



ICOMAT
PRAGUE 2025

INTERNATIONAL CONFERENCE ON MARTENSITIC TRANSFORMATIONS

September 7-12, 2025

OREA Hotel Pyramida, Prague, Czech Republic

Sponsorship and Exhibition prospectus

www.icomat2025.org

INVITATION

Dear partners,

We are pleased to announce that the International Conference on Martensitic Transformations ICOMAT 2025 will take place in Prague on September 7-12, and we would like to cordially invite you all to join this event. Nearly 50 years after the first ICOMAT conference, which was hosted by Kobe, Japan, in May 1976, the alluring city of Prague will be welcoming the continuously growing and flourishing ICOMAT community.

The conference will be held in OREA Hotel Pyramida Prague, situated within a comfortable walking distance from the Prague Castle, the Lesser Town, or the Břevnov Monastery. The conference venue is easily accessible from the airport as well as from the city center.

The ICOMAT 2025 is the most prestigious technology conference of physics of martensitic transformations and shape memory materials taking place in three years period alternatively in Asia, America and Europe.

The conference program will cover all branches of research in the field of martensitic transitions and phase-transforming materials bringing together experts from all over the globe. We expect more than 350 physicists, materials scientists and engineers ranging from high flying professors, senior and postdoctoral researchers to promising PhD students from academy and promising new companies and start-ups.

Future advanced research of martensitic transformations relies on the most innovative and cutting-edge methods of scanning and transmission electron microscopy, x-ray diffraction and imaging, crystallographic and chemical analysis, thermomechanical testing and physical property characterization.

We are looking forward to seeing you in Prague.

Oleg Heczko, Chairman

Petr Šittner, Hanuš Seiner, Vice-chairmen

GENERAL INFORMATION

Venue: OREA Hotel Pyramida, Prague, Czech Republic

<https://www.orea.cz/en/hotel-pyramida>

Date: 7 – 12 September 2025

Organised by: FZU - Institute of Physics of the Czech Academy of Sciences

Organizing Committee: Oleg Heczko (FZU - Institute of Physics, CAS, CZ) *Chair*
Petr Šittner (FZU - Institute of Physics, CAS, CZ) *Co-Chair*
Hanuš Seiner (Institute of Thermomechanics, CAS, CZ) *Co-Chair*
Štěpán Sechovský (Charles University, CZ)
Anděla Barotová (Splendid Production s.r.o., CZ)

Website: <http://icomat2025.org/>

Secretariat: Splendid Production, s. r. o.
Ciglerova 1082/16, 198 00 Prague 9, CZ
Contact person: Anděla Barotová
Phone: +420 734 204 334
E-mail: andela@splendidproduction.cz

SPONSORSHIP AND EXHIBITING

An exhibition will be held alongside the conference program, running from 8th September until 11th September 2025. It will be held on the same floor as the sessions and refreshments area to ensure maximum visibility.

WHY TO EXHIBIT?

- Establish your organization brand as a leading player in the field.
- Direct access to researchers from around the world seeking new solutions.
- Showcase product ranges.
- Provide hands-on demonstration of the range and quality of your products.
- Target new customers and strengthen existing collaborations.
- Recruit new staff, attracting the top talent in the field.
- Inform potential customers of new products and developments.
- Be part of a high visibility event.

WHY TO SPONSOR

- A presence at the Conference is your organization's opportunity to leverage four days of unparalleled access to a wide potential client base, to inform them about your products and services and build long-term relationships.
- Sponsorship is a proven tactic for marketing your brand: it combines the reach of magazine advertising with the power of direct mail and persuasion of face-to-face meeting.
- Conference participants are keen to improve their scientific knowledge. Aligning your company with this powerful educational experience demonstrates your commitment to assisting their development at a deeply personal level.
- Your Company/Infrastructure will benefit significantly from exposure to an interested, relevant and influential audience in an informal yet informative environment away from the competition of everyday distractions.
- The Conference will assist you in achieving strategic goals by providing you with direct exposure to your target market.
- Be informed and identify the marketing strategies being implemented by your competition.
- As a Conference Sponsor you will be given priority of placement within the Conference Exhibition. Gold Sponsor will receive first choice, followed by Silver and then Bronze.

KEY BENEFITS TO EARLY COMMITMENT

- Maximum exposure for your brand and increased opportunities to access not only the registered delegates but anyone receiving Conference information.
- First choice of sponsorship opportunity to ensure alignment with your marketing aims.

SPONSORSHIP OPTIONS

Sponsors will have the opportunity to select the package to receive acknowledgements, benefits and entitlements according to the level of sponsorship contribution. Sponsorship items will be allocated on a "first come, first served" basis.

Benefits will be allocated to sponsor on the basis of the following table:

BENEFITS	GOLD 5 000 €	SILVER 3 500 €	BRONZE 2 000 €	EXHIBITOR 1 500 €
Free delegate registration	3	2	1	1
Free exhibition space	8 m ²	6 m ²	4 m ²	4 m ²
Priority in choice of exhibition booth space location	x	-	-	-
Sponsor´s logo in all conference publications	x	x	x	-
Sponsor's logo in the final program	x	x	x	x
Sponsor's logo in the website main page	x	-	-	-
Sponsor's logo in the website sponsor page	x	x	x	-
Final program advertisement	2 pages	1 page	1 page	-
Flyer insert in congress bag	x	x	-	-
Sponsor´s logo displayed in the conference room and in the registration area	x	x	x	-
Sponsor´s logo displayed at the coffee break area 1 day	x	-	-	-

OTHER SPONSORSHIP OPPORTUNITIES

In addition to your level of sponsorship, you may support the following activities:

WELCOME RECEPTION (7. 9. 2024): **1 500 EUR**

Company logo displayed in the Welcome Reception venue, conference program and on website

CONFERENCE DINNER (10. 9. 2024) **2 500 EUR**

Company logo displayed in the venue (Martinický palác)

POSTER SESSIONS **1 500 EUR**

Company logo displayed in the Poster sessions venue, conference program and on website

COFFEE BREAKS: **1 500 EUR**
Company logo displayed at the coffee breaks area.
The price is per one day. Company may provide napkins with its logo (optional).

CONFERENCE BAGS - exclusive: **1 600 EUR**
Company logo printed on each conference bag

CONFERENCE LANYARDS - exclusive: **800 EUR**
Supply your company lanyards and be visible all the time to all delegates.

CONGRESS SET (Pens and Notepads): **800 EUR**
Partner can provide own notepads and pens

COMPANY LOGO AT THE CONFERENCE WEBSITE: **1 000 EUR**
Company logo published on the conference website with link to the company´s website

CHARGING BOX: **3 000 EUR**
Delegates are using their phones and they need to be regularly charged. Charging stations are quickly becoming a standard and popular feature of modern conferences. The box will be branded with your company logo and can re-charge 6 devices at one time.



SPONSORING OF A BEST POSTER PRIZE: **500 EUR**
Partner will be appreciated during best poster celebration

SPONSORING OF A LECTURE / SESSION: **500 EUR**
Partner´s logo will be displayed at the lecture / session start and end

If you have an idea that will help to increase your company´s exposure that is not listed, please do not hesitate to contact Anděla Barotová (Conference Secretariat):
Email: sponsors@icomat2025.org Tel: + 420 734 204 334

EXHIBITION INFORMATION

Exhibition will be placed in the OREA Hotel Pyramida, Prague, close to the session halls, poster area and refreshment. The price includes only location of net surface, 1 table, 2 chairs and one exhibitor badge. All rental of equipment such as booths, carpets, furniture, technical or electrical installations etc. has to be ordered and will be charged separately – offer will be sent upon your request.

Exhibitor 4 m²: **1 500 EUR**
Every additional m²: **300 EUR**

ADVERTISEMENT

FINAL PROGRAMME

Inside full page color **600 EUR**

INSERT IN THE CONFERENCE BAG

700 EUR

Insert of one advertisement material into the Conference bags
(1x flyer A5 or A4/ Pen/ Notes/ USB stick etc.)

All prices mentioned in this prospectus do not include VAT 21%.

If you are interested in participating as an Exhibitor or Sponsor, please contact us by phone or e-mail for further information or meeting arrangement.

Thank you for your kind cooperation.

Anděla Barotová

Conference Secretariat

Splendid Production, s. r. o.

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