Partner Investment Opportunities

For more information please visit
www.wvpac2017.com
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Letter of Introduction to the WVPA XXth Congress 2017

Dear Colleagues,
It is with great pleasure that we invite you, on behalf of the World Veterinary Poultry Association, to join us at the WVPA XXth Congress 2017 which will take place at The Edinburgh International Congress Centre (EICC), Edinburgh 3 – 8 September 2017.

After the success of the WVPA Congress 2013 in Nantes and WVPA Congress 2015 in South Africa, the WVPA organising committee are delighted to announce that the XXth will take place in the Scottish Capital of Edinburgh in 2017. This is an excellent opportunity for businesses in the industry to engage with professionals in the poultry science research field and approach their target market.

‘POULTRY VETERINARY SCIENCE - Remembering past roots, exploring current challenges, developing future solutions.’

The Congress will attract a wide range of delegates, including both poultry research scientists and practitioners, and will include leading speakers from across the world. It is expected that delegate numbers will be in excess of 1200 visiting Edinburgh from over 70 countries joining together to explore the past, share the present and helping to forge the future of poultry veterinary science.

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Prof Dick Jones, the scientific convenor, will be supported by a world recognised team comprising Professor Janet Bradbury, Professor Stewart McNulty, Professor Dave Cavanagh and Paul McMullin. A diverse programme is to be developed including tackling subjects such as food safety, antibiotic resistance, animal welfare and developments in technology.

This prospectus should provide you with all of the information you require however, if you wish to discuss a bespoke package, we would welcome your suggestions.

We very much look forward to working with you and look forward to welcoming you to Edinburgh in 2017.

Philip Hammond
Chairman Local Organising Committee of the WVPA XXth Congress 2017
Letter of Introduction to the WVPA XXth Congress 2017

Dear Colleagues,

In 1970 I entered the Royal (Dick) School of Veterinary Studies, Edinburgh little knowing that almost half a century later I would be returning to my alma mater city for WV PAC2017. In my student days I remember the medicine professor introduced every disease with ‘Presenting signs – they huddle and die’. Since then poultry veterinary science has progressed a long way and nowadays we are talking about vector vaccines, genomics, PCRs, nutraceuticals, mycotoxins and many other developments. Thus, the Edinburgh Congress will cover a wealth of topics and attract poultry health professionals from around the world.

September 2017 will see the WVPA’s global congress come to Edinburgh, Scotland. Having seen the congress venue, lived in Edinburgh for five years and knowing the calibre of the Local Organising Committee, I am confident that the Edinburgh Congress will continue our tradition of recent years of successful congresses.

WVPA Congresses bring together a unique gathering of poultry health professionals, including a strong representation of poultry veterinarians from poultry companies and practice. In recent times WVPA Congresses have attracted over 1,200 delegates from some 70-80 countries.

This Congress will provide companies like yours with a great promotional and networking opportunity as many of the world’s poultry veterinarians will be there. Today’s veterinarians, in addition to advising on poultry health and disease diagnosis and control, also advise on nutrition, biosecurity, end product safety, incubation, mycotoxin control, bird welfare and related matters. Thus, if your organisation is involved in any of these sectors, Edinburgh in September 2017 is the place to be!

Edinburgh is a great venue! It is easily accessible and, when it comes to accommodation and dining, it has something suitable for all budgets! There are some fantastic places to visit pre- and post- congress such as the Scottish Highlands and Islands, the Scottish Borders, numerous castles and distilleries, not forgetting the famous golf courses. If you are bringing guests in from overseas you will be able to give them many happy and positive memories of a congress, a city, a country and, of course, your organisation!

WVPA looks forward to seeing you in Edinburgh for what promises to be a memorable congress and experience!

Yours sincerely,

Nigel Horrox
President of the World Veterinary Poultry Association
The WVPA (World Veterinary Poultry Association) is a global partnership, with 51 years of existence, whose objective is to organise meetings to share information on diseases and conditions relating to poultry to encourage research in this field, to promote the exchange of information and material for study between individuals and organisations interested in poultry, and to establish and maintain liaison with other bodies with related interests.

The British Veterinary Poultry Association is delighted to host the 2017 congress in Edinburgh.

The WVPA XXth Congress 2017 aims to host over 1200 participants specialising in different branches connected with poultry health from all over the world. As a supporter of the WVPA Congress, this would be a great opportunity to promote your organisation as one of the major role players in the field. The congress is timed to make it possible for speakers and potential delegates to be able to attend with limited conflicts in terms of professional and academic obligations.

### National branches in 46 Countries

- Argentina  
- Australia  
- Austria  
- Bangladesh  
- Belgium  
- Canada  
- Croatia  
- Czech Republic  
- Denmark  
- Egypt  
- France  
- Germany  
- Greece  
- Hungary  
- India  
- Iran  
- Israel  
- Italy  
- Iraq  
- Japan  
- Jordan  
- Kenya  
- Libya  
- Macedonia  
- Malaysia  
- Mexico  
- Morocco  
- Nigeria  
- Pakistan  
- People’s Republic of China  
- Philippines  
- Poland  
- Russia  
- Serbia  
- Slovakia  
- Slovenia  
- South Africa  
- South Korea  
- Sweden  
- Switzerland  
- Thailand  
- The Netherlands  
- Tunisia  
- Turkey  
- UK  
- USA
About WVPA XXth Congress 2017

**Dates**
The congress will run for five days starting with the opening ceremony on Monday 4 September, with the main programme and exhibition taking place Tuesday 5 September – Friday 8 September 2017.

**Venue**
EICC
The Exchange
150 Morrison St
Edinburgh
EH3 8EE
Website: www.eicc.co.uk

The Edinburgh International Congress Centre (EICC) is a purpose-built, world class congress venue, located in the heart of Edinburgh’s financial district.

The EICC layout will have a compact nature with close proximity of congress rooms, display areas, exhibition stands, lunches and breaks. The congress will ensure optimal delegate comfort, technology and information transfer and meet the expectations of partners/exhibitors in both impact and exposure by encouraging delegates through exhibition and display areas.

**Host and Congress Secretariat**
**BVPA – Congress Host**
The British Veterinary Poultry Association (BVPA) was founded in 1956 and is an active non-territorial division of the British Veterinary Association. Its membership is open to poultry veterinarians and scientists working with poultry. BVPA celebrated its 50th Anniversary in 2006.

The objective of the BVPA is to further the knowledge of its members, who are drawn from academia, research, commerce and practice, by holding educational and technical meetings. This is achieved by holding three meetings (winter, spring and summer) a year.

The BVPA was a founding member of the World Veterinary Poultry Association for whom it hosted successful congresses in Cambridge (1962) and Brighton (1989) and for whom it has provided various officers over the years.

The BVPA is a thriving Association with good attendances at its meetings and a great camaraderie among its members.

**MCI UK Ltd – Congress Secretariat**
MCI is the appointed organiser for the WVPA XXth Congress 2017. As the world’s leading provider of strategic engagement and activation solutions, MCI has been a key driver of innovation in the meetings, events, association and congress industries.

An independent, privately held organisation with headquarters in Geneva, Switzerland, MCI’s 1,800 experts in 60 cities and 31 countries help clients across Europe, the Americas, Asia-Pacific, and India, the Middle East and Africa (IMEA) to unlock their potential and deliver real change.

With a dedicated full team to support this congress, MCI UK offer a friendly and efficient professional service. Their expertise and specialist local knowledge, coupled to a first class reputation will help to ensure the delivery of a first class WVPA Congress.

**Steering committee**
The WVPA XXth Congress 2017 will be organised by the local organising committee under the leadership of the Chairperson, Philip Hammond.

**Other committee members:**
- Secretary - Alan Pearson
- Treasurer - Helen Houghton
- Scientific Convenor - Professor Dick Jones
- Partnership Convenor - David Welchman
- Social Programme - Keith Warner
- Marketing - Nicolas Cousseau

The committee is composed of dedicated and experienced members of the profession who can contribute to all aspects of the Congress and is hosted under the auspices of the British Veterinary Poultry Association.

**Next Steps**
If you are interested in joining us at the WVPA XXth Congress 2017, please complete, sign and return the booking form, highlighting your preferred option(s).

Once received, a member of the congress secretariat will be in contact with you. Should you wish to discuss your requirements or check availability of any of the opportunities, please contact the congress secretariat using the contact details below. Your booking form must be signed in order for the WVPA XXth Congress 2017 Secretariat to be able to accept it.

**Contact Information**
WVPA XXth Congress 2017 Secretariat
C/o MCI UK Ltd
Suite 4:1, Turnberry House, West George Street
Glasgow, G2 2LB, UK
Tel: +44 (0) 141 20 22 888
Email: wvpa2017industry@mci-group.com
Edinburgh

Voted the best city in the UK by a survey of 10,000 people (2009), Edinburgh is a stunningly beautiful and also compact city, with a wonderful atmosphere and very friendly people.

Access to Edinburgh is easy, with Scotland’s busiest international airport, now serving over 100 destinations and over 40 airlines, only 8 miles (12km) from the city centre, excellent rail and road links to all the major cities in Britain. Edinburgh has a compact city centre with almost everything within walking distance.

A beautiful city, excellent venues, a rich heritage and vibrant contemporary culture – it’s easy to see why Edinburgh has remained the world’s most popular UK congress destination after London.

Edinburgh is the perfect fusion of old and new. To enjoy the historic wonders of the Old Town, visitors can trail from the iconic Edinburgh Castle at the top of the Royal Mile all the way down to the Palace of Holyrood House and to the Scottish Parliament. Across the green expanse of Princes Street Gardens lies the elegant Georgian New Town, with its stunning architecture, leafy gardens, stylish boutiques and fantastic restaurants.

Edinburgh boasts a fantastic range of quality accommodation with plenty of options for all delegates’ budget ranges. There are more than 25,000 beds in the central and surrounding areas of the city, many of which are within 2km of the city centre and the EICC.
The EICC - Congress Venue

The EICC is a purpose-built, world class congress venue located in the heart of Edinburgh’s financial district. The centre has been designed to create successful and productive events and boasts specialists in event design, catering, technical production and security.

Scotland is well known and respected as a centre for excellence for livestock research and other biosciences and we are the European home of Aviagen, the world’s leading poultry breeding organisation. This is supported by a thriving and dynamic veterinary population including 2 excellent veterinary schools.

The Lennox Suite of the EICC will be used as the exhibition hall, where over 1,500 sqm of space will be available. Lunches and refreshments will be served within the exhibition hall to maximise exposure of the delegates to partners and exhibitors.

Opportunities during the WVPA XXth Congress 2017

Why not bring your sales team to Edinburgh for a global marketing or technical meeting immediately before or after the WVPA XXth Congress 2017 and benefit from all the wonderful meeting venues and eateries this inspiring capital has to offer?

There is also an opportunity for industry partners to hire rooms for meetings during the WVPA Congress at the EICC. If this is of interest, please contact the congress secretariat.

Please Note: none of these meetings rooms are available for hire during the scientific or social programme timings.
Letters of Support

The WVPA XXth Congress 2017 Local Organising Committee received letters of support to host the Congress in Edinburgh, including from the following:

• Professor John Fazakerley, Director, The Pirbright Institute

• Nigel Gibbens, Chief Veterinary Officer, UK Department of Environment, Food and Rural Affairs

• Mark Williams, Chief Executive, British Egg Industry Council

• Professor Ian Brown, Director, EU/OIE/FAO International Reference Laboratories for AI/ND, APHA Weybridge

• Donald Wilson, Lord Provost of Edinburgh

• Sue Stuart, Director of Operations, Marketing Edinburgh, Convention Bureau

• Sheila Voas, Chief Veterinary Officer (Scotland)

• Richard Lochead, Cabinet Secretary for Rural Affairs and The Environment, The Scottish Government

• Professor David A Hume, Director, The Roslin Institute

• Peter Harlech Jones, President, British Veterinary Association

• Peter Bradnock, Chief Executive, British Poultry Council Ltd.
Social Programme

Exhibition Opening Reception: EICC

Monday 4 September 2017
17:00

On Monday 4th September there will be a reception to mark the opening of the Exhibition; drinks and canapes will be served. This is a perfect way to celebrate the beginning of the congress for industry representatives to meet the delegates.

Edinburgh Castle Welcome Party

Monday 4 September 2017
19:00

The iconic and historic Edinburgh castle will be the location of the Welcome Reception on Monday 4th September. Delegates will have exclusive access to this prestigious venue, which is Scotland’s most visited tourist attraction. Throughout the castle, there are breath-taking views across the city and delegates will enjoy drinks in the heart of the castle, the Crown Square, whilst being surrounded by Scottish Heritage. The highlight of the evening will be a private viewing of the Scottish Crown Jewels; this will truly be a night to remember.

Gala Dinner:
The National Museum of Scotland

Thursday 7 September 2017
19:00

The Royal Museum of Scotland will host the Gala Dinner which will take place on Thursday 7th September. Delegates will dine in the Grand Gallery in the stunning splendour of elegant pillars, staircases and fine Victorian architecture. With fine food and fantastic entertainment, this will be perfect way to celebrate the last night of a successful congress.
Accommodation

The choice of accommodation is almost endless, with more than 25,000 beds in Edinburgh and the surrounding area, most of which are within a 2km radius of the city centre. For delegates on a restricted budget, university campus accommodation and smart new budget hotels and hostels offer outstanding facilities right at the heart of the city. At the top end, Edinburgh has six luxurious 5 star hotels, delivering world-class service, attention to detail and every possible comfort. Many 3 and 4 star hotels, including stylish boutique hotels, offer excellent value for money and great accommodation.

The EICC (The Exchange) is within easy walking distance of the Castle and city centre and an excellent choice of accommodation.
Provisional programme

The WVPA XXth Congress 2017 will bring together speakers and delegates from a diverse range of countries and cultures to share in the advances and developments in poultry health and veterinary science.

**Sunday 3 September**
Exhibition Build
Registration

**Monday 4 September**
Exhibition Build & Registration
Workshops x 4
Exhibition Opening Reception
Edinburgh Castle Welcome Party

**Tuesday 5 September**
Official Opening Ceremony
Full Day Congress
Plenary Lectures
Parallel Sessions
AGM of WVPA
Industry Evening Symposium

**Wednesday 6 September**
Full Day Congress
Plenary Lectures
Parallel Sessions
Industry Lunchtime Symposium
Industry Evening Symposium

**Thursday 7 September**
Full Day Congress
Plenary Lectures
Parallel sessions
Industry Lunchtime Symposium
Gala Dinner – National Museum of Scotland

**Friday 8 September**
Plenary Lectures
Parallel Sessions
Closing of Congress
The scientific programme will cover three and a half days:

1. **Keynote (plenary) lectures.** Each themed session will begin with up to three Keynote Lectures of 30 or 60 minutes each. Each lecture will be presented by an invited speaker who is a recognised world authority in the field.

2. **Offered short papers will be presented in parallel sessions after the Keynote Lectures.** These papers will have been submitted by attendees and accepted by the scientific panel.

3. **Workshops.** Workshops will take place on Monday, the day before the main congress.

4. **Posters.** It is intended that posters should be available for viewing throughout the congress rather than restricted to certain periods.

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**Themes**

There will be between 12 and 16 themes covering the following broad areas. The order of themes in this list does not imply perceived relative importance.

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**Congress Themes**

- Advances in respiratory diseases (IB, ILT, ND, AI, aMPV, mycoplasmas, etc)
- Immunity, basic or immunosuppressive diseases IBD, CAA
- Tumour diseases, tumour viruses
- Diagnostics, mainly molecular techniques
- Advances in enteric diseases (infectious and non-infectious)
- Nutrition/metabolism
- Public health and food safety including Salmonella and Campylobacter infections
- Other bacterial infections
- Advances in vaccinology and breeding for disease resistance
- Parasites
- Postgraduate education/information transfer
- Management and poultry welfare
- Antibiotics and their responsible use
- Mycotoxins
- Practitioners
- Ducks & Turkeys

The Scientific Programme Team will be consulting with colleagues at home and overseas before finalising the scientific programme.
General Organisation

WVPA Congresses are organised every two years and are recognised worldwide as a foremost event in the field of poultry health. The congress will attract members of the World Veterinary Poultry Association (WVPA) and, more generally, current and future professional leaders in the field of poultry health, including veterinarians, scientists, teachers, students, laboratory diagnosticians and major executives in the pharmaceutical and poultry industries. Over 1,200 participants from all over the world are expected to attend the WVPA 2017 congress. It is a unique opportunity for role players in all aspects of the poultry health industry to meet under one roof.

Promotion

The congress will be promoted worldwide, thanks to a well established network of professional and industry partners.

The WVPA XXth Congress 2017 campaign will include:

- The congress website, containing links to the online registration portal, the abstract submission portal as well as detailed information on scientific and social programmes, travel information and any other useful information

- E-newsletter and promotions to a targeted database put together specifically for the WVPA XXth Congress 2017

- Promotional inserts in national and international scientific and technical journals

- Various professional networks will be invited to promote the WVPA Congress 2017 within their own membership (National branches of the WVPA in 46 countries)

- Participation in other congresses to boost promotion towards potential participants

- Posting of dates via online diaries and event listings.
The WVPA Congress is the world congress for all matters regarding poultry health. Partners are critical to its success. The multidisciplinary programme of the WVPA XXth Congress 2017 will address a wide range of topics. We have designed partner opportunities to allow you to promote your organisation’s image and brands to all the delegates, for the duration of the congress. We are confident that this benefit will continue long after the end of the congress as well. We are aiming to make the WVPA XXth Congress 2017 an even bigger success than its predecessors. The venue and the scientific programme will add to its success.

We invite you to seize this opportunity to meet existing, and potentially new, customers or business partners. You can expose the delegates to the services and know-how that sets your organisation apart from the competition. The congress will also offer an ideal opportunity to launch new products or services.

2017 is just around the corner and the partner opportunities are offered on a “First come first served” basis, so don’t delay. Contact MCI early to get the best exposure for your organisation.

Pricing of the major partner packages (in GBP):

- Diamond Plus £84,950 + VAT
- Diamond £79,950 + VAT
- Ruby £64,950 + VAT
- Platinum £59,950 + VAT
- Gold £29,950 + VAT
- Silver £19,950 + VAT

A range of Partner and Exhibitor opportunities are still available, as shown in the following pages. We also have some exciting new opportunities available on page 23 and 24.
**Partner Investment Opportunities**

We offer you different Partner Investment Opportunities to promote your organisation before, and during the WVPA XXth Congress 2017 in Edinburgh.

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Diamond Plus (2 Partners)</th>
<th>Diamond (2 Partners)</th>
<th>Ruby (1 Partner)</th>
<th>Platinum (6 Partners)</th>
<th>Gold (2 Partners)</th>
<th>Silver (3 Partners)</th>
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</thead>
<tbody>
<tr>
<td>One push notification from the congress mobile app</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
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<tr>
<td>Dedicated Evening Symposium (90 minutes)</td>
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<tr>
<td>Dedicated Lunchtime Symposium (60 minutes)</td>
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<td>Branding of the interactive electronic posters within the exhibition hall</td>
<td></td>
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<tr>
<td>Gala Dinner Recognition</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
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<tr>
<td>Complimentary Exhibition space</td>
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<td>100sqm</td>
<td>40sqm</td>
<td>32sqm</td>
<td>24sqm</td>
<td>18sqm</td>
</tr>
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<td>Full congress registrations</td>
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<td>20</td>
<td>15</td>
<td>10</td>
<td>5</td>
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</tr>
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<td>✓</td>
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<td>✓</td>
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<td>1 x holding slide advertisement</td>
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<tr>
<td>Your organisation logo hyperlinked to your website on the congress website</td>
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<td>✓</td>
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<td>✓</td>
</tr>
<tr>
<td>Your organisation logo on the joining instructions and all congress collateral</td>
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<td></td>
<td></td>
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<tr>
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</table>
**Partner Investment Opportunities**

### Diamond Plus Partner

**£84,950 + VAT**

Limited to 2 partners on first-come, first-served basis based on the date of signed formal booking form received by the WVPA XXth Congress 2017 Secretariat

- Acknowledged as Diamond Plus Partner on all congress collateral
- Complimentary 100sqm exhibition space situated in a prime location within the exhibition hall
- A dedicated 90 minute evening symposium with specific company content. (Evening slots taking place directly after congress programme on Tuesday 5th and Wednesday 6th September) The allocation of the slot will be decided on a ‘First come First Serve’ basis according to the date of the signed contracts received.
- 20 x full registrations giving access to congress sessions/lectures, a set of congress materials, refreshment breaks, lunch, ticket for Exhibition Opening Reception, Edinburgh Castle Welcome Party and Gala Dinner
- 10 x exhibitor registrations with access to the exhibition only (Please note names are not required as these are company based only badges)
- Your organisation logo acknowledging your status as a Diamond Plus Partner displayed on the congress holding slide before and after each session for the duration of the congress.
- Your organisation logo on all congress signage
- 1 x push notification from the congress mobile app
- 1 x complimentary holding slide advertisement to rotate in all congress rooms (Partner to provide slide)
- Your organisation logo acknowledging your status as the Diamond Plus Partner and a link to your organisation website on the WVPA XXth Congress 2017 webpage
- Your organisation logo on the joining instructions and all congress collateral.

### Diamond Partner

**£79,950 + VAT**

Limited to 2 partners on first-come, first-served basis based on the date formal booking form received by the WVPA XXth Congress 2017 Secretariat

- Acknowledged as Diamond Partner on all congress collateral
- Complimentary 100sqm exhibition space situated in a prime location within the exhibition hall.
- A dedicated 60 minute lunchtime symposium with specific company content. (Lunchtime slots will take place on Wednesday 6th and Thursday 7th September, please note the symposia do not conflict with the congress programme) The allocation of the slot will be decided on a ‘First come First Serve’ basis according to the date of the signed contracts received.
- 20 x full registrations giving access to congress sessions/lectures, a set of congress materials, refreshment breaks, lunch, ticket for Exhibition Opening Reception, Edinburgh Castle Welcome Party and Gala Dinner
- 10 x exhibitor registrations with access to the exhibition only (Please note names are not required as these are company based only badges)
- Your organisation logo acknowledging your status as a Diamond Partner displayed on the congress holding slide before and after each session for the duration of the congress.
- Your organisation logo on all congress signage
- 1 x push notification from the congress mobile app
- 1 x complimentary holding slide advertisement to rotate in all congress rooms (Partner to provide slide)
- Your organisation logo acknowledging your status as the Diamond Partner and a link to your organisation website on the WVPA XXth Congress 2017 webpage
- Your organisation logo on the joining instructions and all congress collateral.
Partner Investment Opportunities

Ruby Partner

£64,950 + VAT
Limited to 1 partner only on first-come, first-served basis based on the date formal booking form received by the WVPA XXth Congress 2017 Secretariat

- Acknowledged as Ruby Partner on all congress collateral
- Complimentary 40sqm exhibition space situated in a prime location within the exhibition hall
- 15 x full registrations giving access to congress sessions/lectures, a set of congress materials, refreshment breaks, lunch, ticket for the Exhibition Opening Reception, Edinburgh Castle Welcome Party and Gala Dinner
- 8 x exhibitor registrations with access to the exhibition only (Please note names are not required as these are company based only badges)
- Branding of the poster boards
- Your organisation logo acknowledging your status as a Ruby Partner displayed on the congress holding slide before and after each session for the duration of the congress
- Your organisation logo on all congress signage.
- Your organisation logo acknowledging your status as the Ruby Partner and a link to your organisation website on the WVPA XXth Congress 2017 webpage
- Your organisation logo on the joining instructions and all congress collateral.

Platinum Partner

£59,950 + VAT
Limited to 4 partners on first-come, first-served basis based on the date formal signed booking form received by the WVPA XXth Congress 2017 Secretariat

- Acknowledged as Platinum Partner on all congress collateral
- Complimentary 32sqm exhibition space situated within the exhibition hall
- 10 x full registrations giving access to congress sessions/lectures, a set of congress materials, refreshment breaks, lunch, ticket for the Exhibition Opening Reception, Edinburgh Castle Welcome Party and Gala Dinner
- 7 x exhibitor registrations with access to the exhibition only (Please note names are not required as these are company based only badges)
- Your organisation logo acknowledging your status as the Platinum Partner displayed on the congress holding slide before and after each session for the duration of the congress
- 1 x complimentary holding slide advertisement to rotate in all congress rooms (Partner to provide slide)
- Your organisation logo acknowledging your status as Platinum Partner and a link to your organisation website on the WVPA XXth Congress 2017 webpage.
Partner Investment Opportunities

Gold Partner

£29,950 + VAT
Limited to 2 partners on first-come, first-served basis based on the date formal signed booking form received by the WVPA XXth Congress 2017 Secretariat

• Acknowledged as Gold Partner on all congress collateral
• Complimentary 24sqm exhibition space situated within the exhibition hall.
• 5 x full registrations giving access to congress sessions/lectures, a set of congress materials, refreshment breaks, lunch, ticket for the Exhibition Opening Reception, Edinburgh Castle Welcome Party and Gala Dinner
• 4 x exhibitor registrations with access to the exhibition only (Please note names are not required as these are company based only badges)
• Your organisation logo acknowledging your status as a Gold Partner displayed on the congress holding slide before and after each session for the duration of the congress
• Your organisation logo acknowledging your status as a Gold Partner and a link to your organisation website on the WVPA XXth Congress 2017 webpage.

Silver Partner

£19,950 + VAT
Limited to 3 partners on first-come, first-served basis based on the date formal signed booking form received by the WVPA XXth Congress 2017 Secretariat

• Acknowledged as Silver Partner on all congress collateral
• Complimentary 18sqm exhibition space situated in a prime location within the exhibition hall.
• 2 x full registrations giving access to congress sessions/lectures, a set of congress materials, refreshment breaks, lunch, ticket for the Exhibition Opening Reception, Edinburgh Castle Welcome Party and Gala Dinner
• 2 x exhibitor registrations with access to the exhibition only (Please note names are not required as these are company based only badges)
• Your organisation logo acknowledging your status as a Silver Partner displayed on the congress holding slide before and after each session for the duration of the congress
• Your organisation logo acknowledging your status as a Silver Partner and a link to your organisation website on the WVPA XXth Congress 2017 webpage.
Partner Investment Opportunities

Edinburgh Castle Welcome Party
Drinks Partner
£15,500 + VAT  Limited to 1 partner on first-come, first-served basis

Edinburgh Castle branding opportunity

The Welcome Party - a huge draw card for WVPA XXth Congress 2017 delegates hosted at the spectacular Edinburgh Castle on Monday 4th September. This partnership opportunity gives your organisation exposure to delegates in the grounds of Edinburgh Castle where WVPA will exclusively take over the entire site. The Edinburgh Castle Welcome Party is open to 800 participants.

Your support of this item will include:
• Ten roll up banners with your organisation logo located at the main touch points for delegates across the Edinburgh Castle site
• 1 x organisation holding slide during the main congress
• Opportunity for your organisation to provide additional branding opportunities such as: wine charms for glasses, branded coasters or napkins, aprons for waiting staff (all at your own cost).
• Acknowledgements on the WVPA XXth Congress 2017 website and mobile app, hyperlinked to your organisation website.

Registration Area Partner
£12,500 + VAT  Limited to 1 partner on first-come, first-served basis

Reach all delegates as soon as they arrive at the congress

The registration area will be located on the entry level of the EICC and will be the first point of contact for all delegates each day and where they will collect their delegate bag and registration materials. The registration area is pivotal in that it will act as an information point throughout the duration of the congress. You may wish to host an event or experience in this area on Monday 4th September.

Please Note: The cost of any events/experiences you wish to host in the registration area must be at your own cost and in agreement with the local organising committee and congress organisers.

Your support of this item will include:
• Four roll up banners with your organisation logo positioned in the registration area.
• 1 x organisation holding slide during the main congress.
• Opportunity for you to host an event or experience in the area behind registration during the day on Monday 4th September.
• Acknowledgements on the WVPA XXth Congress 2017 website and mobile app, hyperlinked to your organisation website.
Partner Investment Opportunities

Gala Dinner Welcome Drinks Partner
£9,500 + VAT  Limited to 1 partner on first-come, first-served basis

Make an impact at the highlight of the social programme at the National Museum of Scotland.

The Gala Dinner is the highlight of the WVPA congress social programme and will be held at the National Museum of Scotland on Thursday 7th of September. This partnership opportunity gives your organisation exposure during the pre-dinner drinks in the National Museum prior to dinner. The Gala dinner is open to 1000 participants.

Your support of this item will include:
- Four roll up banners with your organisation logo positioned in the area for pre-dinner drinks at the Gala Dinner.
- 1 x organisation holding slide during the main congress
- Opportunity for your organisation to provide wine charms for glasses, branded coasters or napkins (at your own cost).
- Acknowledgements on the WVPA XXth Congress 2017 website and mobile app, hyperlinked to your organisation website.

Lunch Partner
£5,500 + VAT  Limited to 3 partners on first-come, first-served basis

Connect with delegates over lunch

Lunchtimes are always a popular part of the congress programme! This opportunity gives you the opportunity to place your branding next to the catering stations and be recognised in the congress programme and mobile app. The catering points are located in the main exhibition hall.

Your support of this item will include:
- Four roll up banners with your organisation logo positioned around the catering points.
- 1 x organisation holding slide on the day of the lunch you are partnering only
- Opportunity for your organisation to provide branded coasters or napkins (at your own cost).
- Acknowledgements on the WVPA XXth Congress 2017 website and mobile app, hyperlinked to your organisation website.
Partner Investment Opportunities

Refreshment Break Partner
£3,500 + VAT Limited to 7 partners on first-come, first-served basis

Exposure during key networking time

The refreshment breaks provide an invaluable opportunity during the congress for delegates to meet and network. The refreshment break partner opportunity gives your organisation the chance to place your branding next to the tea and coffee points and be recognised in the congress programme and mobile app. The tea and coffee points are located in the main exhibition hall.

Your support of this item will include:
- Four roll up banners with your organisation logo positioned around the catering points.
- 1 x organisation holding slide on the day of the refreshment break you are partnering a refreshment break only
- Acknowledgements on the WVPA XXth Congress 2017 website and mobile app, hyperlinked to your organisation website.

Congress Mobile App Partner
£10,500 + VAT Limited to 1 partner on first-come, first-served basis

As a partner of the WVPA Congress App, you would be entitled to:
- Organisation logo on App splash screens between modules with hyperlink to your congress website
- 1 x Banner Advertisement
- Up to 3 ‘push notifications’ to App users
- Acknowledgement of your support on the WVPA XXth Congress 2017 congress website, hyperlinked to your organisation website

Put your brand into delegates’ hands

The average user has 65 apps installed on their smart phones.

The previous 2 years has seen a 125% spike in the number of people accessing event apps.

The WVPA Congress App will provide access to all delegates, the majority of whom will have a smart phone or tablet.

More significant to you, as the congress app partner, is that every single one of these app users and delegates will have a direct access to your product or service.

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- 1 x Banner Advertisement
- Up to 3 ‘push notifications’ to App users
- Acknowledgement of your support on the WVPA XXth Congress 2017 congress website, hyperlinked to your organisation website
Partner Investment Opportunities

Portable Power Bank Partner
£10,000 + VAT  Limited to 1 partner on first-come, first-served basis

Perfect engaging partnership opportunity
Phones get faster every year, but battery life doesn’t seem to get any better. If you need to keep your smartphone – or tablet or other USB-powered device - going all day, you need a power bank. Delegates can collect their power bank from your exhibitor stand, providing you with an excellent opportunity to engage. Power bank is compatible with iPhone, iPad, Android and Windows smartphones, PSP, GPS, Bluetooth.

Delegate Bag Insert *
£750 + VAT
All delegates will receive a complimentary delegate bag. Ensure your brand is represented by adding an insert into every bag.
*Please Note: sponsor must provide delegate bag inserts for inclusion. Size and specifications to be advised in the congress technical manual.

USB Partner
£5,500 + VAT
Opportunity to brand complimentary USB’s containing all the congress abstracts.

Wi-Fi Partner
£2,500 + VAT
This is a fantastic opportunity to have your company logo and personalised slide displayed on electronic signage throughout the venue, with the Wi-Fi log in details. All delegates using the Wi-Fi will see your brand.

Congress Supporter
£1,500 + VAT
Include your company profile, logo and contact details within the congress mobile app ‘Supporters section’, providing an excellent opportunity for networking.

Meeting Room Hire*
Price On Request
An opportunity for industry partners to hire rooms for meetings during the WVPA 2017 congress at the EICC, please contact the Congress Secretariat with your requirements.
*Please Note: that meeting room requests will not be granted during the scientific programme.
Partner Investment Opportunities

Delegate Bags
£2,500 + VAT Limited to 4 partners on a first-come, first served basis
This is a fantastic opportunity to align your brand with WVPA Congress by ensuring your logo is included on all congress delegate bags alongside the congress brand.
*Please Note: final delegate bag choice will be discussed with all Partners at a later date.

Pillar Branding
£2,000 + VAT per pillar
Wrap the venue's pillars in branding providing great exposure of your organisation to all delegates as they make their way around the venue.
*Please Note: there are a maximum of 6 pillars available for branding. Cost per pillar decreases based on pillar bookings of 2 or more.

Pads and Pens in Delegate Bags
Pens - £750 + VAT
Pads - £2,500 + VAT
Exclusive opportunity to ensure delegates are using your company branded materials throughout the congress.
*Please Note: partner must provide pads and/or pens for inclusion. Specifications and deadline to be advised.

Delegate Lanyards
£2,000 + VAT Limited to 2 partners on a first-come, first served basis
Your logo included alongside WVPA congress logo on all delegate lanyards. Don’t miss this superb opportunity to align your brand from this year’s congress.

Mini Pocket Programme
£3,500 + VAT Limited to 2 partners on a first-come, first served basis
The mini programme is a pocket sized congress overview/exhibition plan that conveniently fits into the back of the delegate’s badge. All delegates receive a mini programme upon collection of their badge and is used as a daily reference tool. This opportunity includes:
• An advertisement or company logo on the back of the mini programme
• Acknowledgement on the WVPA 2017 congress website, hyperlinked to your company website
Please note that booth positions and numbering maybe subject to change, final booth numbers will be advised in July 2017
Exhibition Opportunities

Exhibition Shell Scheme

Rates PER SQM for shell scheme:

**Early Bird Rate (before 31 January 2017):**
£625 + VAT per sqm

**Late Rate (from 1 February 2017):**
£725 + VAT per sqm

Exhibition space is available in 6sqm or 9sqm space.

Shell scheme space includes:

- Shell scheme fixture; 2.5m high white panels, full ceiling grid and fascia panels with name board displaying exhibitor name and stand number
- 1 x table & 2 x chairs per 6sqm or 9sqm of space booked
- 1 x 500w square pin socket outlet per 6sqm or 9sqm of space booked
- 2 x 120w track mounted spotlights per 6sqm or 9sqm of space booked
- 2 x exhibitor registrations for the duration of the congress per 6sqm or 9sqm of space booked including tea and coffee
- Acknowledgment on dedicated congress website

Please Note: Exhibitors are required to pay their exhibition fee in full before an acknowledgement is included on the dedicated congress website.
Exhibition Opportunities

**Space Only Package**
Flexible space in the exhibition is available as required up to 24sqm.

Early Bird (before 31 January 2017):
£575 + VAT per sqm

Late Rate (from 1 February 2017):
£675 + VAT per sqm

**Additional Exhibitor Registrations**
£60 + VAT
Exhibitors are welcome to purchase additional exhibitor registrations should more be required above the two per 6sqm or 9sqm entitlement. Each additional registration is priced at £60 + VAT for the duration of the meeting and can be booked via the industry booking form if required. Exhibitor registrations include access to the venue, exhibition and poster areas and tea and coffee throughout the day. Exhibitor registrations do not include access to any of the meeting sessions/lectures or the meeting programme.

Space only package includes:
- 2 x exhibitor registrations for the duration of the congress per 9sqm of space booked including tea and coffee
- Acknowledgement on the dedicated congress website

Please Note: Exhibitors are required to pay their exhibition fee in full before an acknowledgement is included on the dedicated meeting website.

Preferred contractor for custom-made stands

**Let’s get the show on the road**
**MCI - Exhibition, design and build (d&b)**

MCI is your solution
Providing creative solutions for communication of your message which will engage, inspire and impress your target audience.

We provide;
- Stand design
- Stand build
- Management of auxiliary services; electrics, water, furniture, internet, AV and transport
- Full on-site support.

Size and complexity of stands can vary. Whether it’s a modular or bespoke design, we are here to help you fulfil your objectives.

For more information please contact the Exhibition Team at WVPA2017AV@MCI-GROUP.com
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