



The leading platform for primary care innovation in Europe

31st WONCA EUROPE CONFERENCE

9-12 June 2027
Ljubljana



www.woncaeurope2027.org

SUSTAINABILITY STRATEGIES FOR PRIMARY CARE



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Why Become a Partner



Reach a highly targeted audience



Engage with key decision-makers



Build meaningful connections



Strengthen your brand in primary care

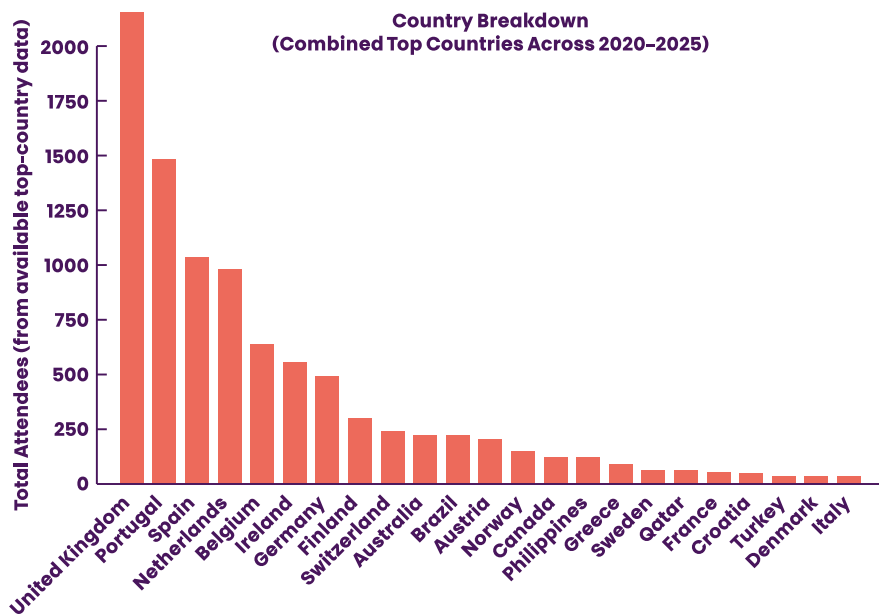


Meet delegates face-to-face in an environment designed for interaction



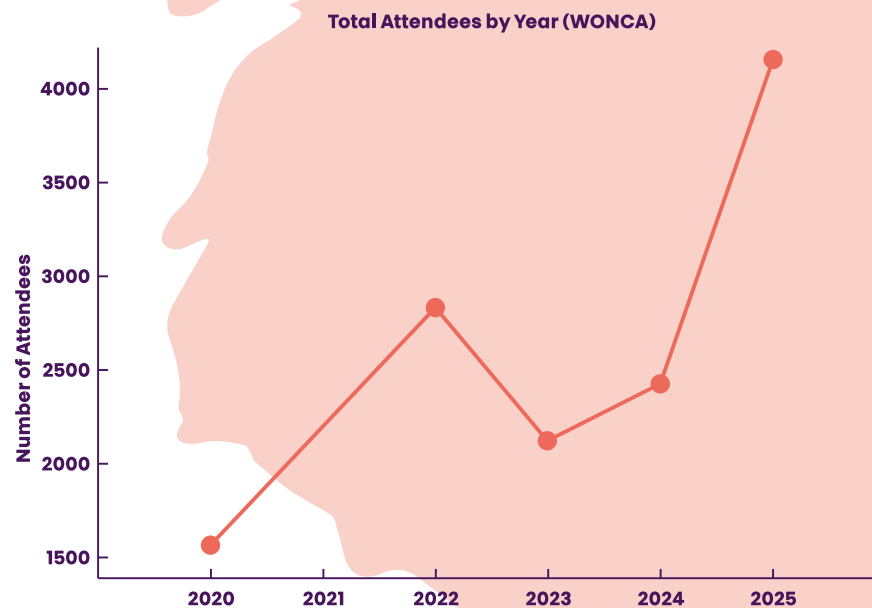
Who Comes to WONCA Europe

WONCA Europe Conference offers a unique opportunity to connect with general practitioners (GPs), family physicians, and clinical specialists from across Europe. With 2 500-3 000 participants from around 80 countries, it provides an ideal platform for visibility, networking, and building strategic partnerships within the primary care community.



A Community That Keeps Growing

The WONCA Europe conference continues to grow year after year, bringing together an ever-expanding community of primary care professionals from across the world.

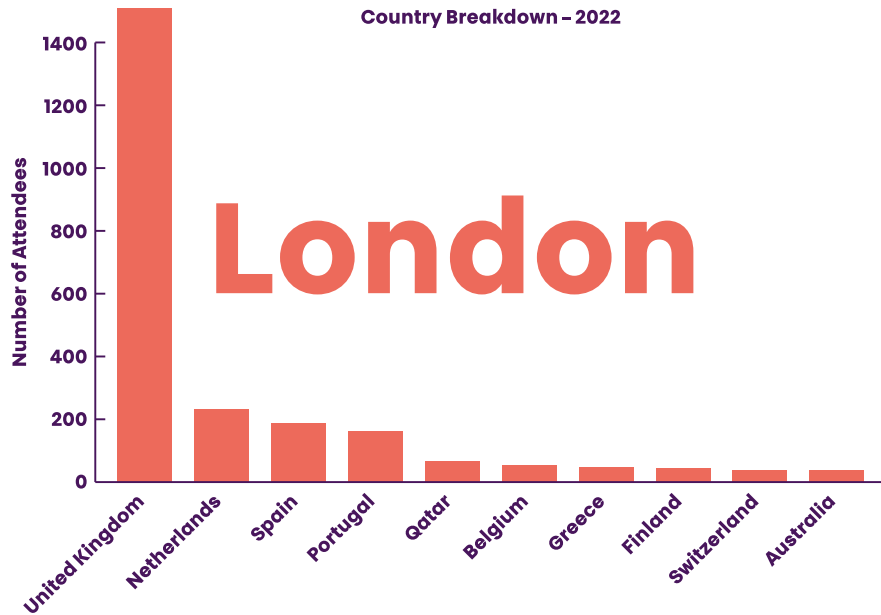




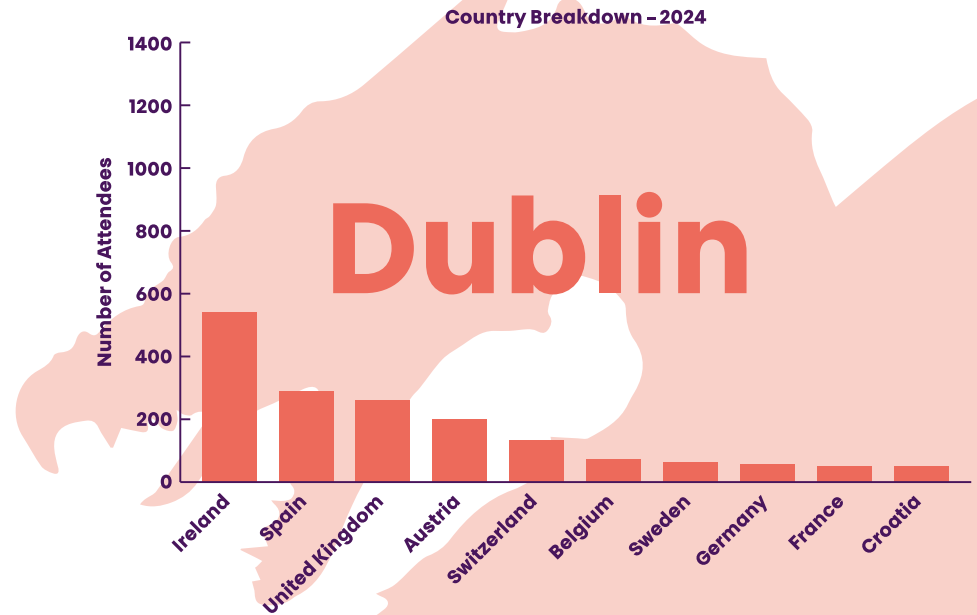
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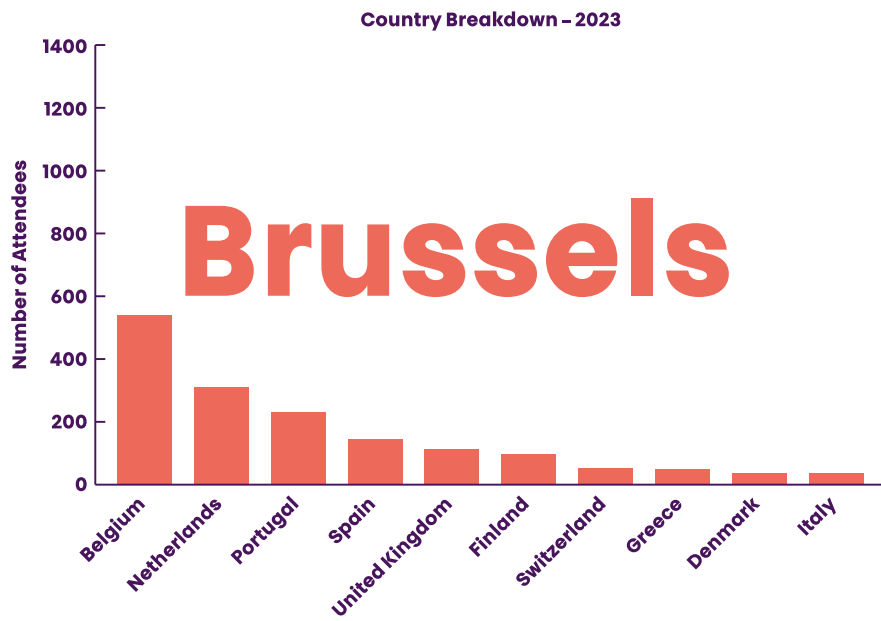
Country Breakdown - 2022



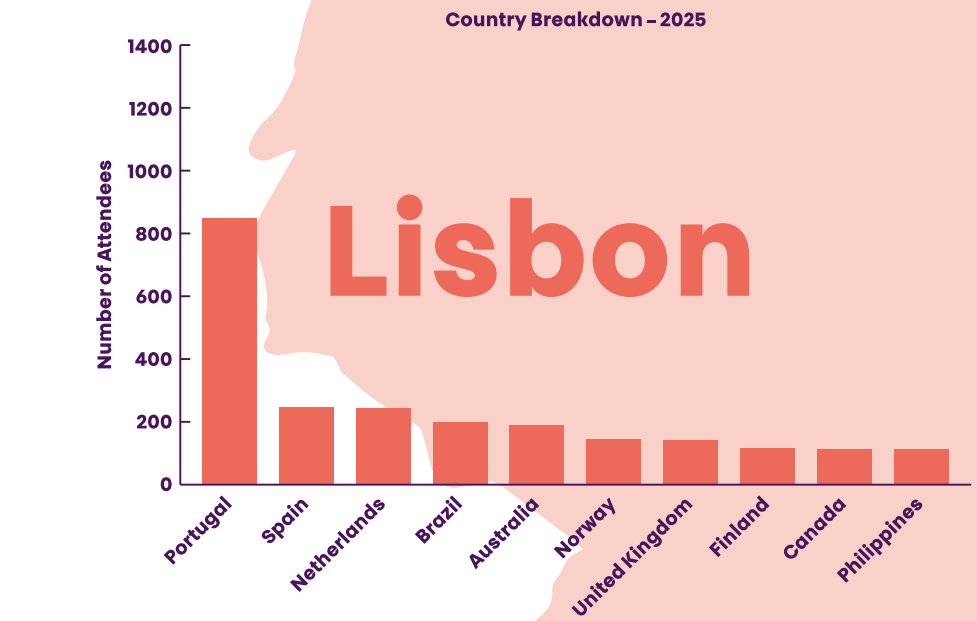
Country Breakdown - 2024



Country Breakdown - 2023



Country Breakdown - 2025





Ready to Partner with WONCA Europe 2027?

Secure your partnership early to maximize your visibility and benefits!

Booking Timeline

Early booking	10 % discount (by 31 December 2026)
Standard rate	(1 January 2027 - 30 April 2027)
Late booking	20 % surcharge (after 30 April 2027)

Partnership Levels

Our partnership tiers offer strong visibility before, during, and after the conference.

GOLD	Maximum visibility and thought leadership
SILVER	Strong presence and engagement
BRONZE	Entry-level exposure

Key Opportunities

Exhibition & Take the Stage

- Exhibition space, parallel lunch symposium, satellite session
- Face-to-face engagement with delegates

Be Seen & Go Digital

- Bag inserts, programme adverts, push notifications in the conference app
- Social media posts, sponsored stories, premium bundles

High-Visibility Touchpoints

- Badge lanyards, badges, pens, water bottles
- Conference app, Wi-Fi branding, registration kiosks, speakers' ready room

Looking for Something Different?

If your organisation has a specific partnership idea or would like to create a tailored activation at the conference, our team will be happy to discuss customised opportunities.

If you are interested in partnership opportunities or would like to discuss a customised option, please contact:

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Senior Sponsoring Manager

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Benefits	GOLD	SILVER	BRONZE
Exhibition space	20 sqm	16 sqm	9 sqm
Exhibitor registrations	10	4	2
Parallel symposium	✓		
Inserts in the conference bags	2	1	-
Logo at the registration area	✓	✓	✓
Logo in all promotional e-mail newsletters	✓	✓	✓
Logo on the conference website	✓	✓	✓
Logo in all session rooms	✓	✓	✓
Fullfilment report	✓	✓	✓

Gold Partner

40,000 EUR

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

Silver Partner

25,000 EUR

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

Bronze Partner

15,000 EUR

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



Step into the Exhibition Area

Meet delegates face-to-face and showcase your organisation in the exhibition area.

Exhibition Space

- Space only: 650 EUR / m² (no booth construction included)
- Minimum exhibition space: 6 sqm
- Includes 2 Exhibitor registrations and assistance of the exhibition coordinator

Exhibition Space for Non-Profit Organizations and Publishers

- Space only: 350 EUR / m² (no booth construction included)
- Minimum exhibition space: 2 sqm
- Includes 2 Exhibitor registrations and assistance of the exhibition coordinator

Extra Exhibitor's Pass

250 EUR

Take the Stage

Host your own educational session and engage directly with participants.

Parallel Lunch Symposium

18,000 EUR

Most Popular Option

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

Non-Parallel Lunch Symposium

30,000 EUR

Premium Visibility

- You can organize a non-parallel lunch symposium of 75 minutes during the lunch break (including 15 minutes for preparation, 60 minutes net time for the presentation). No other sessions will run in parallel, allowing you to reach the full conference audience.
- Organisers will provide a room and the basic AV equipment
- Information about the symposium published on the conference website
- Rooms and timeslots will be distributed based on priorities and on a first-come, first-served basis
- You are recommended to provide lunch boxes

Satellite Symposium Technical Rehearsal

3,000 EUR

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

Hands-On Workshop

on demand

- Offer your company the chance to host a Hands-On Workshop on the opening day of the conference.
- Partners interested in organising a hands-on workshop are invited to contact the organisers to discuss the proposal. The format and pricing will depend on the scope and technical requirements.



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Be Seen

Put your brand in front of the entire WONCA Europe audience.

Bag Insert 1,500 EUR

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

Advert in the Programme Overview 2,000 EUR

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

Push Notification in the Conference App 2,000 EUR

Most Popular Option

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

Go Digital

Extend your visibility beyond the venue and reach delegates online.

Social Media Post 1,800 EUR

Most Popular Option

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

Sponsored Story Package 1,800 EUR

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

Repost Package 1,000 EUR

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

Premium Social Media Bundle 3,000 EUR

Premium Visibility

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



Be Part of the Conversation

Some of the most valuable connections happen between sessions.

Refreshment Break

2,500 EUR/DAY

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

All branded materials must be approved by the organiser.

Lunch Break

2,500 EUR/DAY

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

All branded materials must be approved by the organiser.

The Little Things Everyone Uses

Everyday conference essentials that keep your brand visible throughout the event.

Badge Lanyards

8,000 EUR

Most Popular Option **Exclusive**

(50 % discount if provided by Partner)

- Your logo will be printed on all lanyards
- Lanyards will be distributed to all delegates upon registration

Badge Partner

5,000 EUR

Premium Visibility

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

Pens

4,000 EUR

Exclusive

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

Water Bottles

5,000 EUR

Exclusive

- Your name and/or logo printed on bottles, the bottles will be provided by your company
- Water bottles will be distributed to all delegates upon registration or at your own booth



High-Visibility Touchpoints

Strategic placements that guarantee repeated exposure.

Conference Application

9,000 EUR

Exclusive

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

Wi-Fi

6,000 EUR

Premium Visibility Exclusive

- Your logo displayed on all signage associated with the wireless internet
- Recognition in the final programme and on the official conference website

Speakers' Ready Room

2,500 EUR

Exclusive

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

Registration Kiosks

8,000 EUR

Exclusive

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

All Mentioned Prices Are VAT Excluded.





**See You
in Ljubljana**



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