



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.



SPONSORSHIP LEVELS



DIAMOND

US\$125,000



PLATINUM

US\$100,000



GOLD US

\$75,000



SILVER

US\$50,000



BRONZE

US\$25,000

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			
• Sponsor visibility over three calendar years • Recognized as an early supporter of WPC 2026 • Payment flexibility in three budget years • Largest discount on sponsor package prices	• Sponsor visibility over two calendar years • Recognized as an early supporter of WPC 2026 • Payment flexibility in two budget years • Significant discount on sponsor package prices	• Sponsor visibility over two calendar years • Recognized as an early supporter of WPC 2026 • Payment flexibility in two budget years • Large discount on sponsor package prices	• Recognized as a supporter of WPC 2026 • Package options as listed in sponsor offering • Payment due at time of sponsorship booking

DIAMOND

US \$125,000

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., 225 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

\$100,000

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., 225 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

\$75,000

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



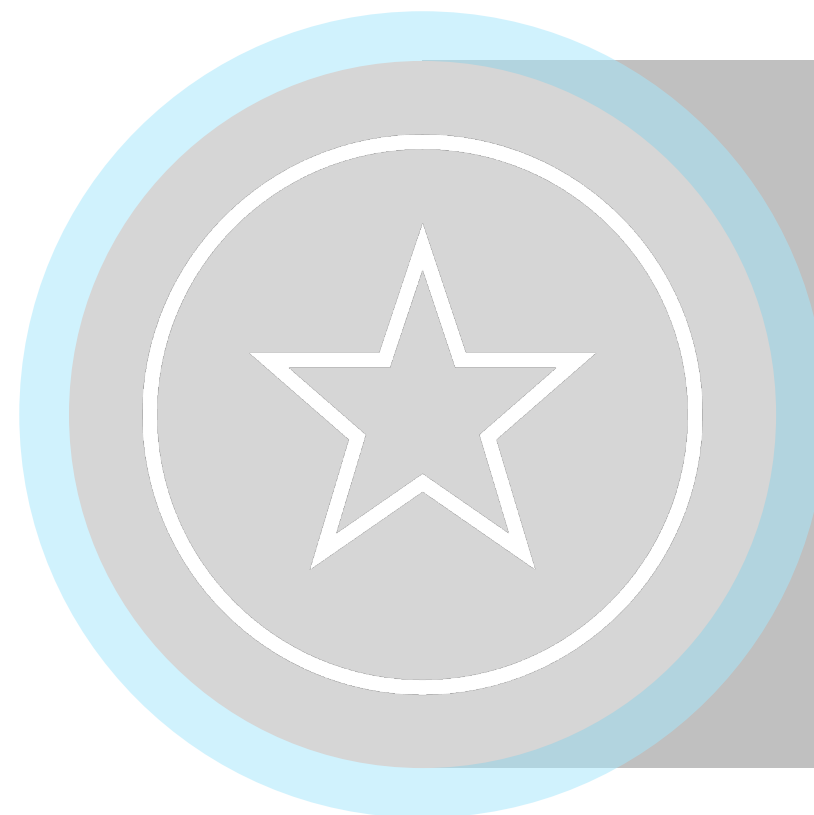
VALUE INCLUDED – US \$73,400

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

SILVER

\$50,000

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

\$25,000

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	\$15,000	Bronze & Up
Mobile App	Company Banner advertisement	\$4,000	Platinum & Up
Mobile App	Push Notification sent to Attendees	\$1,500	Bronze & Up
Email Blast	Sent to attendees & prospects	\$2,500	Bronze & Up
Email Blast	Package of two – one before & after Congress	\$3,500	Bronze & Up
Social Media	Post on WPSA LinkedIn	\$500 each	Bronze & Up
Luncheon Symposium	1.5 hour, 225 attendees, lunch included	\$25,000	Gold & Up
Luncheon Symposium	1.5 hour, 125 attendees, lunch included	\$15,000	A la carte Offering
Poster Sponsor	Sponsorship of a Poster Session	\$10,000	Diamond or Platinum

ADDITIONAL OPPORTUNITIES

Opportunity	Details	Price	Sponsor Level
Digital Program Book	Full page ad in Program Book	\$2,500	A la carte Offering
Digital Program Book	Inside Front or Rear Cover	\$5,000	Gold & Up
Welcome Ceremony	Logo on slide and sign	\$5,000	Diamond or Platinum
Closing Ceremony	Logo on slide and sign	\$5,000	Diamond or Platinum
Gala Dinner	Sponsorship of Congress Gala	\$50,000	Diamond or Platinum
Coffee Break	Sponsorship of one Coffee Break	\$5,000	A la carte Offering
Breakfast	Signage at breakfast station	\$7,500	A la carte Offering
WiFi	Landing Page & Password	\$10,000	A la carte Offering
Symposium Speaker	Sponsor a speaker (\$5,000/speaker)	\$5,000	A la carte Offering

ADDITIONAL OPPORTUNITIES

Opportunity	Details	Price	Sponsor Level
Congress Bag	Logo on tote or similar bag for each attendee flier	\$15,000	Bronze & Up
Flyer/Insert	Inserted in conference tote (sponsor provides)	\$1,500	A la carte Offering
Custom Bag Lanyards	Exclusive Sponsor Logo on Attendee Lanyard	\$15,000	Diamond or Platinum
Water Bottles Signage	Water bottle provided to each attendee (exclusive)	\$15,000	Gold & Up
Directional Signage	Signage on site (banner in hallway or escalator)	\$10,000	Bronze & Up
Spoken For! ✓ Notebook & Pen	Logo on notebooks & pens for each attendee	\$10,000	A la carte Offering
Bag Insert w/logo	Breath mints, Lip Balm or Luggage Tag	\$10,000	A la carte Offering



SEE YOU IN TORONTO!



BRUCE RATHGEBER, CHAIR



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