



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

3RS INTEGRATING 3 WORLDS:

Human, Animal and Environmental Health

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

13th World Congress
on Alternatives and
Animal Use in the
Life Sciences 2025

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



CONGRESS THEME

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

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.

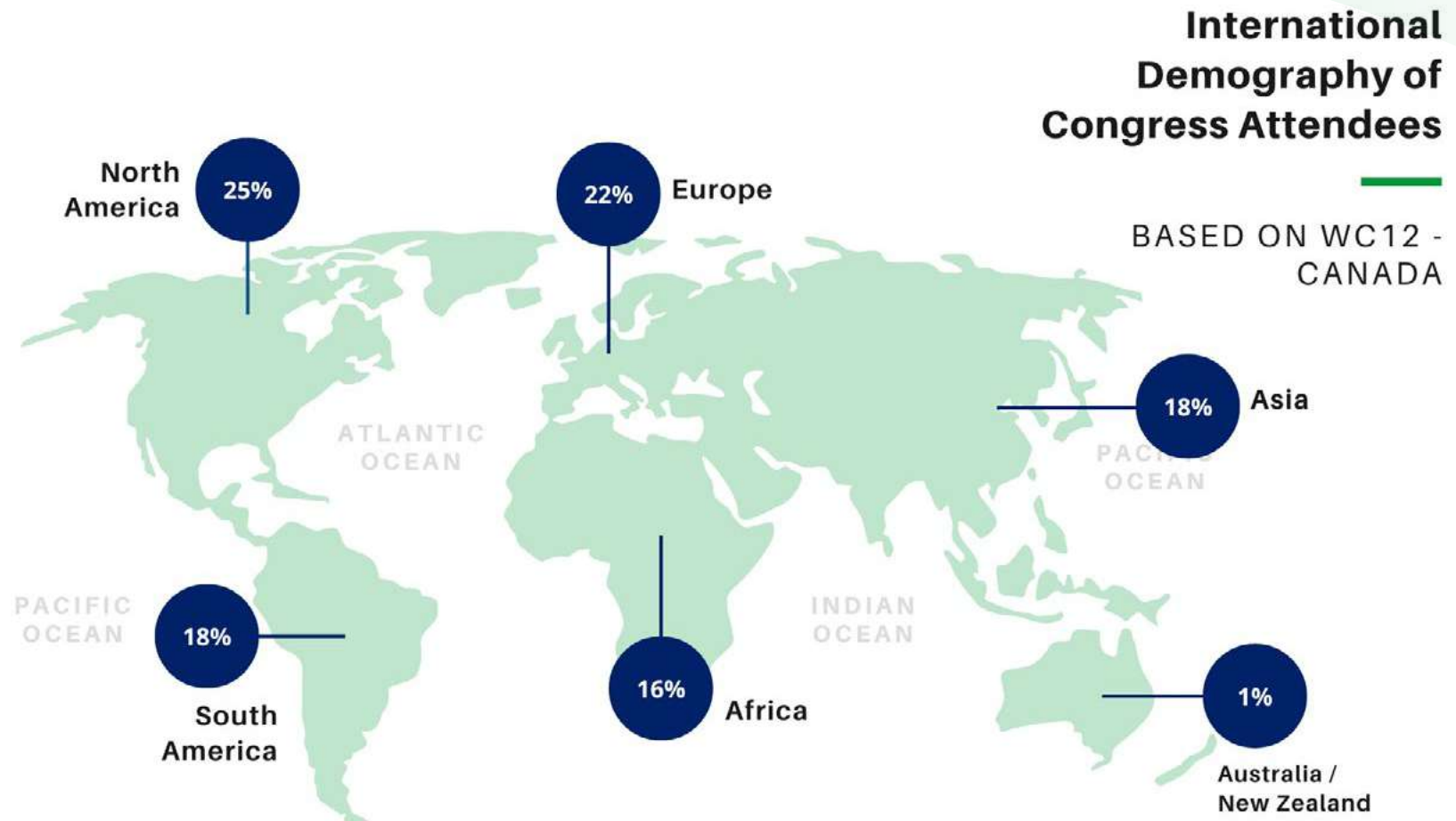
Educational Sessions

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:



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
Cruelty Free International
Cultex Laboratories
Czech Association for Branded Products
Cyprotex
Cytoo
Deutscher Tierschutzbund
DIOP
DNTOX GmbH
Doerenkamp-Zbinden

Foundation
EURL EVCAM
Epa
EP Epithelix
Ficam
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
Thermodisher
Toxys
Unilever
vivoVerse, Inc.
VITROCELL Systems GmbH
ZonMw
Zoetis



RIO DE JANEIRO

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.

6.75 mln
people

450 years
old

Portuguese
primarily spoken



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.

	Diamond	Platinum	Gold	Silver	Bronze	Exhibitor	Sunrise Sponsor (NGO/Non Profit/Start-ups) ²	Advertiser
Price in US \$	\$ 150.000,00	\$ 120.000,00	\$ 60.000,00	\$ 20.000,00	\$ 7.500,00	\$ 4.000,00	\$ 1.000,00	\$ 3.500,00
	+VAT	+VAT	+VAT	+VAT	+VAT	+VAT	+VAT	+VAT

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	upon request	4x3 (12m ²)	3x3 (9m ²)	3x2 (6m ²)	3x2 (6m ²)	Dedicated area with tables only (approx. 2m ²) for placing 1x roll-up banner (to be provided by sponsor) and 1x table top with 2 high chairs (included)	n/a
Booth location (first come - first served)	Premier Location	Top Tier Location	Prime Location	Good Location	Standard Location	Standard Location	Dedicated Noprofit/Start-up Location	
Inclusion on the Expo hall floorplan	✓	✓	✓	✓	✓	✓	✓	n/a
Full Congress access passes (* including congress dinner)	8	6	4	3	2	1	1	0

Branding & Communications

Sponsor's logo at welcome arch of the congress	✓	✓						
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	Logo, URL & 75-word company description	Logo & URL	Logo	Logo & URL
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	✓	✓	✓	✓	✓	✓	✓	✓

	Diamond	Platinum	Gold	Silver	Bronze	Exhibitor	Sunrise Sponsor (NGO/Non Profit/Start-ups) ²	Advertiser
Social Elements								
Exclusive sponsor of the Welcome Reception	✓							
Exclusive sponsor of 1x lunch break	\$ 10.000,00	✓	\$ 10.000,00	\$ 10.000,00	\$ 10.000,00			
Exclusive sponsor of 1x coffee break	\$ 7.500,00	\$ 7.500,00	✓	\$ 7.500,00	\$ 7.500,00			
Program/Abstract Book								
Company logo in the program book (digital)	✓	✓	✓	✓	✓	✓	✓	✓
Advertisement in program book (digital)	1 page	1/2 page	1/3 page	1/4 page	\$ 250,00 1/4 page	\$ 500,00 1/4 page	\$ 750,00 1/4 page	1/4 page
Advertisement in abstract book (digital)	1 page	1/2 page	1/3 page	1/4 page	\$ 250,00 1/4 page	\$ 500,00 1/4 page	\$ 750,00 1/4 page	1/4 page
Program Opportunities								
Possibility to organise 1x satellite symposium (only time slot, additional services upon own expenses)	✓	✓	\$ 5.000,00	\$ 7.500,00	\$ 10.000,00	\$ 2.000,00	\$ 2.000,00	\$ 2.000,00
A-La-Carte Items								
Discount on the A-La-Carte Items (first come- first served)	25%	20%	15%	10%	5%			

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 ¹

- 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 ¹

- 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

- Placement of sponsor logo and link on the WC13 congress website home page
- 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 ¹

- 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

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 ¹

- 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

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 ¹

- 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 ¹

- 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

Sunrise Sponsor (NGO/Non Profit/Start-ups)²

PRICE: \$ 1.000,00

Don't need a booth, but still want to be in touch with all congress participants? The Sunrise Sponsor (NGO/Non Profit/Start-ups) 2 organization Package is a perfect way to be visible in the exhibition area.

EXHIBIT ELEMENTS ¹

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

ACCESS

- 1 Full Congress passes (including congress dinner)

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

Advertiser

PRICE: \$ 3.500,00

Imagine your name and message digitally displayed during preparation and throughout the WC11 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

¹ Includes Full Congress pass, meals and Social Programs.

² Please note that this sponsorship opportunity is only available to organizations with fewer than 10 employees and less than 10 years in operation.

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.

'A-LA-CARTE' ITEMS		
Special Visibility & Acknowledgement		
	Available	
Registration area sponsor:	1	\$ 17500,00
Wi-Fi sponsor: - Company name and logo on the Wi-Fi signage	1	\$ 7500,00
Speaker ready room sponsor: - Company name and logo on the speaker ready room signage - Mentioning of company name with this room in program book	1	\$ 5.000,00
Sustainability sponsor (co-branded reusable water bottles): - Possibility to have company name and logo on reusable water bottles (reusable bottles to be provided by sponsor) - Reusable water bottles will be visible and available at the registration area of the venue - Water tap points will be available at the venue	1	\$ 25.000,00
Official Congress App Sponsor	1	\$ 15.000,00
App Advertisement	10	\$ 2.500,00
Flyer on dedicated table near registration desk (flyer to be provided by sponsor)	•	\$ 2.500,00
Lanyards (lanyards to be provided by sponsor)	1	\$ 7500,00
Young Scientist Award Sponsor (rate per award)	•	\$ 5.000,00
Poster Sessions Sponsor	1	\$ 7500,00
Social & Networking Elements		
	Available	
Social dinner sponsor: - Company name and logo (in consultation with catering for visibility) - Roll up banners at the entrance of the venue - Logo at photo opportunity at the venue - Company logo on the Symposium website - Toast (3 minutes) * The amount is based on the expected 800 delegates. If there are more or fewer delegates, the invoice will be adjusted accordingly after the conference	1	Number of participants x \$ 40 *
Running tour sponsor: The participants will get a t-shirt with logo of the sponsor. (Max. 30 participants)		\$ 2.500,00







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:

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