



WORLD VETERINARY POULTRY ASSOCIATION 24<sup>TH</sup> CONGRESS

# WVPAC 2027

## Sponsorship & Exhibitor Prospectus



30 August - 3 September

Square Brussels Meeting Centre  
Centre of Fine Arts Bozar  
Brussels, Belgium





WORLD VETERINARY POULTRY ASSOCIATION 24<sup>TH</sup> CONGRESS

# WVPAC 2027

30 August - 3 September

Square Brussels Meeting Centre

Centre of Fine Arts Bozar





# **Brewing Poultry Science and Innovation for the Next Generation**





## **Invitation by the Chairman**

Dear Partners and Exhibitors,

On behalf of the Local Organising Committee, it is my great pleasure to invite you to join us for the XXIV World Veterinary Poultry Association Congress, which will take place from 30 August to 3 September 2027 in Brussels, Belgium.

The WVPA Congress is recognised as the **global meeting place for veterinary poultry medicine**, bringing together leading researchers, veterinarians, industry partners, and policymakers to address the challenges and opportunities in poultry health, production, and welfare. Each edition of this congress has been a fantastic success, with lively scientific exchange, strong industry participation, and the forging of long-lasting international collaborations.

We are proud to welcome the world to **Brussels, the heart of Europe** in 2027. Home to the European Union and a city renowned for its hospitality, culture, and innovation, Brussels will provide the perfect backdrop for our congress. Belgium has a strong tradition in poultry science and veterinary medicine, and—true to its heritage—we will be “**Brewing Poultry Science and Innovation for the Next Generation.**” This theme highlights our ambition to blend world-class science and innovation into a programme that will inspire the next generation of poultry veterinarians.

We believe that industry partners are essential to the success of the WVPA Congress. By becoming a sponsor, you will gain global visibility, connect directly with leading experts and decision-makers, and demonstrate your commitment to advancing poultry health worldwide.

We warmly invite you to be part of this exciting journey. **Together, we can brew another landmark edition of the WVPA Congress in Brussels 2027.**

**Prof. Dr. Gunther Antonissen**

Chairman, Local Organising Committee

XXIV World Veterinary Poultry Association Congress (WVPAC 2027)





## Local Organising Committee

The WVPA Belgium has 7 members and vast experience in organising events. A local organising committee (LOC) has been formed to oversee key portfolios.



**Prof. Dr. Gunther Antonissen**  
Chairman



**Dr. Maarten De Gussem**  
Vice Chairman  
Sponsorship & Commercial Matters Convenor



**Prof. Dr. Richard Ducatelle**  
Scientific Programme Convenor



**Prof. Dr. An Garmyn**  
Secretary



**Dr. Monita Vereecken**  
Treasurer



**Dr. Johan Van Erum**  
Social Programme Convenor



**Dr. Koen De Gussem**  
Social Programme Convenor



## Congress Information

### **Expected Audience:**

Approximately 2,000 delegates from academia, industry, and practice worldwide.

### **About the World Veterinary Poultry Association (WVPA):**

The WVPA is a global professional association for poultry veterinarians and avian health specialists. Every two years, the association organises an international congress dedicated to the exchange of knowledge, innovation, and collaboration in the field of poultry health and production.

### **Why Sponsor WVPAC?**

- **Unrivalled Global Exposure:**

Position your organisation before a diverse and influential international audience of decision-makers, researchers, and industry leaders in the poultry sector. Sponsorship offers significant brand visibility through extensive pre-event, on-site, and post-event promotion.

- **Demonstrate Industry Leadership:**

Align your brand with innovation and excellence in poultry health and production. By supporting the congress, you showcase your commitment to the advancement of the sector and reinforce your reputation as an industry leader.

- **Exceptional Networking Opportunities:**

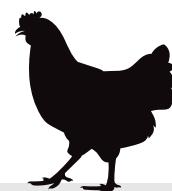
Engage directly with leading experts, academics, and professionals. The congress provides a unique platform to build valuable partnerships, explore collaborations, and exchange insights with key stakeholders from Belgium, the region, and across the globe.

- **Access to Knowledge and Innovation:**

Stay at the forefront of industry developments by accessing the latest research, cutting-edge technology, and best practices in poultry health. Sponsorship allows your organisation to foster innovation and remain competitive in a rapidly evolving sector.

### **Objectives of the Congress:**

- To maximise participation from government and private veterinarians, farmers, academics, researchers, scientists, and industry professionals at the scientific sessions and exhibition.
- To promote Belgium as a leading venue for the advancement and sharing of science, knowledge, and experience.
- To pave the way for robust networking and collaboration between poultry experts from academia and industry, both locally and internationally, enabling joint projects and the transfer of knowledge and technology.





# Registration

## Congress Registration Fees

Category	Early Bird (EUR) Until 16.06.2027	Regular (EUR) Until Until 29.08.2027	Onsite (EUR) from 30.08.2027
Member	680	780	880
Non-Member	780	880	980
Student	300	350	400
Presenters Oral communication	500	500	500
Gala Dinner	100	100	100

Fees inclusive VAT.

### Registration benefits

- Welcome reception at Natural Science Museum on Monday
- Conference abstract book (digital pdf)
- Access to all scientific sessions
- Access to Exhibition Hall
- Coffee breaks and lunches





## Tentative Programme 2027

**30/08**

**Monday**

- Registration open
- Poster preparation
- Opening of exhibition hall
- Welcome reception (at the Natural Sciences Museum)
- Pre-conference workshops
- Sponsored symposia (at the Natural Sciences Museum)

---

**31/08**

**Tuesday**

- Opening ceremony
- Keynote lectures
- Oral papers
- Sponsored symposia

---

**01/09**

**Wednesday**

- Keynote lectures
- Oral papers
- Poster session
- Sponsored symposia

---

**02/09**

**Thursday**

- Keynote lectures
- WVPA General Business Meeting
- Oral papers
- Sponsored symposia
- Gala dinner (at the Museum of Fine Arts)

---

**03/09**

**Friday**

- Keynote lectures
- Oral papers
- Closing ceremony







## Congress Venue

- **Square Brussels Meeting Centre** is a modern convention centre in the heart of Brussels, offering versatile event spaces and advanced technology.
- **Centre of Fine Arts Boza** is a renowned cultural venue combining art, music, and architecture in an iconic Art Deco building.

Accessibility: Both venues are within walking distance of each other and are located near the Brussels Central Station, which provides excellent connectivity for national and international visitors.

## Transportation



### By car

- **Brussels Airport to the venues:** approx. 14 km, about 15 minutes by car.
- **Brussels City Centre to the venues:** approx. 1 km, about 3–5 minutes by car depending on traffic.



### By train

- **Brussels Central Station** is just a few minutes' walk from both venues.
- High-speed rail connections link Brussels to major European cities:
  - / 1h22 → Paris (20 trains/day)
  - / 1h50 → Amsterdam (14 trains/day)
  - / 2h00 → London (9 trains/day)
- Additional connections via **Brussels Midi Station** offer access to regional and international destinations.



### By air

- **Brussels Airport** (Zaventem) offers direct flights to over 200 destinations in 66 countries. It is located just 14 km from the city centre (approx. 15 minutes by car or train).
- **Charleroi Airport** provides additional low-cost flight options across Europe and is accessible via shuttle services.



### Public transport

Metro, tram, and bus lines converge at **Central Station**, making local travel easy and efficient.

### Hotels & restaurants

A wide range of accommodations and dining options are available within walking distance of the venues.

### Cultural attractions

The Grand Place, Royal Palace, and Mont des Arts are all nearby, offering delegates opportunities to explore Brussels' rich heritage.



# Unlock New Horizons: Become a Sponsor of WVPAC 2027

The World Veterinary Poultry Association (WVPA) Congress 2027 is poised to be a landmark event in the global poultry industry. As a sponsor, your organisation will be at the heart of a dynamic international forum that champions the future of poultry health and welfare. This is your opportunity to align with excellence, innovation, and global impact.

## **Unparalleled Global Visibility**

WVPAC 2027 will bring together the brightest minds and leading voices from across the globe. Sponsoring this prestigious congress places your brand before a highly targeted and influential audience. It is a powerful opportunity to demonstrate your commitment to the poultry sector and to build recognition among key decision-makers and industry pioneers.

## **Position Yourself as an Industry Leader**

By sponsoring WVPAC 2027, your organisation signals its leadership and forward-thinking approach in poultry health. Your support of this world-class event highlights your dedication to advancing the industry and sets you apart as a champion of innovation and excellence.

## **Expand Your Professional Network**

WVPAC 2027 offers a vibrant networking landscape where sponsors can engage directly with top experts, researchers, and business leaders. It is the ideal setting to cultivate strategic partnerships, explore new collaborations, and exchange ideas that drive progress in poultry health and production.

## **Advancing Knowledge and Technology**

Stay ahead of the curve by gaining access to the latest scientific research, technological advancements, and best practices in the field. Sponsorship opens the door to a wealth of knowledge and innovation, empowering your organisation to lead with confidence and vision.

**Join us in shaping the future of poultry health. Sponsor WVPAC 2027 and unlock a world of opportunity.**





## Sponsorship Package Price List

Entitlements	Diamond € 110,000	Ruby € 80,000	Gold € 45,000	Silver € 30,000	Bronze € 6,000	Copper € 2,500
Pre-built Matrix booth	80 sqm	50 sqm	24 sqm	12 sqm	6 sqm	/
Satellite Symposium (1 hour)	Yes	No	No	No	No	No
Congress registrations (not including social dinner)	30	16	8	5	2	1
Additional congress registrations at 50% discount (not including social dinner)	30	16	8	5	2	1
Company logos* will be displayed on the congress website, Preliminary Programme, app and signage boards	Yes	Yes	Yes	Yes	Yes	Yes
Your company logo displayed alongside the congress logo on the building's outdoor façade	Yes	Yes	No	No	No	No
Flyer insert in congress bag (delivered by company)	1 A4	1 A4	No	No	No	No
Company description in abstract book (max 100 words)	Yes	Yes	No	No	No	No
Advertising pages in the programme book	2 A4	1 A4	1 A4	½ A4	No	No
Push notification in the congress app	2	1	No	No	No	No

\* With logo size proportional to sponsorship category

For Bronze and Silver: Pre-built matrix booth: **includes one high table, two bar stools, two spotlights and one power socket.**



## Diamond



- **Complimentary 80 sqm exhibition space** in a prime location within the exhibition hall, including basic electrical power supply.
- **Recognition as a Diamond Partner** on the congress website and app.
- **30 complimentary full registrations**, granting access to all congress sessions, congress materials, refreshment breaks, lunches, and the Welcome Reception (social dinner not included).
- **30 additional registrations** at a 50% discounted rate, with the same access as above.
- **Two push notifications** on the congress app.
- **Your company logo** displayed as a Diamond Partner on the congress holding slides.
- **Your company logo** published on the WVPAC 2027 website and hyperlinked to your company website.
- **Your company logo** displayed alongside the congress logo on the building's outdoor façade.
- **Your company logo** featured in all congress publications, including the programme app, and signage boards.
- **Two advertising pages** in the programme book (A4 size).
- **One flyer insert** (A4 size, provided by your company) in the congress bag.
- **Satellite Symposium (1 hour)**: Companies interested in sponsoring a workshop are invited to contact [info@wvpac2027.com](mailto:info@wvpac2027.com) to select a slot from those available. There is one slot during the Welcome Reception and three at the end of the following days: Tuesday, Wednesday, Thursday.

## Ruby



- **Complimentary 50 sqm exhibition space** in a prime location within the exhibition hall, including basic electrical power supply.
- **Recognition as a Ruby Partner** on all congress collateral, including the website and app.
- **16 complimentary full registrations**, granting access to all congress sessions, congress materials, refreshment breaks, lunches, and the Welcome Reception (social dinner not included).
- **16 additional registrations** at a 50% discounted rate, with the same access as above.
- **One push notification** on the congress app.
- **Your company logo** displayed as a Ruby Partner on the congress holding slides.
- **Your company logo** published on the WVPAC 2027 website, hyperlinked to your company website.
- **Your company logo** featured in all congress publications, including the programme app, and signage boards.
- **One advertising page** in the programme book (A4 size).
- **One flyer insert** (A4 size, provided by your company) in the congress bag.



## Gold



- **Complimentary 24 sqm exhibition space** in a prime location within the exhibition hall, including basic electrical power supply.
- **Recognition as a Gold Partner** on all congress collateral, including the website and app.
- **8 complimentary full registrations**, granting access to all congress sessions, congress materials, refreshment breaks, lunches, and the Welcome Reception (social dinner not included).
- **8 exhibitor passes** with access to the exhibition only (company-based badges; names not required), including one set of congress materials per company, and access to refreshment breaks, lunches, and the Welcome Reception (social dinner not included).
- **Your company logo** displayed as a Gold Partner on the congress holding slides.
- **Your company logo** published on the WVPAC 2027 website, hyperlinked to your company website.
- **Your company logo** featured in all congress publications, including the programme app, and signage boards.
- **One advertising page** in the programme book (A4 size).
- **One flyer insert** (A4 size, provided by your company) in the congress bag.





# Additional Sponsorship Items

## Congress bags

### **Congress bags - printed by the organisation: € 22,000 (+/- 1,800 bags)**

- The WVPAC Congress logo & your logo will be printed on the bags
- The company sponsoring the bags can insert a flyer free of charge, flyers provided by the sponsor company.
- Max. 1 A4 size, max. 4 pages. The company delivers the insert (approximately 1.800 copies).

## Catering

### **• Welcome Reception**

The Welcome Reception will take place at the Natural Sciences Museum in Brussels and is reserved for the Diamond Sponsor, with symposium opportunities on Monday.

### **• Lunch/Coffee Break: € 4,000/ break; € 5,000/lunch**

Sponsor a coffee break or lunch, ensuring brand visibility through card placement and recognition in the programme, website, and social media.

### **• Congress Dinner: € 10,000**

The Congress Dinner will be held at the Museum of Fine Arts in Brussels. Sponsoring this prestigious evening offers your company high-profile visibility and exclusive recognition throughout the event.



## Multimedia

### **• Congress Wi-Fi, branded by your company: € 5,000**

Your company logo will appear on the Wi-Fi login page.

### **• Push Notification in the Congress App: € 2,000 (maximum one per sponsor)**



## Branding

- **Banner Window: € 5,000**

Banner window, above the main entrance of the congress venue, with welcome for WVPAC congress, your logo in the right corner.



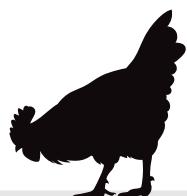
- **Branded Large Escalator – Main Entrance: € 6,000**

Includes: printed graphics featuring your company logo alternated with the congress logo, applied to the main entrance escalator for maximum visibility.



- **Registration Desk: € 4,000**

Includes: a banner above the registration desk, featuring your logo alongside congress publicity.





## Other branding opportunities in the exhibition hall

Options included: branded floor signage, elevator branding, custom carpet, and more — available **on demand**.

- **Water bottle: € 6,500**

Your company provides branded reusable water bottles (±1,800 units).  
Distributed at the registration desk for maximum visibility.

- **Congress Lanyard: € 6,500**

Your logo on every attendee's lanyard, co-branded with the WVPAC 2027 logo for constant exposure throughout the event. The lanyards will be provided by the organiser. Limited to 1 partner (first-come, first-served).

- **Charging Desks with company branding in hallway: 4 desks for € 1,500**

Includes: branded table displays on each desk, provided by the company.  
Optional: you may add your own roll-up banner or forex publicity.



- **Forex Totem: € 2,500 per totem**

Includes: charging point with a print area for your branding or promotional content.  
Optional: strategically distributed throughout the hallways to maximise visibility.





# Floor Plan

## Level -2: grand hall 1 & 2



- BRONZE 6m<sup>2</sup>
- SILVER 12m<sup>2</sup>
- GOLD 24m<sup>2</sup> \*
- RUBY 50m<sup>2</sup> \*
- DIAMOND 80m<sup>2</sup> \*
- CATERING ZONE

\*Raw stand space

**The exhibition will take place in Grand Hall 1 & 2.**

- On level -1, you'll find the registration desk.
- On level 0, the plenary session will be held.

The floorplan is indicative and subject to change based on registrations; the organiser reserves the right to make changes.



## Contact Information

### For sponsorship & exhibition, contact:

23rd World Veterinary Poultry Association Congress, Medicongress Services nv,  
Professional Congress Organiser (PCO) on behalf of WVPA Belgian Branch.

Email: [info@wvpac2027.com](mailto:info@wvpac2027.com)  
Phone: +32 218 85 88



# Sponsor & Exhibitor Booking Form

Rental of Exhibit Space and/or Sponsorship Contract between: 1) MEDICONGRESS SERVICES NV, a company organised under the law of Belgium, with its office at 9940 Evergem (Belgium), Noorwegenstraat 49 and registered under VAT Number: BE0452 277 247. Hereafter called 'MEDICONGRESS' AND:

## Contact Details

### Main Contact

- Name: .....
- Position: .....
- Mobile no.: .....
- Email: .....

### Invoicing Contact

- Name: .....
- Position: .....
- Mobile no.: .....
- Email: .....
- Company: .....
- VAT n°: .....
- PO n°: .....
- Address: .....
- Total cost in EUR: .....

### Agreement

By signing this Reservation Contract COMPANY accepts the General Conditions as pointed out below and being part of this contract. The current contract consists of 2 pages.

### Sponsorship and Exhibition Package (Eur)

- Diamond: € 110,000
- Ruby: € 80,000
- Gold: € 45,000
- Silver: € 30,000
- Bronze: € 6,000
- Copper: € 2,500
- Additional Sponsorship Items .....

Others (Specify preferred booth): .....

I understand the cancellation charges as detailed in the terms.

I am authorised to sign on behalf of the company.

### Terms and Conditions

MEDICONGRESS will send an email confirming receipt of your contract, along with an invoice for the payment of 50% deposit. In case of a reservation of a booth space, the final allocation of the booths will be made according to the total amount of sponsorships and the date of the booth space reservation. Sponsors wishing to avoid being located next to competitors can indicate this in the contract. Locations will be confirmed after 15 April 2027.

### Payment Conditions

This Reservation Contract is binding. Stands which have been reserved can be cancelled within 30 days after reservation. Only a written cancellation will be accepted and a cancellation fee of 25% will be charged. No cancellations are accepted after 15 March 2027 regardless of the reservation date. The installation of a stand will only be allowed if payment in full is received by Medicongress.



#### **Cancellation of the agreement**

In case of breach of contract by or default of COMPANY (e.g. COMPANY does not pay in time), MEDICONGRESS has, after sending a notice of default to COMPANY, the possibility to choose to execute the contract or to unilaterally terminate this agreement and that way the sponsorship and/ or exhibition space becomes vacant again without any compensation for the COMPANY.

In case of termination of the current contract by MEDICONGRESS as a result of a breach of contract / default of COMPANY, COMPANY will be due a fixed non-reducible compensation equal to the total amount of the current contract (with reduction of already paid sums) and with the possibility for MEDICONGRESS to demand a higher compensation in case of higher damage/loss.

The current contract cannot be unilaterally terminated or changed by COMPANY. Unless stated otherwise in this agreement, only the court will be competent to terminate/dissolve the current contract. In case of unilateral cancellation/change of the contract by COMPANY (partly or fully) not as a result of a definitive decision of the court, the contracted amount remains mandatory and already paid sums remain non-refundable with the possibility for MEDICONGRESS to demand a higher compensation in case of higher damage/loss.

#### **Cancellation of the Meeting - Circumstances beyond reasonable control / force majeure.**

If the Meeting is cancelled by MEDICONGRESS or the Responsible Organiser for a reason other than 'Circumstances beyond reasonable control / force majeure' (see below), the parties shall not be obliged to further perform their respective obligations under this agreement and the rights and obligations contemplated under this agreement shall terminate with effect from the date on which the MEDICONGRESS and/or Responsible Organiser officially announces that the congress will be cancelled. Upon the termination of this agreement due to the cancellation of the Meeting, the COMPANY's sole remedy and recourse shall be to a refund of any payment made by the COMPANY up to the cancellation date. Notwithstanding the foregoing, MEDICONGRESS/the Responsible Organiser shall have no obligation to any reimbursement to the COMPANY in respect of already delivered services to the COMPANY prior to the cancellation date.

#### **Circumstances beyond reasonable control / force majeure:**

MEDICONGRESS and the Responsible Congress Organiser can not be held responsible for any delay or failure in performance of its obligations hereunder (e.g. cancellation) to the extent such delay or failure is caused by causes beyond the reasonable control and without fault or negligence on behalf of MEDICONGRESS/the Responsible Organiser and in case of Force Majeure (such as: fire, flood, strike, civil, governmental or military authority, acts of God, acts of terrorism, acts of war, epidemics, ...).

In these cases MEDICONGRESS and/or the Responsible Organiser have no obligation to refund the payments of the COMPANY and will have the authority to postpone, reschedule or cancel the Meeting without liability on the part of MEDICONGRESS/the Responsible Organiser. However MEDICONGRESS and the Responsible Organiser shall in case of definitive cancellation of the Meeting make efforts to potentially refund sponsors as well as Meeting delegates with the portion of the support that has not been spent by the Responsible Organisers on the organization of the Meeting up to the date of cancellation and as a result thereof.

#### **Miscellaneous**

- All rates are exclusive of taxes (e.g. VAT).
- The announced participation numbers are always an indication, never a certainty.
- The Organisers reserve the right to adapt, replace, extend, reduce etc. and make changes on the exhibition floor plans if necessary.
- Companies are obliged to make their own arrangements in respect of insurance and organization of their booth for which they are fully and exclusively responsible.
- MEDICONGRESS is not responsible for any direct or indirect damage to, or direct or indirect loss/theft of belongings/goods of the COMPANY, its directors, employees, contractors, agents or invitees for the congress or personal injury of the COMPANY's employees, contractors, agents, directors or invitees (except as stated otherwise in this agreement or in case of willful misconduct or deceit by MEDICONGRESS). Notwithstanding any other provision of this agreement, MEDICONGRESS' liability under or in connection with this agreement shall in no event exceed the price mentioned in this agreement.
- MEDICONGRESS and/or the Congress Organiser do not, in any manner, endorse any of the company product claims displayed or services provided in the exhibition during the WVPAC 2027.
- The information given and the activities organised by COMPANY during the Meeting are given under the sole responsibility of COMPANY.
- COMPANY confirms that during its presence/attendance at the Meeting it will comply with all local, regional, national and international rules and regulations (e.g. regulations with regard to the code of practice on promotion of medical and pharmaceutical products and devices, rules stated by the Meeting location,...).
- COMPANY will indemnify, defend and hold MEDICONGRESS harmless from and against claims relating directly or indirectly to or arising out of a fault or breach of the current agreement.
- COMPANY is not entitled to transfer this contract or its rights / obligations under this contract without the prior written authorization of MEDICONGRESS.
- In case of contradiction between the clauses of this agreement between parties and any other agreements between parties or any other regulation, this contract will prevail.
- In the event of the illegality or nullity of a clause, provision, a paragraph or a section, or a part of one of these, this illegality or nullity shall not affect in any way affect the legality or validity of the other clauses, provisions, paragraphs or sections, nor the rest of the contract. The (part of this) illegal or null clause, provision, paragraph or section shall automatically be replaced by (or complemented with) a clause, provision, paragraph or section which is legal and which comes closest to their original intention at the time of concluding the illegal or null clause, provision, paragraph or section (or a part of one of these).

This Agreement shall be exclusively governed by and construed in accordance with the laws of Belgium and only the courts of the city of Ghent (Belgium) will be competent to settle any disputes between parties.

Each party acknowledges to have received one signed copy of this agreement.

#### **COMPANY**

Date:

Signature:

#### **MEDICONGRESS**

Date:

Signature:





WORLD VETERINARY POULTRY ASSOCIATION 24<sup>TH</sup> CONGRESS

# WVPAC 2027

30 August - 3 September

Square Brussels Meeting Centre  
Centre of Fine Arts Bozar  
Brussels, Belgium

**Brewing Poultry Science  
and Innovation for the  
Next Generation**

