ICC 2027
WARSAW – POLAND

ICA
ACI

33rd International Cartographic Conference

SPONSORSHIP & EXHIBITION

BROCHURE

BIG DATA CARTOGRAPHY

Understanding More Than Ever Before



18–23 July 2027

Warsaw, Poland

SGP

UNIVERSITY OF WARSAW

Warsaw University of Technology

INVITATION TO COOPERATION

Dear Partners and Industry Leaders,

On behalf of the Local Organizing Committee, it is our distinct pleasure to invite you to participate as a sponsor or exhibitor at the 33rd International Cartographic Conference (ICC 2027) held from 18–23 July 2027 in the vibrant heart of Warsaw, Poland.

This is the largest and most important global cartographic conference organized under the auspices of the International Cartographic Association (ICA). As we navigate an era defined by information, our leading theme—"Big Data Cartography: Understanding More Than Even Before"—seeks to bridge technological innovation and social impact while keeping human knowledge and expertise in the center. We are inviting the world's leading experts to explore the past, present, and future of our field through the lens of spatial big data.

By joining us, you place your brand at the center of critical discussions on the most pressing industry topics, such as:

- Artificial Intelligence in cartography
- The evolution of Geospatial Intelligence
- Geovisualization for informed decision making
- Maps for autonomous vehicles and robotics
- Digital Twins for enhancing space management
- Maps in the world of video games.

The conference will be attended not only by cartographers and GIS experts, but also researchers, innovators, and industry leaders from geoinformatics, computer science, smart cities, defense, transportation, telecommunications, and other fields where maps and digital representations of the world play a critical role.

In addition to above listed topics, all other topics typical for cartography and GIScience will also be covered.

Engagement Opportunities
As an exhibitor or sponsor, you will gain direct access to a diverse global audience of academics, government officials, and industry pioneers. Beyond the exhibition floor, we invite you to join us for an enriched social program.

Join us in 2027 to shape the future of how we see the world.
We look forward to welcoming you to Warsaw!



Izabela Gołębiowska

(University of Warsaw)
Co-chairperson of the Local Organizing Committe



Dariusz Gotlib

(Warsaw University of Technology)
Co-chairperson of the Local Organizing Committee



MEANINGFUL MAPS IN A DATA-DRIVEN FUTURE

ICC 2027 in Warsaw will extend beyond traditional disciplinary boundaries, creating a space where cartography connects AI, Big Data, and real-world decision-making.

Big Data Cartography is the next stage in the evolution of cartography — where spatial thinking meets advanced data and drives real-world impact.

BIG DATA CARTOGRAPHY

- large-scale, dynamic datasets
- artificial intelligence and machine learning
- real-time data streams
- predictive and simulation-based models

MEANINGFUL MAPS

Creating living, interactive representations of reality to understand:

- how they change
- how they interact
- what they mean

From **digital twins and autonomous systems to climate intelligence and global mobility** — modern data-driven systems rely on cartographic principles, often without naming them as such.

As the flagship event of the global mapping community, ICC 2027 provides a unique platform for dialogue and collaboration among:

- leading scientists and researchers
- technology innovators and data leaders
- public sector and policy decision-makers
- emerging talents shaping the future of spatial intelligence

Without cartography, Spatial Big Data remains fragmented.
With it, data becomes actionable knowledge.

UNDERSTANDING MORE THAN EVEN BEFORE

BENEFITS FOR SPONSORS & EXHIBITORS

Sponsoring ICC 2027 is more than just marketing—it is a manifestation of your commitment to innovation and sustainable development.



High Brand Visibility
Exposure of your company logo to an international, highly specialized scientific and business audience (e.g., on conference materials, website, during sessions).



Direct B2B Contact
Opportunity to engage with potential customers, suppliers, regulators, and decision-makers during special meetings and exhibition areas.



Talent Recruitment
Access to outstanding students, young scientists, and experienced engineers who are looking for opportunities to develop their careers in the industry.



Exhibition
Space to present your products, services, and latest achievements in the exhibition area (located at University of Warsaw and Warsaw University of Technology), allowing for direct demonstrations and interaction with participants.



Exclusivity in Categories
Depending on the package, an opportunity to obtain exclusivity in presenting your offer in a given subcategory.

CONFERENCE VENUES

Two exceptional locations. One unforgettable city and experience.



University of Warsaw

Opening Ceremony
Plenary & scientific sessions
General Assembly
Cartographic Exhibition
Technical Exhibition



Warsaw University of Technology

Pre-conference workshops
Technical cources
Gala Dinner

Warsaw

A City of Connections and Innovation

EUROPEAN BEST DESTINATION 2023 ★ WARSAW ★

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SPONSORSHIP PACKAGES

Choose the level that fits your goals

Sponsor's benefits	Platinum 20 000 EUR	Gold 12 000 EUR	Silver 6 000 EUR	Bronze 3 500 EUR
Full complimentary registration	**5**	**4**	**3**	**2**
Exhibition booth / standard shell scheme - m²	**36**	**18**	**8**	**4**
Priority to choose location	**1**	**2**	**3**	**4**
Acknowledgment during the Opening Session	✓	✓	✓	
Company logo on the conference website + URL link	✓	✓	✓	✓
Company logo in the program on the sponsor's page	✓	✓	✓	✓
Color advertisement in the program	**full page**	**full page**	**half page**	**half page**
Display of company logo on all advertisements	✓			
Placement of company materials in the participant's bag	✓ **4 pages**	✓ **2 pages**	✓ **1 page**	✓ **1 page**
Speech/Company video	**20 min plenary session**	**20 min industry session**		
Social media exposure	**5 posts**	**3 posts**	**2 posts**	**1 post**
Banner advert on the conference website	**home page**	**program page**	**registration page**	
Announcement of the Sponsor status in the newsletters	✓	✓	✓	✓

Prices include Polish VAT 23 %

SPONSORSHIP PACKAGES

Platinum 20 000 EUR

- Full complimentary registrations – 5
- Exhibition booth /standard shell scheme - 36 m² - first choice
- Acknowledgment during the Opening Session
- Company logo on the conference website + URL link
- Company logo in the final program on the sponsor's page
- Color advertisement in the program - full page
- Display of company logo on all advertisements
- Insert in materials for participants
- Speech/Company video - 20 min. (plenary session)
- Social media exposure - 5 posts
- Banner advert on the conference website - home page
- Announcement of the Sponsor status in the newsletters

Gold 12 000 EUR

- Full complimentary registrations – 4
- Exhibition booth /standard shell scheme - 18 m² - second choice
- Acknowledgment during the Opening Session
- Company logo on the conference website + URL link
- Company logo in the final program on the sponsor's page
- Color advertisement in the program - full page
- Insert in materials for participants
- Speech/Company video - 20 min. (industry session)
- Social media exposure - 3 posts
- Banner advert on the conference website - program page
- Announcement of the Sponsor status in the newsletters

Silver 6 000 EUR

- Full complimentary registrations – 3
- Exhibition booth /standard shell scheme - 8 m² - third choice
- Acknowledgment during the Opening Session
- Company logo on the conference website + URL link
- Company logo in the program on the sponsor's page
- Color advertisement in the program - half page
- Insert in materials for participants
- Social media exposure - 2 posts
- Banner advert on the conference website - registration page
- Announcement of the Sponsor status in the newsletters

Bronze 3 500 EUR

- Full complimentary registrations – 2
- Exhibition booth /standard shell scheme - 4 m² - third choice
- Acknowledgment during the Opening Session
- Company logo on the conference website + URL link
- Company logo in the final program on the sponsor's page
- Color advertisement in the program - half page
- Insert in materials for participants
- Social media exposure - 1 post
- Announcement of the Sponsor status in the newsletters

Prices include Polish VAT 23 %

TECHNICAL EXHIBITION



Basic Shell Scheme Booth

Benefit:

- Shell scheme frame, basic lighting
- Fascia panel with standard lettering
- Information desk + bar stool
- 1 table + 2 chairs (4-6 m²) or 2 tables + 6 chairs (9-15 m²)
- Cleaning of public areas and gangways
- Exhibitor's logo in the program
- Exhibitor's logo on the conference website + URL link
- Booth size: 2 x 2 m / 3 x 2 m or 3 x 3 m / 5 x 3 m



Delux Shell Scheme Booth

Benefit:

- Shell scheme frame, basic lighting
- Fascia panel with standard lettering
- Graphics without joints attached to the structure
- Floor covering
- Information desk + bar stool
- 1 table + 2 chairs (4-6 m²) or 2 tables + 6 chairs (9-15 m²)
- Cleaning of public areas and gangways
- Exhibitor's logo in the program
- Exhibitor's logo on the conference website + URL link
- Booth size: 2 x 2 m / 3 x 2 m or 3 x 3 m / 5 x 3 m

Basic Shell Scheme Booth	**1 m²**	**400 EUR**
Deluxe Shell Scheme Booth	**1 m²**	**500 EUR**
Full registration fee for exhibitors	**1**	**600 EUR**

OTHER SPONSORSHIP OPPORTUNITIES

Item	number available	price in EUR
Lanyard - exclusive: only one logo	1	2 500
Logo on the participant's bags	2	2 500
Advertisement in the program - full page	3	1 000
Advertisement in the program - half page	4	700
Placement of company materials in the participant's bag	4	500
Promotional mailing to participants (one-time, pre/post-event)	6	500
Sponsorship of T-shirts for conference staff/volunteers	1	500
Sponsorship of gadgets for participants / production costs on the sponsor's side	3	500
Social media exposure (1 post)	8	250
Industry session (30 minutes)	6	3 000
Broadcast of a promotional video during breaks on screens	6	2 000
Sponsorship of the mobile app	1	1 500
Banner advert on the conference website (336 x 280 px)	4	500
Sponsorship of the conference dinner	3	5 000
Sponsorship of coffee breaks - 1 day	8	1 000

Prices include Polish VAT 23 %

SPONSOR'S BENEFITS

Lanyards / Participant's bags / Staff T-shirts

Benefit:

- Sponsor's logo placed on the lanyards/ bags / T-shirts
- Sponsor's logo in the program
- Sponsor's logo on the conference website + URL link

Advertisement in the program

Benefit:

- Full / half page color advertisement in the program
- Sponsor's logo in the program
- Sponsor's logo on the conference website + URL link

Placement of company materials or gadgets in the participant's bag

Benefit:

- One promotional leaflet (max. A4 format) or a small brochure or a gadget inserted into each participant's bag
- Sponsor's logo on the conference website + URL link
- Production & delivery costs on the sponsor's side

Promotional mailing to participants / social media exposure

Benefit:

- One-time dedicated mailing to the participants / post on social media
- Preparation and delivery on the sponsor's side

Industry Sessions (30 minutes)

Companies and organizations are invited to host sessions on their selected topic to present their work and products. Program subject to approval of the Scientific Committee. Included conference hall rental with facilities (screen, projector, laptop). Invitation email to all pre-registered participants

Benefit:

- Sponsor's advertisement displayed in the conference hall during the sponsored session
- Sponsor's logo displayed on the screen at the beginning of the sponsored session
- Sponsor's logo and information placed in the program
- Sponsor's logo on the conference website + URL link

Broadcast of a promotional video during breaks on screens

Benefit:

- Display of the company's video advertisement (max. 2 minutes) on the screens in the conference rooms during breaks between sessions

Mobile App

Benefit:

- Sponsor's logo displayed on the homepage of the mobile app
- Special banner on the program page + URL link
- 2 App Push Notifications sent to all participants onsite through the mobile app
- Sponsor's logo in the program
- Sponsor's logo on the conference website + URL link

Banner advert on the conference website

Benefit:

- Company's advertisement displayed on the conference website + URL link
- Top banner 1200 x 400 px (only Platinum / Gold / Silver sponsors included in the package price)
- Sidebox 336 x 250 px

Gala Dinner

Benefit:

- Sponsor's logo present at Gala Dinner
- Sponsor can place roll-up banners and other branded materials at the Welcome Reception / Conference Dinner
- Sponsor's logo in the program
- Sponsor's logo on the conference website + URL link
- All branded materials must be approved by the organizer

Coffee Break Sponsor

Benefit:

- Sponsor's logo displayed on the tables with coffee breaks
- Sponsor can distribute flags, napkins or place roll-up banners
- Sponsor's logo in the program
- Sponsor's logo on the conference website + URL link
- All branded materials must be approved by the organizer

TERMS & CONDITIONS

- **Conclusion of contract:** By completing and submitting the application form (electronically), the company hereby contracts various services. The contract is deemed concluded upon the organisers' written acceptance of this offer.
- **Technical Exhibition:** By signing the application form, the sponsor/exhibitor accepts the safety regulations of both the organisers and the conference venue. The space used for the exhibition must be of the size and shape agreed with the organizers. The organizers must be informed of any additional requirements in good time; any such extras are only permissible once approved in writing. Passageways, escape routes, emergency lighting, fire extinguishers and other fire-fighting facilities must not be blocked, concealed or covered up. The floors and walls of the premises are to be treated carefully and left in a proper condition.
- **Liabilities:** Organizer is not responsible for any damages in Exhibitor's assets, including but not limited to loss or destruction of those assets, arising during Exhibition, as well as build-up and dismantling of stands. Organizer is not responsible for any damages to representatives and visitors of Exhibitor's stand. Any claims from persons, who suffered any damages during visiting the stand, will be directed to Exhibitor. Exhibitor must dismantle and clear away the stand by the agreed time and return all furniture and fixtures hired.
- **Advertisements, extras, provisions:** Printable files matching the specifications of the responsible printing contractor are to be supplied to the organizers by the date specified. Materials prepared by the sponsor/exhibitor himself must be previously accepted by the organizer and delivered to the venue on July 17, 2027.
- **Payment:** Invoicing in the amount of 50% of the ordered services will take place following confirmation of the offer by the organizers. Payments must be made only through money transfer to Conference's account. Remaining amount due, including costs of company's representatives, must be paid not later than March 31, 2027 with a money transfer to Conference's account, under pain of application's nullity.
- **Cancellation terms:** Should a Sponsor's package or one or more partial services be cancelled, the organisers shall charge a cancellation fee of 50% before 31 March 2027 and 100% after 1 April 2027. Value added tax shall be added to all cancellation fees.
- **Additional regulations:** Organizer reserves the right to implement additional regulations, which complement this policy, in case such a need arise. Additional regulations are binding at the moment they are delivered in writing to Sponsor / Exhibitor. In matters not regulated by this policy, law of The Republic of Poland applies and any disputes will be settled before Polish court.

SYMPOSIUM CRACOVIENSE

Conference secretariat:
Symposium Cracoviense, PCO
PL31-511 Krakow, Rakowicka 1/14
e-mail: icc2027@symposium.pl

Conference website:
https://icc2027.org/

sponsor/exhibitor application form