banquet ticket	6	5	3	2	1
- Intermission Ad. in the session room - Logo placement in the E-newsletter - Website banner advertisement	○	○	○	○	○
Program book advertising	○	○	○	○	
Logo placement on Congress kits, lanyards	○	○	○		
Logo placement on recognition placards	○	○	○		
Acknowledgment of support in the Support Grant program*	30 people	20 people			
Luncheon seminar	○	○			

\* ICTAM 2024 Support Grant aims to provide students and young scientists.



SPONSORSHIP PACKAGE

**Diamond** **\$30,000**

- Inclusion of 6 exhibition booths (3 m\*3 m)
- Inclusion of 6 full registrations (including banquet tickets)
- Intermission ad. in the session room
- Logo placement in the e-newsletter
- Website banner advertisement (360\*260 px)
- Program book advertising
- Logo placement on Congress kits
- Logo placement on lanyards
- Logo placement on recognition placards
- Acknowledgment of Support Grant among 30 people (ex. "This grant is financially support by ○○○.")
- Luncheon seminar

**Platinum** **\$20,000**

- Inclusion of 4 exhibition booths (3 m\*3 m)
- Inclusion of 5 full registrations (including banquet tickets)
- Intermission ad. in the session room
- Logo placement in the e-newsletter
- Website banner advertisement (150\*72 px)
- Program book advertising
- Logo placement on Congress kits
- Logo placement on lanyards
- Logo placement on recognition placards
- Acknowledgment of Support Grant among 20 people (ex. "This grant is financially support by ○○○.")
- Luncheon seminar

**Gold** **\$10,000**

- Inclusion of 2 exhibition booths (3 m\*3 m)
- Inclusion of 3 full registrations (including banquet tickets)
- Intermission ad. in the session room
- Logo placement in the e-newsletter
- Website banner advertisement (150 px\*72 px)
- Program book advertising
- Logo placement on Congress kits
- Logo placement on lanyards
- Logo placement on recognition placards

**Silver** **\$5,000**

- Inclusion of 1 exhibition booth (3 m\*3 m)
- Inclusion of 2 full registrations (including banquet tickets)
- Intermission ad. in the session room
- Logo placement in the e-newsletter
- Website banner advertisement (150 px\*72 px)
- Program book advertising

**Bronze** **\$3,000**

- Inclusion of 1 exhibition booth (3 m\*3 m)
- Inclusion of 1 full registration (including banquet ticket)
- Intermission ad. in the session room
- Logo placement in the e-newsletter
- Website banner advertisement (150 px\*72 px)

## ADVERTISING / BRANDING

### ADVERTISING OPPORTUNITIES

Item	Benefits	Amount (USD)
Program Book Advertising	Full page on the inside	\$1,800
Congress kit Insert	Inclusion of a flyer or gift inside the registration kit	\$2,500

### BRANDING OPPORTUNITIES

Item	Benefits	Amount (USD)
Congress Bag	Your company logo printed on the bag	\$3,000
Coffee Break (limited to 5 sponsors)	On-site banner ads at the coffee break area Sponsor logo placement on coffee holders or napkins	\$15,000
Welcome Reception	On-site banner ads at the welcome reception area	\$30,000
Congress Banquet	On-site banner ads at the congress banquet area	\$30,000

- In the event of overlapping sponsorship applications for the above-listed items, the organizing committee may allocate or adjust them. In this case, the decision will proceed in consultation with the relevant sponsor.
- The provision of all additional sponsored items may also undergo partial adjustments after discussions between the organizing committee and the sponsor.
- If there are any changes in the sponsored item following variations in event operations, the change will be made under consultation between the organizing committee and the sponsor.

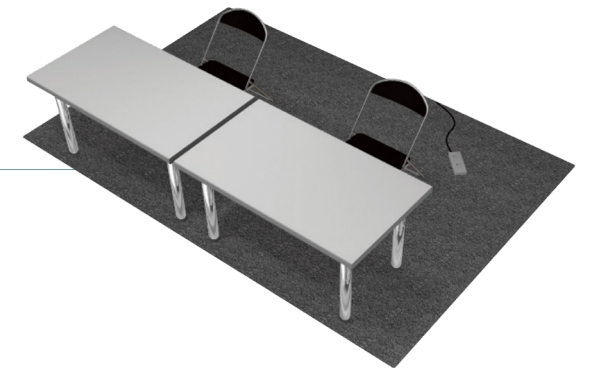
## EXHIBIT OVERVIEW

### BOOTH TYPE

#### SPACE ONLY

##### Space Only

- ✎ size: 3 m (W) X 3 m (D)
- ✎ one two-way socket (220 v)
- ✎ 1 KW electricity
- ✎ carpet on the floor



#### SHELL SCHEME

##### Space+Basic Equipment

- ✎ size: 3 m (W) X 3 m (D) X 2.4 m (H)
- ✎ one information desk
- ✎ one folding chair
- ✎ two sing board lights
- ✎ three internal lights
- ✎ one two-way socket (220 v)
- ✎ 1 KW electricity
- ✎ carpet on the floor



### Booth Participation Benefits

- Support for promotions through online media, including the website, reaching 6,000 Congress participants
- Inclusion of the company index of exhibitors in the program book
- Provision of signboards to companies applying for basic assembly booths
- Standard provision of 1 KW of power and 2 outlets of 220 V per booth



