

HOST  
Deutsche Feuerfest-Industrie e. V. (DFFI)  
German Refractory Association



ORGANISATIONAL OFFICE  
European Centre for  
Refractories gGmbH (ECREF)



# ICR<sup>®</sup> International Colloquium on Refractories

SCIENTIFIC CONFERENCE AND TRADE FAIR

17-18 Sept 2025

Aachen, Germany

**SPONSORING  
& TRADE FAIR**

**SCIENTIFIC CONFERENCE  
TRADE FAIR  
SOCIAL EVENT**

[www.ecref.eu/icr](http://www.ecref.eu/icr)



# GENERAL INFORMATION

## Host

**Deutsche Feuerfest-Industrie e.V. (DFFI)**  
*German Refractory Association*

## Organisational Office

### **European Centre for Refractories gGmbH (ECREF)**

Dr. Christian Dannert (Head of ICR)  
Kathrin Kussowski (Event Management)

📍 Rheinstrasse 58 | 56203 Höhr-Grenzhausen  
Germany

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✉ [icr@ecref.eu](mailto:icr@ecref.eu)

## Photo Credits

© Jennifer Wolf, Industriefotografie  
(Cover)

## Conference Venue

### **Eurogress Aachen**

📍 Monheimsallee 48 | 52062 Aachen  
Germany

#### **Dear Sir or Madam.**

This catalogue presents the various options for participating in or supporting the ICR® .

We are currently setting up the new software for entering your participation as an exhibitor or sponsor and expect the software to be activated by the end of March.

**If you enter your E-mail address on the website, we will inform you as soon as the booking software is activated.**

Best regards,  
Your ICR® team

## **ECREF has commissioned the following agencies to support you:**

### **Exhibition**

After you have specified the size of your trade fair stand and ordered it from ECREF, the company **Mplus Messebau GmbH** will take care of the equipment for the space you have rented. Their services are billed separately. You will receive an order form and contact person after **ordering from ECREF.**

### **Hospitality**

After you have specified the room and ordered it from ECREF, the company **Eurogress Aachen** will take care of the equipment for the space you have rented and any catering in the room. Their services are billed separately. You will receive an order form and contact person after **ordering from ECREF.**

# INTRODUCTION

## **Dear Colleagues and Friends in the Refractory and Process Industries,**

We are thrilled to welcome you to the International Colloquium on Refractories (ICR) 2025, taking place on September 17 and 18, 2025. This year's conference theme, „The AI Revolution: Transforming the Refractory Industry“, underscores the pivotal role that Artificial Intelligence (AI) is playing in shaping our future.

The integration of AI is no longer an option but a necessity for industries to remain competitive and innovative. For the refractory sector, AI offers unprecedented opportunities to enhance material properties, optimize production processes, and drive operational efficiencies. These advancements not only benefit our industry but also contribute to broader societal goals, such as sustainability and resource management.

However, the path to AI implementation is fraught with challenges, particularly for small and medium-sized enterprises (SMEs). Limited resources, expertise, and the rapid pace of technological change can make it difficult for SMEs to keep up. Yet, these challenges also present opportunities for collaboration and knowledge sharing.

At ICR 2025, we aim to address these hurdles head-on. The event will bring together leading academics, researchers, and industry experts to share insights, case studies, and practical solutions. We will explore how AI can be effectively integrated into refractory processes, discuss strategies to overcome implementation barriers, and foster a collaborative environment where SMEs can learn from larger organizations and vice versa.

Together, we can navigate the complexities of the AI revolution and ensure that the refractory industry not only adapts but thrives in this new era. We look forward to your active participation and the enriching discussions that will shape the future of our industry.

**Welcome to ICR 2025.**



**Dr. rer. nat. Dipl.-Ing. Christian Dannert**

# YOUR STAND AT THE TRADE FAIR

440 € / m<sup>2</sup>



**Height:**  
263 cm

**Design:**  
Aluvision frame system, silver

**Walls:**  
Covered fibreboard,  
4 mm thick, white

**Interior wall area:**  
h = 247,4 cm, w = 98,6 cm

**Signboard:**  
h = 30,4 cm, w = 197,8 cm,  
white, no inscription

Equipment	6 m <sup>2</sup>	8–10 m <sup>2</sup>	12–18 m <sup>2</sup>
Spots	3 pieces	4   5 pieces	6   8 pieces
Electrical connection is <b>not</b> included in the stand package			
Table (h = 70cm)	1 piece for all stand sizes chromed rack, white top, 70 x 70 cm		
Chairs	2 pieces	3 pieces	4 pieces
Upholstered chair, dark grey			
Sideboard	without	1 piece	2 pieces
h = 100 cm, w = 95 cm, d = 50 cm white, lockable			
Brochurerack	1 piece	1 piece	1 piece
h = 150 cm, for 6 brochures			

## EXHIBITION STANDS AND BOOTHS WILL TAKE PLACE IN EUROGRESS

You can order an exhibition stand (from 2 x 3 m), including a standard booth and standard equipment, at the price of 440 € per sqm excl. VAT.

After you have specified the size of your exhibition stand and ordered it, the company **Mplus Messebau GmbH** will take care of equipment for the booth you have ordered. Their services are billed separately. You will receive an order form and contact person after **ordering**.

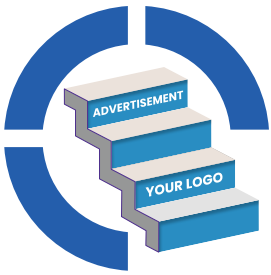
## LOCATION OF YOUR STAND

The stands will be numbered and marked on a hall plan, which will be printed in the ICR programme booklet and provided online on the ICR website. If you exhibited the year before, you can state that you want to book your stand at the same position again in 2025 during the booking process.

## TICKETS INCLUDED WHEN BOOKING A STAND

You are entitled to two free passes (full tickets) for the trade fair area with access to the scientific conference.

# BRANDING



## STAIRCASE

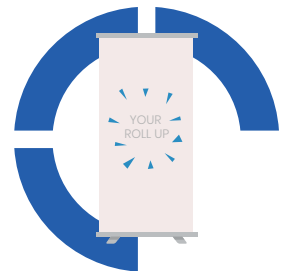
5.000 €

This main staircase is the central connection point between the trade fair level, and the hospitality suites and dining rooms. It is in the spotlight immediately after entering and is located directly behind the main entrance in the Europe foyer. Advertising cannot be placed more centrally. Everyone has to walk past it or over it.

## ROLLUP

500 €

Place rollup for advertising your products and services at key positions in the event venue. The price is stated per rollup for both days of the event.



## LANYARDS

6.500 €



Each conference participant will receive a lanyard to attach their name badge to. **Only when showing this lanyard** participants will receive beverages at the event and enjoy their lunches.

Advertising opportunities:

- ✓ Your company logo/lettering on the lanyards
- ✓ Logo on the ICR homepage as a sponsor
- ✓ Advertising (21 x 21 cm) in the programme booklet and the conference proceedings book

## ADS IN PROGRAMME AND CONFERENCE PROCEEDINGS BOOK

1/1 Inside 1.000 €

2U Cover 1.500 €

4U Cover 2.000 €

Participants will receive a programme booklet (21 x 21 cm, print run 600 copies) which will contain the programme of the scientific conference, information about all the exhibitors of the trade fair and about future events. The programme booklet will also be available online. The conference proceedings book has an ISBN number and can be found in libraries. The advert price applies to both documents.



**YOUR BRANDING IDEAS ?**  
Please contact us at [icr@ecref.eu](mailto:icr@ecref.eu).

# SPONSORING

## YOUR GENERAL BENEFITS

- ✓ Your logo & company name on the ICR website.
- ✓ Your logo on the introductory chart of the Opening Event.
- ✓ 1/1 page advertisement in the programme booklet (21 x 21 cm) and the conference proceedings book. This proceedings have an ISBN number and can be found in libraries.
- ✓ The sponsor logo will be shown during the breaks in the conference rooms.
- ✓ In EUROGRESS we will show all sponsor logos.
- ✓ The company may use the title „Sponsor, ICR 2025“.



## LUNCH

17 SEPT: 5.000 €

18 SEPT: 5.000 €

BOTH DAYS: 8.000 €

Food connects. Important things are discussed over a meal. About business, sports or politics, the family or the respective hobbies. Create this platform and take on the sponsorship that touches the belly.

You are sponsoring the lunch that is open to all participants of the event. Tables are laid out for 10-12 people to sit at. We distribute stand-up displays with your logo (DIN A4, in addition to the ICR logo) on all tables. The sponsor is permitted to bring and display **one** rollup in the lunch room or suitable material for the lunch time (napkins).

## BEVERAGES

17 SEPT: 5.000 €

18 SEPT: 5.000 €

BOTH DAYS: 8.000 €

A person needs to consume 2-3 liters of fluids daily. Support this need and take over this supply at various beverage stands on one of the conference days or both days.

Frequent brand contact is guaranteed during the conference. ECREF will also advertise the sponsorship with a stand-up displays (DIN A4, in addition to the ICR logo) at each beverage stand. The sponsor is permitted to bring and display suitable material (beer mats, napkins).



## SOCIAL EVENT „ON FIRE“

10.000 €

The Social event in the evening of Wednesday 18 September 2025 will take place at the event venue, inside of the area of the Trade fair. Beverages and a flying buffet of finger food will be offered to all participants from 5 PM to 12 PM. Bar tables and stools will invite you to eat and drink, with music for entertainment. We distribute stand-up displays with your logo that show your logo on all bar tables (DIN A4, in addition to the ICR logo).

The sponsor is permitted to bring and display up to **five** rollups in the event area or suitable material for the buffet (beer mats, napkins). Your Company will be mentioned by name in the opening ceremony.

## POSTER SLAM AND AWARD

3.000 € (MAX. 2 SPONSORS)

Participants who show a poster at the Scientific conference of ICR 2025 will be invited to additionally present their work in a short pitch during a dedicated Poster slam on Wednesday 17 September 2025. The pitches will be judged by representatives of the sponsors and three prizes will be awarded in a short ceremony on Thursday 18 September 2025, where the sponsors will also be named.

In addition, ECREF takes over the press work and displays the sponsor logo on the winner certificates and the poster walls.



## ESPRESSO LOUNGE

3.000 €

A conference day is long and concentration is high. Sometimes it helps to enjoy a caffeine kick. We provide an espresso bar where participants can enjoy delicious, hot espressos with or without milk and relax on the nearby seating.

The sponsor is permitted to bring and display up to **two** rollups in the special seating area.

## YOUNG PROFESSIONALS / STUDENTS

4.000 €

We offer the sponsor the opportunity to welcome participating students and young talents at their own exhibition booth or in their hospitality room. Here, these YOUNG PROFESSIONALS (YP) receive the access tickets for the scientific conference. Only then they can enter the lecture rooms and listen to the lectures.

On Wednesday (17 September 2025 at 12:00 PM) there will be a small champagne reception at the sponsor booth/room, where the tickets will be handed out. The sponsor can also hand over their PR material and thus strengthen the contact.

The process will be coordinated with the sponsor. This sponsorship includes 10 or more vouchers for student tickets (€ 249 each), the reception, the presswork and the social media campaign.



**YOUR SPONSORING IDEAS ?**  
Please contact us at [icr@ecref.eu](mailto:icr@ecref.eu).

# HOSPITALITY SUITES AND MEETING ROOMS

Room	Size (sqm)	Price (per day, excl. VAT)
K3	84	900 €
K4	72	790 €
K5	72	790 €
K4 and K5	144	1580 €
K6	72	790 €
K7	36	400 €
K8	36	400 €
K9	72	790 €
K7 and K8	72	800 €
K7, K8 and K9	144	1590 €
Board Room	26	300 €
O3	small	250 €
O6	small	250 €
Tagungstreff	81	2.000 €

## STANDARD EQUIPMENT OF THE SUITES AND ROOMS

Included in the price are lighting, heating/air conditioning and cleaning.

There are several types of seating available (desks and chairs). This is included in the price. Changes in the seating arrangement during use of the rooms can be ordered at additional costs.

IT equipment is not included. Projectors and laptops can be rented individually.

After you have specified the relevant room and ordered it from ECREF, the company **Eurogress Aachen** will take care of the equipment for the space you have rented and any catering. Their services are billed separately. You will receive an order form and contact person after **ordering from ECREF**.



# TICKETS

## EXPLANATION OF THE SCOPE OF SERVICES

### TICKET SALES START IN MAY 2025

	Full ticket	Networking ticket
Access to ICR® scientific conference	✓	✗
Access to Women@refractories conference	✓	✗
Access to Poster session and poster award	✓	✗
Access to Opening ceremony with keynote speeches (17 September 2025, 10 AM)	✓	✓
Access to ICR® trade fair (17 September 2025, opening from 12 PM and 18 September 2025, opening from 9 AM)	✓	✓
Two Lunches	✓	✓
Social event „ON FIRE“	✓	✓
Ticket fee	799 €	249 €
Early Bird ticket fee until 15 July	449 €	249 €
Students	249 €	

**Members of DFFI:** Attendees from companies that are direct members of DFFI (Deutsche Feuerfest-Industrie e. V.) receive 10 % discount on all ticket fees. Please use the discount code DFFI10 during the booking process. Only the place of business/operation listed as member of DFFI is eligible for the discount. If your company or its place of business/operation is not listed yet, become a member of DFFI!

**Students:** Only students can buy the corresponding ticket. After making the reservation, you must send us a document by email that proves your student status. If we can find a sponsor as part of the „Young Professionals“ initiative, students can apply to the sponsor for a free ticket. If you decide to do so, your recorded data (name and E-Mail address) will be forwarded to the sponsor. The students will then receive their ticket free of charge at the sponsor booth or hospitality room in Aachen.

**Cancellation policy:** For cancellations made by participants before and on 31st July 2025 a 30 % service fee will be charged and 70 % of the ticket fee will be refunded. No refund is possible for cancellations received on and after 1st August 2025. It is however possible to transfer the registration to another person free of charge until 7 days before the event.

**Reservation policy:** The organizer reserves the right to postpone, curtail, close temporarily or completely, or to cancel the event at his convenience. Should the organizer not be able to hold the event as a result of unforeseen circumstances, the participants shall be informed immediately. **Should the organizer cancel or curtail the event, participants are entitled to a full refund of payments made for the ticket fee**, while any further claims are excluded.

# GENERAL TERMS AND CONDITIONS OF BUSINESS

## T&Cs FOR EXHIBITORS AT THE ICR 2025 TRADE FAIR

### EXHIBITION STANDS

The exhibitor will receive a confirmation from ECREF gGmbH ("the organiser") after booking a stand. The position of the stands will be arranged by the organiser after the official closing date for booking (15 June 2025). Allocation of a certain stand position cannot be guaranteed. For assigning exhibiting rights – even only partially – to a third party, the exhibitor needs written authorization from the organiser.

### BOOTHES

The organiser has subcontracted the assembly of the booths on the stands at the trade fair to "M+ Messebau GmbH". Included in the stand are a standard booth and equipment as specified in the document you received with the confirmation of your booking. Changes in the specification of the booth (including additional or different equipment) are possible at extra cost to the exhibitor. Order forms for that you will receive from "M+ Messebau GmbH" after the stands have been allocated.

The exhibitor is not permitted to glue, nail or drill into exhibition material (displays, furniture, etc.) provided by the organiser or "M+ Messebau GmbH". The exhibitor will be responsible for possible recourse.

### EXHIBITED GOODS

The organiser does not verify the exhibitor's exhibited goods in regard to their legality. If the organiser is informed of a possible rights infringement of an exhibitor and the organiser comes to the conclusion that a rights infringement does exist, it is entitled to block parts or the whole entry of the exhibitor.

### CANCELLATION OF THE REGISTRATION BY THE EXHIBITOR

Exhibitors can cancel their booking free of charge until the official closing date for booking for the trade fair (15 June 2025). After this date, 35 % of the agreed fee are due.

### FORCE MAJEURE

Force Majeure means an event or occurrence which is beyond the reasonable control of any one party without the party's fault or negligence, including, but not limited to, the following events: Acts of God, official directives (e.g. entry or travel restrictions), industrial disputes and any other circumstance beyond the control of the parties such as fire, war, extensive military mobilization, insurrection, requisition, seizure, embargo, restrictions in the use of power, currency and export restrictions, epidemics, natural disasters, extreme natural events, terrorist acts and defects or delays in deliveries by sub-contractors caused by any such circumstance referred to in this clause.

The party claiming to be affected by Force Majeure shall notify the other party without delay on the intervention and on the cessation of such circumstance. In any case of Force Majeure, the parties undertake to adjust their obligations to the changed circumstances in good faith. Either party shall be entitled to suspend performance of his obligations under the contract to the extent that such performance is impeded or made unreasonably onerous by Force Majeure. In any case of Force Majeure, the parties undertake to adjust their obligations to the changed circumstances in good faith.

The organiser and the exhibitor agree that the provisions on Force Majeure shall apply mutatis mutandis to any effects of the current Corona pandemic on the performance of this contract; however even such an effect is given in the sole opinion of organiser only.

### TERMS OF PAYMENT

The exhibitor is obliged to pay the total amount of the fee within 14 days after the date of invoice.

### NO WARRANTY OR INSURANCE

The organiser shall only be responsible for entrance and exit security control during the opening hours of the trade fair. The organiser will not provide booth security control during set-up, dismantling or during opening hours. The organiser shall neither be held liable for theft of or damage to the exhibitor's own or rented goods, set-up of the booth or its dismantling or during transportation to or from the exhibition grounds. The exhibitor assumes liability for damages, i.e. due to painting or gluing or remains of paint or glue on the floor, nailing or drilling into the floor, walls or ceilings. Therefore, we strongly recommend that exhibitors take out their own insurance against the usual dangers such as fire, theft and transportation of exhibited goods.

### LIABILITY

The exhibitor shall be liable for any and all damages that he, his employees, his agents or his helpers cause to exhibitor or to others during ICR 2025; this includes damage to buildings and exhibition facilities.

The organiser shall be liable to the exhibitor solely for damages that arise from gross negligence or intent on the part of its agencies or employees. One particular exclusion from liability is that of damage resulting from fire, water, explosions, storms or other acts of God, or from violent assault, theft, breaking and entering, failure of supply systems (such as electricity, gas, water) and similar causes, provided they are not attributable to the gross negligence or intent of organiser, its agencies or employees. This also applies to damage caused by the public (in particular by visitors to the event, or other exhibitors). Secondary damages or consequential damages resulting from breaches of contract on the part of the organiser are moreover only eligible for damages insofar as such damages are typically to be expected.

### CATERING

Exhibitors are permitted to offer own catering after previous consultation with the organiser.

### RESERVATIONS

The organiser reserves the right to postpone, curtail, close temporarily or completely, or to cancel the event for any cause. Should the organiser not be able to hold the event as a result of unforeseen circumstances, the exhibitors shall be informed immediately. The organiser will charge the exhibitor only for services provided up to this time, as well as for special services that have been ordered, to the amount of the costs incurred. Should the organiser be forced to cancel or curtail the commenced event as a result of circumstances that are outside of the control of the organiser, the exhibitor shall have no claim to a refund or waiver of the booth rent. The same applies if the organiser is forced to close or vacate one or more areas of the event.

### DATA PROTECTION

For the purpose of fulfilling the contract, the organiser shall record, store, process and use the necessary personal data of the exhibitor as well transfer these data to third parties commissioned with the implementation of this contract. All details on the processing of data by the organiser can be found in the privacy policy at <https://www.ecref.eu/en/privacy-policy>.

By booking a stand, the exhibitor declares that he agrees to the above note on data processing.

### LEGAL MATTERS

Any and all claims of the exhibitor against organiser shall be lodged in writing. They shall be time-barred within six months from the end of the year in which they become material. German law shall apply exclusively. Place of jurisdiction is Koblenz, Germany.