



# SPONSORSHIP OPPORTUNITIES

WORLD'S POULTRY CONGRESS

JULY 13-17, 2026 | TORONTO



# WORLD'S POULTRY CONGRESS TORONTO 2026

Dear WPSA Partner,

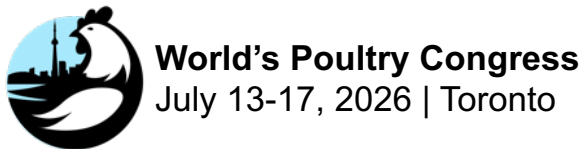
On behalf of the Canada, USA, and Mexico branches of the World's Poultry Science Association, we invite you to the World's Poultry Congress held July 13-17, 2026, in Toronto, one of the most diverse cities in the world.

WPC draws more than 3,000 guests from around the world, covering all aspects of poultry production. Experts, scientists, researchers, production specialists and more will gather to share the most recent discoveries and engage in networking opportunities.

For our partners this is an immense opportunity to increase and leverage your visibility in the industry. Joining as a sponsor now provides you three key advantages:

- **Multi-year visibility:** your company will be visible in all our communications through 2026
- **Payment flexibility:** your contribution can be split across multiple budget years, providing you with additional flexibility in structuring a sponsor commitment
- **Discounted sponsorship packages:** Earn up to a 20% discount by committing to sponsor WPC 2026 by the end of 2024 and making an initial payment toward that commitment.

We are excited to see you in Toronto, and we thank you and all of our corporate partners for making Toronto 2026 a huge success for the global poultry industry.



Bruce Rathgeber, Ph.D.  
Chair, Organizing Committee

Sami Dridi, Ph.D.  
Chair, Scientific Program



# SPONSORSHIP LEVELS



**DIAMOND**

US\$150,000



**PLATINUM**

US\$125,000



**GOLD**

US\$100,000



**SILVER**

US\$75,000



**BRONZE**

US\$50,000

**Step 1** – Choose your Sponsoring Package

**Step 2** – Choose your customized WPC 2026 sponsorship options

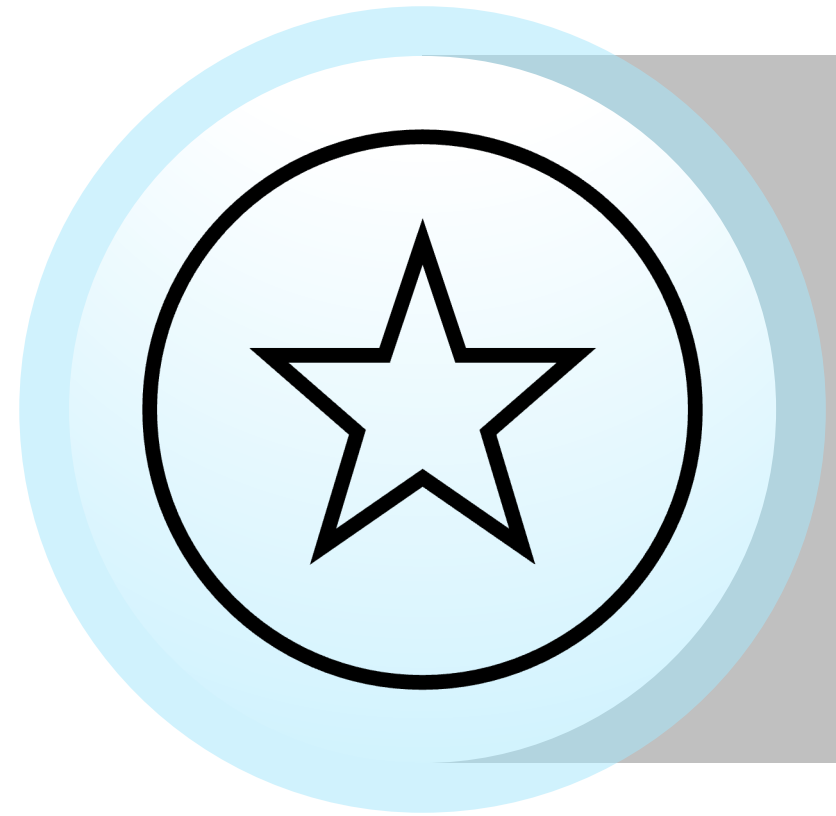
# SPONSORSHIP INCENTIVES & VISIBILITY

Early Sponsorship		Traditional Sponsorship	
2024	2025	2025	2026
Book by Dec. 31, 2024	Book by July 31, 2025	Book by Dec. 31, 2025	Book by April 1, 2026
20% DISCOUNT	15% DISCOUNT	10% DISCOUNT	Price As Listed
Advantage for Sponsors			
<ul style="list-style-type: none"> <li>• Increased visibility over three calendar years</li> <li>• Recognized as an early supporter of WPC 2026</li> <li>• Payment flexibility in three budget years</li> <li>• Largest discount on sponsor package prices</li> </ul>	<ul style="list-style-type: none"> <li>• Increased visibility over two calendar years</li> <li>• Recognized as an early supporter of WPC 2026</li> <li>• Payment flexibility in two budget years</li> <li>• Significant discount on sponsor package prices</li> </ul>	<ul style="list-style-type: none"> <li>• Increased visibility over two calendar years</li> <li>• Recognized as an early supporter of WPC 2026</li> <li>• Payment flexibility in two budget years</li> <li>• Large discount on sponsor package prices</li> </ul>	<ul style="list-style-type: none"> <li>• Recognized as a supporter of WPC 2026</li> <li>• Package options as listed in sponsor offering</li> <li>• Payment due at time of sponsorship booking</li> </ul>

# DIAMOND

## US \$150,000

Diamond Package Inclusions		Value of Items
Exhibit Booth	Up to 80 sqm	\$55,000 / Included
Website Inclusion	Company Name, logo, and URL link	\$12,000 / included
Exhibitor Badges	8 Expo Only	\$1,600 / included
Conference Badges	10 Full Access	\$10,000 / included
Badge Readers	8	\$3,600 / included
Gala Tickets	8	\$800 / included
Lunch Symposium	90 min., 200 guests	\$25,000 / included
Hospitality Suite	Meeting room	\$6,000 / included
Registration List	With emails	\$15,000 / included



**VALUE INCLUDED – US \$129,000**

**ALSO CHOOSE US \$30,000 of additional sponsorship opportunities from pp. 10-12!**

# PLATINUM

## \$125,000

Platinum Package Inclusions		Value of Items
Exhibit Booth	Up to 50 sqm	\$50,000 / Included
Website Inclusion	Company Name, logo, and URL link	\$10,000 / included
Exhibitor Badges	6 Expo Only	\$1,200 / included
Conference Badges	6 Full Access	\$6,000 / included
Badge Readers	6	\$2,700 / included
Gala Tickets	6	\$600 / included
Lunch Symposium	90 min., 200 guests	\$25,000 / included
Hospitality Suite	Meeting room	\$6,000 / included
Registration List	With emails	\$15,000 / included



**VALUE INCLUDED – US \$116,500**

**ALSO CHOOSE US \$25,000 of additional sponsorship opportunities from pp. 10-12!**

# GOLD

## \$100,000

Gold Package Inclusions		Value of Items
Exhibit Booth	Up to 35 sqm	\$35,000 / Included
Website Inclusion	Company Name, logo, and URL link	\$10,000 / included
Exhibitor Badges	6 Expo Only	\$1,200 / included
Conference Badges	4 Full Access	\$4,000 / included
Badge Readers	4	\$1,800 / included
Gala Tickets	4	\$400 / included
Hospitality Suite	Meeting room	\$6,000 / included
Registration List	With emails	\$15,000 / included



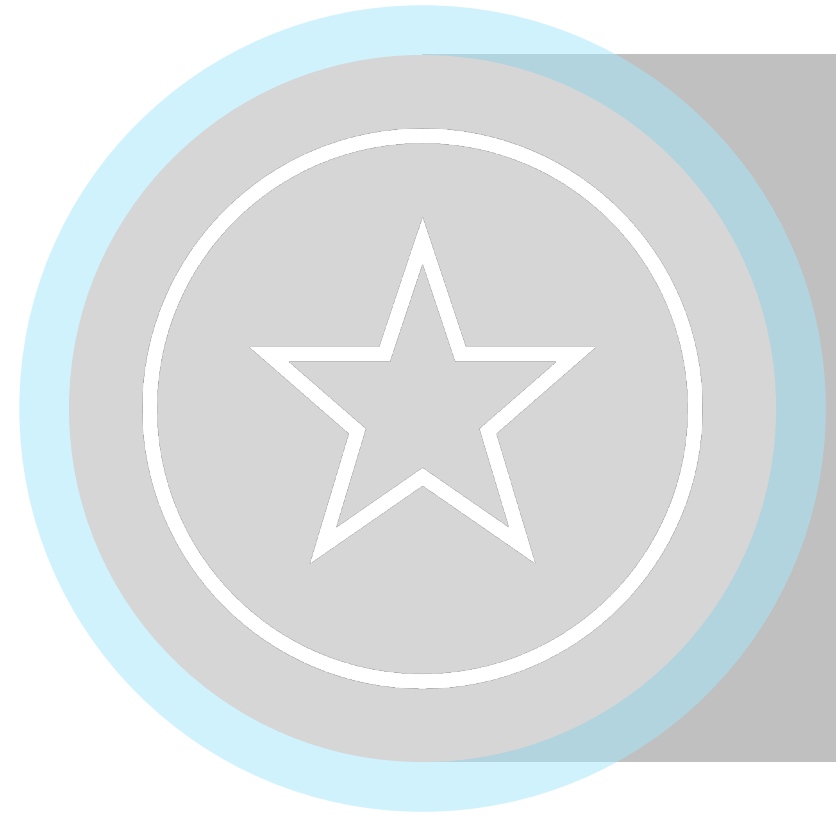
**VALUE INCLUDED – US \$73,400**

**ALSO CHOOSE US \$30,000 of additional sponsorship opportunities from pp. 10-12!**

# SILVER

## \$75,000

Silver Package Inclusions		Value of Items
Exhibit Booth	Up to 20 sqm	\$20,000 / Included
Website Inclusion	Company Name, logo, and URL link	\$10,000 / included
Exhibitor Badges	4 Expo Only	\$800 / included
Conference Badges	4 Full Access	\$4,000 / included
Badge Readers	3	\$1,350 / included
Gala Tickets	3	\$300 / included
Registration List	With emails	\$15,000 / included



**VALUE INCLUDED – US \$51,450**

**ALSO CHOOSE US \$25,000 of additional sponsorship opportunities from pp. 10-12!**



# BRONZE

## \$50,000

Bronze Package Inclusions		Value of Items
Exhibit Booth	Up to 15 sqm	\$15,000 / Included
Website Inclusion	Company Name, logo, and URL link	\$10,000 / included
Exhibitor Badges	2 Expo Only	\$400 / included
Conference Badges	2 Full Access	\$2,000 / included
Badge Readers	2	\$900 / included
Gala Tickets	2	\$200 / included



**VALUE INCLUDED – US \$28,500**

**ALSO CHOOSE US \$25,000 of additional sponsorship opportunities from pp. 10-12!**

# ADDITIONAL OPPORTUNITIES

Opportunity	Details	Price	Sponsor Level
Mobile App	Welcome banner (exclusive)	\$15,000	Diamond
Mobile App	Company banner Ad	\$4,000	Platinum and Up
Mobile App	Push Notification sent to Attendee	\$1,500	All
Email Blast	Sent to attendees & prospects	\$2,500	All
Email Blast	Package of two – one before & after Congress	\$3,500	All
Social Media	Post on official Twitter/Facebook/LinkedIn	\$1,500 each	All
Luncheon Symposium	1.5 hour, 225 attendees, lunch included	\$30,000	Gold
Luncheon Symposium	1.5 hour, 125 attendees, lunch included	\$15,000	Gold
E-Poster Sponsor	Sponsorship of an ePoster Session	\$10,000	Diamond or Platinum

# ADDITIONAL OPPORTUNITIES

Opportunity	Details	Price	Sponsor Level
Program Book	Full page ad in Program Book	\$2,500	All
Program Book	Inside Front or Rear Cover	\$5,000	All
Program Book	Ad in first 10 pages of Program Book	\$3,500	Diamond or Platinum
Symposium Session	Intersession Slides on Screen (per room, per day)	\$1,000	All
Welcome Ceremony	Logo on slide or drop	\$5,000	Diamond or Platinum
Closing Ceremony	Logo on slide or drop	\$5,000	Diamond or Platinum
Gala Dinner	Sponsorship of Congress Gala	\$25,000	Diamond or Platinum
Coffee Break	Sponsorship of one Coffee Break	\$5,000	All
Breakfast	Signage at breakfast station	\$7,500	All

# ADDITIONAL OPPORTUNITIES

Opportunity	Details	Price	Sponsor Level
Congress Bag	Logo on tote or similar bag for each attendee	\$15,000	All
Flyer/Insert	Flyer stuffed in conference tote (sponsor provides)	\$1,500	All
Custom Bag	Sponsor provides custom bag/tote for attendees	\$5,000	All
Lanyards	Exclusive Sponsor Logo on Attendee Lanyard	\$15,000	Diamond or Platinum
Phone Charging Kiosk	Sponsorship of a charging station or kiosk	\$2,500	All
Water Bottles	Water bottle provided to each attendee (exclusive)	\$15,000	Diamond or Platinum
Signage	Signage on site (banner in hallway or escalator)	\$10,000	All
Stickers	Stickers on show floor pointing toward your booth	\$3,000	Diamond or Platinum
Notebook & Pen	Logo on notebooks & pens for each attendee	\$10,000	All



# SEE YOU IN TORONTO!

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BRUCE RATHGEBER, CHAIR



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