SPONSORSHIP PROSPECTUS

August 31 - September 4, 2025
Rio de Janeiro, Brazil

3Rs Integrating 3 Worlds:
Human, Animal and Environmental Health

13th World Congress on Alternatives and Animal Use in the Life Sciences
Invitation from Professors
Octavio Presgrave, Chantra Eskes and Marize Valadares,

As chairs of the Local Organizing Committee, it is our pleasure to invite you to be part of the 2025 World Congress on Alternatives and Animals in the Life Sciences (WC13), which will be held on 31st September to 4th August 2025 in Rio de Janeiro, Brazil.

World Congress series have been showing a growing interest from scientists, regulators and policymakers in the field of alternatives. Experts from various business sectors, including Pharma, Biologicals, Food, Cosmetics and Chemicals, were also in attendance, as the congress provides an opportunity to network and engage on novel approaches and technologies.

This is your opportunity to be part of this unique, innovative and excellent world congress. The theme of this congress is ‘3Rs Integrating 3 Worlds: Human, Animal and Environmental Health’ which is in accordance to the One Health principle of the World Health Organization and shows the need of thinking about the use of 3Rs in different areas.

WC13 promises to attract leading scientists and decision makers from all over the world. We will provide a multidisciplinary program ranging from more traditional themes such as Replacement, Reduction and Refinement (3Rs) of animal use in life sciences, safety assessment to the very latest developments, education and novel technologies for studying disease mechanisms in non-animal models. The ethical aspects of animal use in life sciences will also be part of the program. This congress will provide an excellent opportunity for you to engage with an international audience of more than 1,000 scientists, policymakers and innovators in the fields of The Three Rs. It also provides you with the perfect stage to present your latest innovations to the most relevant user groups in the field.

The congress will take place in the Riocentro Convention Centre. The exhibition area, combined with the poster and break areas will be strategically placed to provide you with maximum visibility.

We hope that you are as enthusiastic about WC13 as we are! We look forward to seeing you in Rio de Janeiro, Brazil, in 2025!

Octavio Presgrave (chair), Chantra Eskes (co-chair) and Marize Valadares (co-chair) on behalf of the organizing committee
WHY SPONSOR?

A Strong Presence at WC13 = Return on Investment!

Reasons why your Business should be sponsoring

Put Your Business in the Spotlight
Having a presence at our congress positions you and your business as an authority in your industry. You gain respect and credibility by standing out from the pack of attendees and prominently displaying your products and marketing materials. Instead of just attending the event and looking for people to share your business card with, sponsorship brings attendees who are eager to find out about your business directly to you.

Get in front of your Target Market
The WC13 organizers are spending time and money marketing the WC13 Congress to your target audience, bringing these attendees into the room. Your job is to come prepared to take full advantage of this opportunity by making sure you create eye-catching, professional signs, marketing materials and product displays that draw attendees to you.

Lead Generation and New Contacts
Be sure to have some sort of lead generation system in place during the days of the WC13 Congress. People will give up business cards and email addresses in exchange for a chance to win a great prize in a draw, samples or even chocolates and other promotional item giveaways.

Get Your Brand Noticed
Being featured in the program book of the WC13 Congress and on the website with your logo are both great ways to leverage your sponsorship and get brand recognition.

New Clients, New Customers, New Business
Not only are the attendees of the WC13 Congress potential new clients and customers, so are your fellow sponsors and vendors! You can form new business partnerships, meet like-minded business professionals in complimentary businesses with which you share the same target market but are not in competition.

Give attendees a “taste” of your business
Bringing samples to the WC13 Congress as giveaways is a terrific way to capture the attention of attendees. Be creative and think of out-of-the-box ways to stand out. By sharing a sample or trial offer of your product, you engage attendees and increase your chances of turning them into new customers.

Market Your Business Inexpensively
We all know how much advertising your business can cost. It can run into a thousand dollars or more to place an ad in a well-known local publication that will appear only once! Spending that same amount or less as a sponsor or vendor at WC13 Congress is a much wiser investment that will bring a greater return on investment. Remember, you will be in the same room with hundreds of attendees who are your target market. By leveraging the WC13 Congress to your advantage, there will be no limit on your potential ROI.
WHAT IS WC13?

WC13 stands for “13th World Congress on Alternatives and Animal Use in the Life Sciences 2025”. The Alternative Congress Trust (ACT) in Baltimore, MD, USA in 1993 launched the first in a series of world congresses, to be hosted by various countries at two or three year intervals. Over the years, subsequent World Congresses (WCs) have been organized in Utrecht (The Netherlands), Bologna (Italy), New Orleans (USA), Berlin (Germany), Tokyo (Japan), Rome (Italy), Montreal (Canada), Prague (Czech Republic), Seattle (USA), Maastricht (The Netherlands) and Niagara Falls (Canada). The 13th World Congress will be held in Rio de Janeiro (Brazil) in 2025.

LOCAL ORGANIZING COMMITTEE

Luciene Balottin
João Carlos Basílio
Andrezza Canavez
Julcemara de Oliveira
Rodrigo De Vecchi
Chantra Eskes
Co-Chair
José Mauro Granjeiro

Leila Leal
Octavio Presgrave
Chair
Ekaterina Rivera
Marta Speck
Marize Valaderas
Co-Chair
Murilo Vieira da Silva
Join us for a comprehensive program that covers both traditional themes and cutting-edge developments in the field of alternatives to animal testing. Our multidisciplinary approach ensures a wide range of topics relevant to the 3Rs (Replacement, Reduction, and Refinement).

Engaging with Key Stakeholders
We are committed to engaging various specialty groups and stakeholders, including EU Platforms and Centers, global 3Rs centers, FRAME, InterNiche, animal NGOs, ICCVAM, JACVAM, AN-ZCCART, and CCAC. Their input and ideas will help shape the program content and speaker lineup.

Program Highlights
The program features keynote lectures by leading scientists from diverse disciplines, offering visionary insights during plenary sessions. Additionally, attendees can participate in symposia, thematic workshops and poster sessions, all designed to promote continuing education, training and networking opportunities.

CONGRESS THEME
3Rs Integrating 3 Worlds: Human, Animal and Environmental Health

Educational Sessions
Our sessions cater to a wide audience, from those new to the field to experienced professionals. Participants can explore new approaches and techniques or delve deeper into specific topics within alternatives and animal use in the Life Sciences.

Supporting Young Scientists & Competition
We are dedicated to fostering the next generation of researchers. Special sessions and workshops will provide a platform for young scientists to present their work and share their perspectives on groundbreaking 3R-related issues.
ATTENDANCE BY LOCATION:

International Demography of Congress Attendees

- North America: 25%
- Europe: 22%
- Asia: 18%
- South America: 18%
- Africa: 16%
- Australia / New Zealand: 1%

BASED ON WC12 - CANADA
PREVIOUS SPONSORS AND EXHIBITORS:

AbD Serotec (a Bio-Rad Company)
ACT
APV
ARDF (Alternatives Research & Development Foundation)
ASPCA
AstraZeneca
BASF
Bayer (Bayer Crop Protection)
Biomimiq
CALAM
CALAS
Canadian Federation of Humane Societies
Canadian Institutes of Health Research
Cefic LRI
CELLEC Biotek
Charles River
Colgate-Palmolive
Crueity Free International
Cultex Laboratories
Czech Association for Branded Products
Cyprotec
Cytoo
Deutscher Tierschutzbund
DIOP
DNTOX GmbH
Doerenkamp-Zbinden
Foundation
EUURL EVCAM
Epaas
EP Epithelix
Ficarm
Freedom for Animals
Heath Scientific
HSUS
Humane Society International
ICLAS
InSCREENeX GmbH
InSphero
Institute for In Vitro Sciences (IIVS)
InterNICHE
International Collaboration on Cosmetics Safety (ICCS)
IVTIP
JSAAE
Johnson & Johnson
Kao Corporation
Kirkstall Ltd
Laboratory Animals, Ltd.
L’Oréal
Lhasa Limited
Lush Prize
MatTek
Masserli Research Institute (Vienna)
Medicyte
Merck
Merck Serono
Molecular Networks
National Anti-Vivisection Society/International Foundation for Ethical Research
NOVA Networks
Novartis
Novozymes
P&G
Prokos
Reckitt
RIFM
Roche
SET
Shiseido
Skin Ethic
STEMCELL Technologies Inc.
Sumitomo Chemical
Syngenta (Syngenta Crop Protection, LLC)
The Beagle Alliance
Thermofisher
Toxys
Unilever
vivoVerse, Inc.
VITROCELL Systems GmbH
ZonMw
Zoetis
Rio de Janeiro, often called Rio, is a captivating city on Brazil’s southeastern coast. The city is known for its dramatic geography, lush mountains, golden beaches, picturesque coastline, stunning landscape, diverse culture, and iconic Carnival. Rio’s carnival, with its energetic samba dancers jiggling their hips, attracts thousands of tourists from around the world. The city also boasts famous beaches, the Christ the Redeemer statue, and a rich music scene.

It is a city of contrasts, where natural splendour, cultural richness, and societal challenges coexist. Its allure lies in its unique combination of these elements, making it a destination that continues to captivate and inspire visitors from all corners of the globe.

- According to recent estimates, Rio de Janeiro has a population of approximately 6.75 million people within the city itself, and around 13 million in the metropolitan area.
- Rio de Janeiro was officially founded on March 1, 1565, so the city is over 450 years old.
- Portuguese is primarily spoken in Rio de Janeiro as the official language. Additionally, there are some indigenous languages and immigrant languages in the city, but Portuguese is by far the most spoken language.
SPONSORSHIP OPPORTUNITIES

The WC13 congress presents exceptional opportunities for both commercial and non-commercial organizations to showcase their products and services.

We offer Diamond, Platinum, Gold, Silver and Bronze levels. In addition, you can also choose to be an Exhibitor, NonProfit / Start-up organizations package or Advertiser only. Individual Sponsor Opportunities are available as well. Sponsorships are a critical tool in your marketing efforts and an ideal way to ensure your sales and marketing messages are seen and heard.

The 13th World Congress on Alternatives and the Use of Animals in the Life Sciences will delve into the forefront of 3R (Replacement, Reduction, Refinement) research and development. With a multidisciplinary program focused on alternatives to animal testing in the life sciences, the congress is expected to draw over 800 attendees.
### Exhibit Elements and Access

<table>
<thead>
<tr>
<th></th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Exhibitor</th>
<th>Sunrise Sponsor (NGO/Non Profit/Start-ups)</th>
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<tr>
<td>Price in US $</td>
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<td>$ 120,000.00</td>
<td>$ 60,000.00</td>
<td>$ 20,000.00</td>
<td>$ 7,500.00</td>
<td>$ 4,000.00</td>
<td>$ 1,000.00</td>
<td>$ 3,500.00</td>
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Please note that Diamond Sponsors will have the exclusive first choice for booth space and ‘a-la-carte’ items. Platinum Sponsors have the exclusive second choice for booth space and ‘a-la-carte’ items.

#### PACKAGE INCLUSIONS

**Exhibit Elements and Access**

- **Booth space (note: no booth included)**
  - Upon request: 4x3 (12m²)
  - 3x3 (9m²)
  - 3x2 (6m²)
  - Dedicated area with tables only (approx. 2m²) for placing 1x roll-up banner (to be provided by sponsor) and 1x table top with 2 high chairs (included)

- **Booth location (first come - first served)**
  - Premier Location
  - Top Tier Location
  - Prime Location
  - Good Location
  - Standard Location
  - Dedicated Noprofit/Start-up Location

- **Exclusion on the Expo hall floorplan**
  - n/a

- **Full Congress access passes**
  - 8 (including congress dinner)

#### Branding & Communications

- **Sponsor’s logo at welcome arch of the congress**
  - n/a

- **Recognition at the opening ceremony**
  - (company mentioned during welcome announcement)
  - Company logo on congress website (home page)
  - Company logo & URL on congress website (sponsor page)

- **Company description on congress website (sponsor page)**
  - 400 words
  - 300 words
  - 200 words
  - 100 words
  - 75 words

- **Mobile app promotion**
  - Logo, URL & 400-word company description
  - Logo, URL & 300-word company description
  - Logo, URL & 200-word company description
  - Logo, URL & 100-word company description

- **Company logo on screen in plenary room before all sessions start**

- **Exclusive company section on the mobile app**

- **Presence (with exclusive content delivered by sponsor) on the social networks of the congress**

## Social Elements

<table>
<thead>
<tr>
<th></th>
<th>Diamond</th>
<th>Platinum</th>
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<th>Silver</th>
<th>Bronze</th>
<th>Exhibitor (NGO/Non Profit/Start-ups)</th>
<th>Advertiser</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive sponsor of the Welcome Reception</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Exclusive sponsor of 1x lunch break</td>
<td>$10,000.00</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Exclusive sponsor of 1x coffee break</td>
<td>$7,500.00</td>
<td>$7,500.00</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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## Program/Abstract Book

<table>
<thead>
<tr>
<th></th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Exhibitor (NGO/Non Profit/Start-ups)</th>
<th>Advertiser</th>
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</thead>
<tbody>
<tr>
<td>Company logo in the program book (digital)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Advertisement in program book (digital)</td>
<td>1 page</td>
<td>1/2 page</td>
<td>1/3 page</td>
<td>1/4 page</td>
<td>$250.00</td>
<td>$500.00</td>
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<td>1/3 page</td>
<td>1/4 page</td>
<td>$250.00</td>
<td>$500.00</td>
<td>$750.00</td>
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## Program Opportunities

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<th>Exhibitor (NGO/Non Profit/Start-ups)</th>
<th>Advertiser</th>
</tr>
</thead>
<tbody>
<tr>
<td>Possibility to organise 1x satellite symposium (only time slot, additional services upon own expenses)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>A-La-Carte Items</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Discount on the A-La-Carte Items (first come- first served)</td>
<td>25%</td>
<td>20%</td>
<td>15%</td>
<td>10%</td>
<td>5%</td>
<td></td>
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</tbody>
</table>
Diamond Sponsor

PRICE: $ 150.000,00

Put your name at the forefront of the WC13 Congress with our exclusive Diamond Sponsorship. This premium sponsorship package includes unique marketing opportunities and guarantees maximum exposure. Take advantage of being our most valued sponsor with top-tier benefits throughout the congress.

Take advantage of being our most valued sponsor with premium benefits during the congress.

Includes 25% discount on A-la-carte add-ons (see page: 17)

SOCIAL ELEMENTS
- Exclusive sponsor of the Welcome Reception

EXHIBIT ELEMENTS
- Booth space with Premier location in the Expo Hall
- Inclusion on Expo Hall map (website / in program & App)

ACCESS
- 8 Full Congress passes (including congress dinner)

BRANDING AND COMMUNICATIONS
- Placement of sponsor logo and link on the WC13 congress website home page
- Sponsor logo, URL and 400 word custom description on WC13 sponsor page
- Mobile App recognition in sponsor section of congress app
- Acknowledgement via the official social networks of the congress WC13
- Company logo in the (digital) program book
- 1 page advertisement in the (digital) Congress Program
- 1 page advertisement in the (digital) Abstract Book

COMPLETE PRESENCE
- Possibility to organise 1x satellite symposium (only time slot, additional services upon own expenses)

Platinum Sponsor

PRICE: $ 120.000,00

This sponsorship opportunity is the sure-fire way to put your name at the forefront of the WC13 congress. The platinum sponsorship package includes exclusive marketing opportunities and guarantees maximum exposure.

Includes 20% discount on A-la-carte add-ons (see page: 17)

SOCIAL ELEMENTS
- Exclusive sponsor of 1 Lunch Break

EXHIBIT ELEMENTS
- Booth space with Top Tier location in the Expo Hall
- Inclusion on Expo Hall map (website / in program & App)

ACCESS
- 6 Full Congress passes (including congress dinner)

BRANDING AND COMMUNICATIONS
- Sponsor logo, URL and 300 word custom description on WC13 sponsor page
- Mobile App recognition in sponsor section of congress app
- Acknowledgement via the official social networks of the congress WC13
- Company logo in the (digital) program book
- 1/2 page advertisement in the (digital) Congress Program
- 1/2 page advertisement in the (digital) Abstract Book

COMPLETE PRESENCE
- Possibility to organise 1x satellite symposium (only time slot, additional services upon own expenses)

Gold Sponsor

PRICE: $ 60.000,00

Stand out amongst the crowd by having one of the largest footprints in the Expo Hall. Gold sponsors will get benefits that attendees are sure to take note of. Being the second-highest sponsor will guarantee multiple opportunities to put your message in the spotlight.

Includes 15% discount on A-la-carte add-ons (see page: 17)

SOCIAL ELEMENTS
- Exclusive sponsor of 1 Coffee Break

EXHIBIT ELEMENTS
- 4x3m (12m²) booth space with prominent location in the Expo Hall
- Inclusion on Expo Hall map (website / in program & App)

ACCESS
- 4 Full Congress passes (including congress dinner)

BRANDING AND COMMUNICATIONS
- Sponsor logo, URL and 200 word custom description on WC13 sponsor page
- Mobile App recognition in sponsor section of congress app
- Acknowledgement via the official social networks of the congress WC13
- Company logo in the (digital) program book
- 1/3 page advertisement in the (digital) Congress Program
- 1/3 page advertisement in the (digital) Abstract Book

COMPLETE PRESENCE
- Possibility to organise 1x satellite symposium (only time slot, additional services upon own expenses)
**Silver Sponsor**
PRICE: $20,000.00

Get the full-spectrum sponsorship platform to spread your marketing message and expand brand awareness. Silver Sponsors will capture the attention of attendees with a prominent location in the Expo Hall.
Includes 10% discount on A-la-carte add-ons (see page: 17)

**EXHIBIT ELEMENTS**
- 3x3m (9m²) booth space in the Expo Hall
- Inclusion on Expo Hall map (website / in program & App)

**ACCESS**
- 3 Full Congress passes (including congress dinner)

**BRANDING AND COMMUNICATIONS**
- Sponsor logo, URL and 100 word custom description on WC13 sponsor page
- Mobile App recognition in sponsor section of congress app
- Acknowledgement via the official social networks of the congress WC13
- Company logo in the (digital) program book
- 1/4 page advertisement in the (digital) Congress Program
- 1/4 page advertisement in the (digital) Abstract Book

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**Bronze Sponsor**
PRICE: $7,500.00

Get noticed! Boost your business and make a lasting impact as a Bronze Sponsor. Get a guaranteed space in our Expo Hall and showcase your brand.
Includes 5% discount on A-la-carte add-ons (see page: 17)

**EXHIBIT ELEMENTS**
- 3x2m (6m²) booth space in the Expo Hall
- Inclusion on Expo Hall map (website / in program & App)

**ACCESS**
- 2 Full Congress passes (including congress dinner)

**BRANDING AND COMMUNICATIONS**
- Sponsor logo, URL and 75 word custom description on WC13 sponsor page
- Mobile App recognition in sponsor section of congress app
- Acknowledgement via the official social networks of the congress WC13
- Company logo in the (digital) program book
Exhibitor Sponsor

PRICE: $ 4,000.00

This is the perfect opportunity to introduce and elevate your brand in our Expo Hall that attendees will visit every day.

Includes:

**EXHIBIT ELEMENTS**
- 3x2m (6m²) booth space in the Expo Hall
- Inclusion on Expo Hall map (website / in program & App)

**ACCESS**
- 1 Full Congress passes (including congress dinner)

**BRANDING AND COMMUNICATIONS**
- Sponsor logo and URL on WC13 sponsor page
- Mobile App recognition in sponsor section of congress app
- Acknowledgement via the official social networks of the congress WC13

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NonProfit / Start-up organization

PRICE: $ 1,000.00

Don’t need a booth, but still want to be in touch with all congress participants? The NonProfit / Start-up organization Package is a perfect way to be visible in the exhibition area.

**EXHIBIT ELEMENTS**
- 1x table top with 2 high chairs (approx. 2m²)
- Inclusion on Expo Hall map (website / in program & App)

**BRANDING AND COMMUNICATIONS**
- Sponsor logo on WC13 sponsor page
- Mobile App recognition in sponsor section of congress app
- Acknowledgement via the official social networks of the congress WC13
- Company logo in the (digital) program book

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Advertiser

PRICE: $ 3,500.00

Imagine your name and message digitally displayed during preparation and throughout the WC13 congress repeatedly, during event hours to all attendees.

**BRANDING AND COMMUNICATIONS**
- Sponsor logo and URL on WC13 sponsor page
- Mobile App recognition in sponsor section of congress app
- Acknowledgement via the official social networks of the congress WC13
- Company logo in the (digital) program book
- 1/4 page advertisement in the (digital) Congress Program
- 1/4 page advertisement in the (digital) Abstract Book

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1 Includes Full Congress pass, meals and Social Programs.
A-LA-CARTE ADD-ONS

We’ve put together a diverse menu of sponsorship opportunities — but sometimes you crave a little something extra. Customize your sponsorship experience by purchasing à la carte enhancements. These are designed to promote brand awareness, drive booth traffic, and engage attendees. Some à la carte enhancements are available only to existing WC13 sponsors. Availability is on a first-come, first-served basis.

<table>
<thead>
<tr>
<th>'A-LA-CARTE' ITEMS</th>
<th>Available</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Special Visibility &amp; Acknowledgement</td>
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<tr>
<td>Registration area sponsor:</td>
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<tr>
<td>Wi-Fi sponsor:</td>
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<tr>
<td>Wi-Fi sponsor:</td>
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<td>$7,500.00</td>
</tr>
<tr>
<td>Speaker ready room sponsor:</td>
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<tr>
<td>Sustainability sponsor (co-branded reusable water bottles):</td>
<td>1</td>
<td>$25,000.00</td>
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<tr>
<td>Official Congress App Sponsor</td>
<td>1</td>
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<tr>
<td>App Advertisement</td>
<td>10</td>
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<tr>
<td>Flyer on dedicated table near registration desk (flyer to be provided by sponsor)</td>
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<td>Lanyards (lanyards to be provided by sponsor)</td>
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<tr>
<td>Young Scientist Award Sponsor (rate per award)</td>
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<tr>
<td>Poster Sessions Sponsor</td>
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<td>$7,500.00</td>
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<tr>
<td>Social &amp; Networking Elements</td>
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<tr>
<td>Running tour sponsor:</td>
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</tbody>
</table>
Grab this sponsor opportunity and email us now!

For more questions and/or information on opportunities available for sponsors, exhibitors and advertisers.

Please contact the Congress Secretariat:

**Klinkhamer | conferences & events**
Maastricht, the Netherlands

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E wc13@klinkhamergroup.com
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