

CAPE TOWN
WONCA 2027
26TH WONCA WORLD CONFERENCE
3 - 7 NOVEMBER 2027



www.woncaworld2027.org



SPONSORSHIP PROSPECTUS



SPONSORSHIP AND EXHIBITION PRICING

EARLY:

10 % off of the prices in this prospectus
(by 31 December 2026)

STANDARD:

Prices listed in this prospectus
(1 January 2027 – 31 August 2027)

LATE:

20 % above the prices in this prospectus
(after 31 August 2027)

SPONSORSHIP OPPORTUNITIES

STANDARD PARTNERSHIP PACKAGES

DIAMOND PARTNER

70,000 USD

- Exhibition space of 25 sqm (space only, no booth construction included)
- 10 Exhibitor registrations
- 10 conference dinner registrations
- Opportunity to host one non-parallel satellite symposium at no additional cost
- Digital inserts in the virtual conference bag (3 digital files, no prescription drug advertising) – available to all attendees
- One promotional newsletter sent to all registrants before the event
- 2 pages of advertisement in the programme overview (available for download from the conference platform)
- Acknowledgement at the registration area – category Diamond Partner
- Company logo in all promotional e-mail newsletters
- Acknowledgement on the official conference website with logo and hyperlink
- Logo on a looped PowerPoint slide show in all session rooms prior to the beginning of sessions and during breaks
- Logo in the “Introducing our Sponsors” newsletter to all pre-registered delegates
- “Welcome our new Sponsor” post on the event social network (content provided by the organiser)
- Comprehensive post-congress sponsorship fulfilment report



GOLD

PARTNER

46,000 USD

- Exhibition space of 20 sqm (space only, no booth construction included)
- 10 Exhibitor registrations
- Opportunity to host 1 parallel satellite symposium at no additional cost
- Digital inserts in the virtual conference bag (2 digital files, no prescription drug advertising)
- Acknowledgement at the registration area – category Gold Partner
- Company logo in all promotional e-mail newsletters
- Acknowledgement on the official conference website with logo and hyperlink
- Logo in the category Gold Partner on a looped PowerPoint slide show in all session rooms prior to the beginning of sessions and during breaks
- Comprehensive post-congress sponsorship fulfilment report

SILVER

PARTNER

29,000 USD

- Exhibition space of 16 sqm (space only, no booth construction included)
- 4 Exhibitor registrations
- Digital inserts in the virtual conference bag (1 digital file, no prescription drug advertising)
- Acknowledgement at the registration area – category Silver Partner
- Company logo in all promotional e-mail newsletters
- Acknowledgement on the official conference website with logo and hyperlink
- Logo in the category Silver Partner on a looped PowerPoint slide show in all session rooms prior to the beginning of sessions and during breaks
- Comprehensive post-congress sponsorship fulfilment report

BRONZE

PARTNER

17,000 USD

- Exhibition space of 9 sqm (space only, no booth construction included)
- 2 Exhibitor registrations
- Acknowledgement at the registration area – category Bronze Partner
- Company logo in all promotional e-mail newsletters
- Acknowledgement on the official conference website with logo and hyperlink
- Logo in the category Bronze Partner on a looped PowerPoint slide show in all session rooms prior to the beginning of sessions and during breaks
- Comprehensive post-congress sponsorship fulfilment report

LOCAL PARTNERSHIP AND EXHIBITION PACKAGES

Companies based in South Africa or operating outside the core medical industry are invited to contact the Sponsorship manager for tailored participation options.

EXHIBITION

EXHIBITION SPACE (STANDARD)

- Space only: 750 USD / m² (no booth construction included)
- Minimum exhibition space: 6 sqm
- Includes 2 Exhibitor registrations and assistance of the exhibition coordinator

EXHIBITION SPACE FOR NON-PROFIT ORGANIZATIONS AND PUBLISHERS

- Space only: 400 USD / m² (no booth construction included)
- Minimum exhibition space: 2 sqm
- Includes 2 Exhibitor registrations and assistance of the exhibition coordinator

Extra Exhibitor's Pass: 290 USD

INDUSTRY PRESENTATIONS

LUNCH SATELLITE SYMPOSIUM 21,000 USD

The company can organize a lunch parallel satellite symposium of 75 minutes during the lunch break (including 15 minutes for preparation, 60 minutes net time for the presentation)

- Organisers will provide a room and the basic AV equipment
- Information about the symposium published on the conference website
- Rooms and timeslots will be distributed based on priorities and on a first-come, first-served basis
- The Partner is recommended to provide lunch boxes

SATELLITE SYMPOSIUM TECHNICAL REHEARSAL 3,500 USD

- The timing of the rehearsal will be scheduled based on the scientific programme

ADVERTISING

BAG INSERT 1,700 USD

- Digital inserts in the virtual conference bag, available from the conference platform (1 digital file, no prescription drug advertising). The bag will be available to all attendees

ADVERT IN THE PROGRAMME OVERVIEW 2,300 USD

- One page advertisement in the programme overview (no prescription drug advertising)
- The programme will be available for download from the conference platform

PUSH NOTIFICATION IN THE CONFERENCE APP 2,300 USD

- Only 3 notifications available per day
- Reach all conference attendees directly via the official conference application
- Ideal to promote your symposium, exhibition booth, or key activities throughout the event
- Notifications will appear in real time on attendees' devices, ensuring maximum visibility



SOCIAL MEDIA PACKAGES

SOCIAL MEDIA POST

2,100 USD

- 1 dedicated post on Facebook, Instagram, and LinkedIn
- Can include image, video (up to 1 min), or carousel post
- Can include a link to the sponsor's website or landing page
- Best for product/service promotion, brand awareness

SPONSORED STORY PACKAGE

2,100 USD

- 2 Instagram & Facebook stories (spread over time)
- Interactive features like polls, question stickers, links
- Best for engaging with attendees directly

REPOST PACKAGE

1,150 USD

- 1 repost from the sponsor's own social media (FB, IG, LI)
- Includes a short comment from the WONCA conference to engage followers
- Best for boosting existing sponsor's content
- Text needs to avoid product claims or sales-style language.

PREMIUM SOCIAL MEDIA BUNDLE

3,500 USD

- 1 post across all platforms + 2 stories
- Pinned post for 3 days on LinkedIn and Facebook
- 1 repost from the sponsor's social media
- Best for maximum exposure

NETWORKING EVENTS

REFRESHMENT BREAK

2,900 USD/DAY

- Partner's logo displayed on the tables with coffee breaks
- Partner can distribute their own flags, napkins, etc. or place roll-up banners
- Partner's logo in the programme overview
- Partner's logo on the conference website

All branded materials must be approved by the organiser.

LUNCH BREAK

2,900 USD/DAY

- Partner's logo displayed on the catering tables
- Partner can distribute their own flags, napkins, etc. or place roll-up banners
- Partner's logo in the programme overview
- Partner's logo on the conference website

All branded materials must be approved by the organiser.

CONFERENCE ITEMS

BADGE LANYARDS

(50 % discount if provided by Partner)

9,200 USD

EXCLUSIVE

- Partner's logo will be printed on all lanyards
- Lanyards will be distributed to all delegates upon registration

BADGE PARTNER

5,800 USD

- Logo placement on the back of all delegate badges, alongside a QR code serving as a digital business card
- High visibility throughout the conference, worn by all attendees
- Acknowledgement in the final programme and on the official conference website

PENS

4,600 USD

EXCLUSIVE

- Pens will be provided by the partner
- Pens will be distributed to all delegates upon registration

WATER BOTTLES

5,800 USD

EXCLUSIVE

- Partner's name and/or logo printed on bottles, the bottles will be provided by the Partner
- Water bottles will be distributed to all delegates upon registration or at partner's own booth

INFORMATION MATERIALS AND AREAS

CONFERENCE APP

10,500 USD

EXCLUSIVE

- Advertising in the conference application, available for download by delegates on smartphones and other electronic devices
- A special button on the homepage featuring the partner's logo. When clicked, it will either lead attendees to downloadable materials provided by the partner or redirect them to a designated microsite
- Acknowledgement in the final programme and on the official conference website

WI-FI

6,900 USD

EXCLUSIVE

- Partner's logo displayed on all signage associated with the wireless internet
- Acknowledgement in the final programme and on the official conference website

SPEAKERS' READY ROOM

2,900 USD

EXCLUSIVE

- All speakers use this room to prepare and upload their presentations
- Brand presence in the Speakers' ready room, including the option to display partner's own advertising materials (e.g., mouse pads, banners)
- Acknowledgement in the final programme and on the official conference website

REGISTRATION KIOSKS

9,200 USD

EXCLUSIVE

- All attendees must go through self-check-in registration
- Prominent display of your company logo on all self-check-in kiosk screens, guaranteeing high visibility and repeated exposure to all conference delegates.

**ALL MENTIONED PRICES ARE VAT
EXCLUDED.**

**IF YOU ARE INTERESTED IN PARTNERSHIP
OR EXHIBITION, PLEASE CONTACT:**

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