SPONSOR AND EXHIBITION PARTNERSHIP BROCHURE

2027 VANCOUVER
XXVIII WORLD ROAD CONGRESS

PAVING THE ROAD TO A CLEANER FUTURE

Hosted By:

Transport Canada
Transports Canada
British Columbia Ministry of Transportation and Transit
City of Vancouver
PIARC

QUICK FACTS AND CONTACT INFORMATION

WRC 2027 Vancouver, Canada

- **Meeting Dates:** October 4-8, 2027
- **Exhibition Dates:** October 4-8, 2027
- **Venue:** Vancouver Convention Centre, West Building
- **Location:** Vancouver, BC

Join the conversation

WRC 2027

WRC 2027

WRC 2027

KEY DATES

- Registration opens: October 2026
- Early bird registration closes: June 21, 2027
- Abstracts submission opens: March 01,2027
- Abstract submission closes: May 01, 2027

For more information, please contact:

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WELCOME FROM THE WRC 2027 COMMITTEE

On behalf of the World Road Association (PIARC), and the Canadian Organizing Committee, we are pleased to invite you to take part in the XXVIII PIARC World Road Congress, which will be held from Oct 4 to 8 October 2027 at the Vancouver Convention Center, in Vancouver, Canada.

Perched between the awe-inspiring Rocky Mountains and the expansive Pacific Ocean, Vancouver emerges as a dynamic cosmopolitan hub within Canada that blends cultural heritage with extraordinary experiences, making it the perfect place to host the 28th edition of the World Road Congress.

Organised every four years since 1908, the aim of this 4-day congress is to encourage the sharing of international experience and best practices. Featuring Ministers, academics, practitioners, and PIARC's international partners associations, the Congress connects you with a powerful global ecosystem of industry expertise driving leadership and innovation across the entire road sector.

The PIARC World Road Congress 2027 will feature a major exhibition, technical tours, a diverse social program, and a robust technical program showcasing the culmination of the work of PIARC's technical committees over the past four years. Partnering organizations will be invited to participate in foresight sessions, fostering collaboration and innovation. Under the theme *"Paving the Road to a Cleaner Future,"* the Congress will place sustainability, resilience, and decarbonization at the heart of global infrastructure discussions.

With participation from more than 120 member nations, the World Road Congress unites administrations, road operators, researchers, practitioners and academics around a shared mission: building a resilient future for the road sector. This Congress is truly global in scope and ambition, welcoming countries from every region, climate, and stage of economic development.

We invite road experts, academics and students, and administrators from both the public and private sectors, from all countries to join us for the World Road Congress. Vancouver—where the ocean, mountains, and a spirit of innovation come together—will offer an inspiring backdrop for our global conversations. I encourage you to put this event in your calendar and look forward to seeing you in Vancouver in 2027!

JOSHUA LAROCQUE
Federal Government
Transport Canada

IAN PILKINGTON, P.ENG
PROVINCIAL GOVERNMENT
Ministry of Transportation and Transit

LON LACLAIRE, M. ENG, P. ENG.
Municipal Government
City of Vancouver

ABOUT THE XXVIII WORLD ROAD CONGRESS

The World Road Congress is an integral part of the global road agenda and an exceptional opportunity for forward thinking companies to be part of the conversations that will shape transportation for generations to come.

This flagship international forum is parallel to none and will explore world-class technical programs that translate research into real-world solutions, catalyze collaboration, and amplify diverse thought leadership relevant to today's most pressing infrastructure challenges.

WRC 2027 is an undeniable event for those committed to the advancement of cleaner, smarter, and more resilient infrastructure. See you in Vancouver!

Dunsmuir Bike Lane Vancouver , Canada

HOST CITY: VANCOUVER, CANADA

Vancouver is more than a world-class destination, it is a living showcase of innovation, diversity, and environmental resilience. Framed by the Pacific Ocean and the Coast Mountains, Vancouver is renowned for its sustainable urban planning and pioneering green technologies, earning recognition as Canada's greenest city with the smallest per capita carbon footprint in North America. The city amplifies and embraces its inclusive communities and world-class amenities, making it a magnet for international collaboration and talent. At its core, Vancouver not only embraces the future, but actively shapes it.

WHO ATTENDS

- Government & Public Authorities
- Engineering & Construction
- Transportation Planning & Policy
- Road Safety & Operations
- Environmental & Sustainability Experts
- Technology & Innovation Providers
- Finance & Investment
- Academia & Research Institutions
- Associations & International Organizations
- Suppliers & Manufacturers
- Communications & Media

WHY ATTEND WRC 2027

As the world accelerates toward cleaner, smarter, and more resilient infrastructure, WRC 2027 is the moment to connect and activate the next era of global transportation excellence. For organizations looking to expand their global footprint and showcase transformative technologies, the Congress is the epicenter of a worldwide movement driving transportation forward. Canada's Pacific gateway and one of the world's most connected transportation hubs, Vancouver represents the convergence of global trade corridors, multimodal transportation systems, and next-generation infrastructure development.

Key Reasons to Attend

- Connect with international delegates over 120 countries
- Explore cutting-edge technologies and best practices in sustainable mobility
- Gain insights from world-class technical sessions and experts
- Initiate and Build partnerships cross sectoral relationships
- Experience Canada's leadership in climate-resilient and inclusive infrastructure

Discover Vancouver

Canada's road network supports one of the world's most trade-dependent economies, connecting major ports and cities to rural, northern, and Arctic communities across enormous distances. From highway expansions and bridge renewals to freight corridor upgrades, Canada is modernizing critical links that move people and goods safely and efficiently.

As a country that manages coastal flooding, mountain corridors, freeze–thaw cycles, wildfires, and Arctic conditions, infrastructure must perform in some of the most demanding environments in the world. **That reality has driven innovation to all season's operations, asset management, materials, and climate-adaptive design.**

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Discover Vancouver

Belleville Terminal Replacement Project, Victoria

Stalʔəwasəm (Pattullo) Bridge Replacement

Surrey Langly Skytrain Construction

Broadway Subway Project

As Vancouver hosts the World Road Congress in 2027, large-scale projects such as the Pattullo Bridge Replacement and the Fraser River Tunnel Project are expected to be under active construction, offering delegates a real-time look at complex, multimodal infrastructure delivery.

Together, these investments show that Canada isn't just talking about sustainability and resilience, we're building it. Vancouver 2027 offers the global road community a chance to see how trade, tourism, climate resilience, and multimodal mobility come together in one of the most dynamic and forward-looking cities in the world.

WRC IN NUMBERS

4,000+

Attendees Projected

750

Abstracts Expected

120+

Countries Represented

15+

Technical Visits

30+

National Pavilions

250+

Exhibitors

500+

Invited Young Professionals & Students

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PROGRAM AT A GLANCE

PRE – EVENT ENGAGEMENTS

Oct 1 National Committee Meeting

Oct 2 Technical Committee Meeting & Council Meeting

Oct 3 Technical Committee Meeting & Coordination Meeting of Technical Committee

	Day 1 October 4	Day 2 October 5	Day 3 October 6	Day 4 October 7	Day 5 October 8
08:30	Opening Ceremony	Plenary/Keynote Session	Plenary/Keynote Session	Plenary/Keynote Session	Plenary/Keynote Session
09:00-11:00	Parallel Sessions (6)	Parallel Sessions (6)	Parallel Sessions (6)	Parallel Sessions (6)	Parallel Sessions (6)
11:00-12:30	Workshops/ Side Events (3)	Workshops/ Side Events (3)	Workshops/ Side Events (3)	Workshops/ Side Events (3)	Workshops/ Side Events (3)
12:30-13:25	Lunch	Lunch	Lunch	Lunch	Lunch
13:30-14:30	Closed Side Events (1)	Closed Side Events (1)	Closed Side Events (1)	Closed Side Events (1)	Closed Side Events (1)
14:30-15:30	Minister's Delegation / Bilateral Meetings/ Parallel Sessions (6)	Minister's Delegation / Bilateral Meetings/ Parallel Sessions (6)	Parallel Sessions (6)	Parallel Sessions (6)	Parallel Sessions (6)
14:30-17:00	Posters & Exhibits Session (open all day)	Posters & Exhibits Session (open all day)	Posters & Exhibits Session (open all day)	Posters & Exhibits Session (open all day)	Posters & Exhibits Session (open all day)
18:00	Welcome Reception	Side Events	Side Events	Gala/ Congress Dinner	Closing Ceremony

PROGRAM IS SUBJECT TO CHANGE

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CONFERENCE TOPICS

THE LEADING GLOBAL EVENT ON TRANSPORTATION & INFRASTRUCTURE

Dive deep into conversations about the future of transportation, sustainable mobility, smart roads, and infrastructure resilience. WRC's Conference themes will set in motion:

- Networking and knowledge sharing, with high-level discussions, interactive panels, and technical sessions.
- Showcase of groundbreaking innovations, featuring cutting-edge research, new technologies, and industry best practices.

The World Road Congress is the perfect event for professionals to stay up-to-date with the latest developments in the road transport sector and to gain valuable insights from leading experts. Don't miss out on this unique opportunity to be part of the XXVIII World Road Congress.

SPONSORSHIP OPPORTUNITIES AT A GLANCE

For bespoke packages or sponsorship inquiries , please contact wrc2027partnerships@mci-agency.com

PLATINUM
€290,000

- Exhibition Raw Space (125sqm/1,345sqft)
- Registrations included (10)
- Gala tickets (10)
- Keynote Session Sponsor and Introduction
- Recognition in PIARC Member Newsletter
- 50-minute Satellite Symposium
- Curated Sponsor session (integrated into the official program)
- Oral recognition at Open & Closing Ceremony Reception
- Recognition at the Gala Dinner
- 60 sec. ad (no sound) played on loop in exhibition
- Holding Slide in Plenary
- 1/2 page advertisement in Routes/Roads Magazine (x4 per year)
- Complimentary Lead Retrieval Services
- Boardroom hire (3 hours per day)
- Pull-up Banner (max size 2m x 1m) provided by sponsor located in registration foyer area
- Logo on post conference survey
- Banner on mobile app for duration of the Congress
- Logo on mobile app logo w/hyperlink to company website
- Full page advertisement in the final Congress report
- Priority rebooking for WRC 2030
- Post–event attendee insights one pager

GOLD
€250, 000

- Exhibition Raw Space(100sqm/1,075sqft)
- Registrations included (7)
- Gala tickets (7)
- 50-minute Satellite Symposium
- Oral recognition at Open and Closing Reception
- 60 sec. ad (no sound) played on loop in exhibition
- Holding Slide in Plenary
- Complimentary Lead Retrieval Services
- Boardroom hire (2 hours per day)
- Pull-up Banner (max size 2m x 1m) provided by sponsor located in registration foyer area
- Logo on post conference survey
- Banner on mobile app for duration of the Congress
- Logo on mobile app logo w/hyperlink to company website
- Half page advertisement in the final Congress report

SILVER
€150,000

- Exhibition Raw Space(50sqm/538sqft)
- Registrations included (4)
- Gala tickets (4)
- 45 sec. ad (no sound) played on loop in exhibition
- Logo on Holding slide in Plenary
- Complimentary Lead Retrieval Services
- Boardroom hire (2 hours per day)
- Logo on post conference survey
- Logo on mobile app logo w/hyperlink to company website
- Paragraph on Advertisement Page in final Congress Report

BRONZE
€75,000

- Exhibition Raw Space(25 sqm/269sqft)
- Registrations included (2)
- Gala tickets (2)
- 30 sec. ad (no sound) played on loop in exhibition
- Logo on Holding slide in Plenary
- Boardroom hire (1 hour per day)
- Logo on post conference survey
- Logo on mobile app logo w/hyperlink to company website

ALL PRICES IN EURO

All sponsors receive recognition on the conference website, marketing emails, mobile app, digital and onsite signage. Profiles and logos are included in the program and app (length varies by tier).

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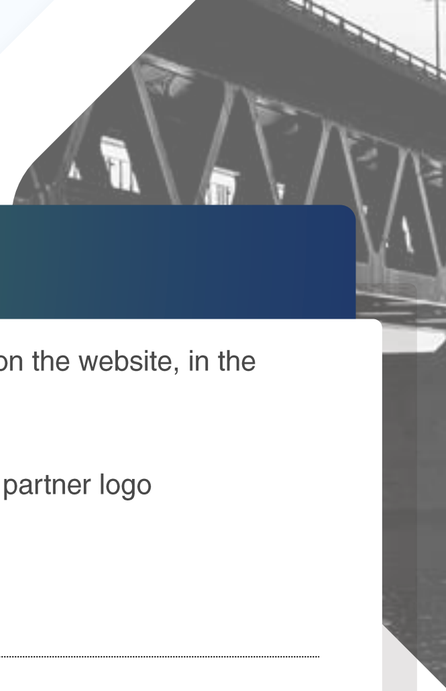
SPONSORSHIP OPPORTUNITIES AT A GLANCE



	PRICE	AVAILABILTY	DETAILS
Educational Partner	€40,000	Limited	• Profile of the company published and promoted as Educational partner on the website, in the newsletter, video and press and PR communication channels • Official interview with the representative of the Educational partner ◦ Poster session sponsoring – branding of each poster board with the partner logo • Poster session named with the partner's name • Support of the students • Support of the university
Gala Dinner	€30,000	Limited	• Sponsor of the gala dinner • Table of 8 • Logo on the dinner menu • Profile of the company published and promoted as the gala dinner on all printed and digital materials
Welcome Reception	€25,000	Limited	• 10 additional welcome reception tickets • Profile of the company published and promoted as the gala dinner on all printed and digital materials
Young Professionals Program	€28,000 or €18,000 Co-Sponsored	Co-Sponsor	Demonstrate commitment to the future of the industry by supporting emerging leaders through the WRC Young Professionals Program. Includes branding across competition materials, on-site recognition, and acknowledgement during the awards presentation.
Executive Knowledge Exchanges ***(Formally Industry Symposia)***	€25,000	Limited	(Your own session in a dedicated room) Pricing for 55 minutes in a room on site or partnered offsite venue taking place after scheduled programming to engage with delegates of choice. Approx 100-150 attendees. F&B extra.
Road Talks: Where Great Minds Merge	€13,000	Limited	This exclusive 30-minute, organization led opportunity empowers your organization to shape the agenda, spotlight expertise, and convene influential voices around the topics that matter most to the industry.

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SPONSORSHIP OPPORTUNITIES AT A GLANCE

	PRICE	AVAILABILTY / DETAILS
Lanyards	€45,000	Limited
Registration	€35,000	Limited
Congress Wi-fi	€32,500	Limited
Happy Hour	€20,500	Limited
Sponsor a “Concierge/Info/Tour” for international delegates	€27,500	Limited
Hydration Host	€27,500	Limited
Events for Change: Diversity, Inclusion and Sustainability at WRC 2027	€22,500	Limited
Refresh Break	€22,500	Limited
Charging Station Lounge Sponsor (2-3 units per lounge)	€18,000 €13,000 €13,000	Exhibit Hall Charging Lounge Plenary Foyer Charging Zone VIP Lounge Charging Area

SPONSORSHIPS AT A GLANCE – BENEFITS BREAKDOWN

Lanyards €45,000

As a Lanyard Sponsor, your brand becomes a **direct part of each attendee's physical experience**, creating a powerful psychological connection from check in to closing remarks. Make your brand impossible to miss as lanyards are great for brand recall and appear in virtually every photo, conversation, and attendee interaction, giving your company unmatched visibility throughout the entire event.

Congress Wi-Fi Sponsor €32,500

Align your brand with the single most essential service powering every attendee's experience. Wi Fi isn't just a utility, it's how participants share ideas, access content, network, and communicate throughout the event. **Own the connection that brings the event to life.**

Concierge /Info/ Tour desk for International Delegates €27,500

Let your brand be present and support the bridge that helps delegates feel informed and supported. As the sponsor of the Information Desk, you become directly associated hospitality, guidance, and support—the qualities international attendees value most when navigating a new country and a complex event.

Events for Change €22,500

Position your brand as an active champion of equity, inclusion, and social impact on a global stage. This is an opportunity to design an event strategy that delivers purpose, performance, and measurable impact.

Registration Sponsor €35,000

Step into the spotlight as our **Registration Sponsor** and position your brand at the most influential moment of the entire conference: the beginning. Registration is the exact point when attendees are most attentive, engaged, and forming their first impressions. With high impact digital and physical branding across every registration touchpoint, this front loaded exposure will establish your company as a trusted, integral contributor from the moment guests walk through the door.

Happy Hour Sponsor €20,500

Help attendees naturally unwind after a full day of sessions, by sponsoring the **"happiest hour" of the day!** Let your support become a catalyst for organic networking moments and brand engagement.

Hydration Host €27,500

Showcase your commitment to planet positive action in a way attendees instantly recognize and appreciate. Every refill, every bottle carried from session to session, and every moment of refreshment expands your brand's visibility across the entire conference.

Video Advertisement €4,150

Highlight your organization's commitment to advancing innovation on an international stage. Showcase your 60 second visual with close caption narrative for the duration of the Congress.

Refresh Break €22,500

Food creates connection, so why not let your brand be a part of the Congress' first interactions and bites! By sponsoring this refuel stop, your company signals local investment, mindfulness and the shared moments that naturally bring people together.

Charging Station Lounge Sponsor

Charging stations are more than a utility—they are moments of pause, connection, and reliance. By sponsoring this essential space, your brand becomes part of every conversation, every follow up email, and every shared idea.

Exhibit Hall Charging Lounge €18,000

Placement in the highest traffic networking zone, where attendees naturally congregate, browse exhibits, and spend extended dwell time while charging devices. Association with productivity, connection, and convenience—your brand enables attendees to stay powered, connected, and present

Plenary Foyer €13,000

Brand visibility aligned with the conference's most high-profile programming. Visibility during peak arrival, transition, and reflection times

VIP Lounge €13,000

Exclusive exposure to VIPs, senior leaders, speakers, partners, and decision makers in a quieter, more intentional environment. senior level brand alignment

EXHIBITION DETAILS

As one of the most visible and high-traffic environments of the Congress, the Exhibition Hall offers sponsors and exhibitors a unique opportunity to maximize brand exposure through sustained, face-to-face engagement with an international audience of industry leaders, policymakers, and innovators.

More than **30 countries** will participate with their national pavilion at the Vancouver Congress. Each pavilion brings their experts, designers, contractors, and investors to complement dozens of companies, associations, and schools.

For exhibition booth and national pavilion inquiries, please contact wrc2027partnerships@mci-agency.com

	PRICE	MEASUREMENT	DETAILS
Raw Exhibition Space	€415	Per 1 sqm	Floor space only. This does not include a shell Scheme, printing and electricity. Additional services are extra.
10x10 Booth Shell Scheme	€5,100	Per 1 sqm	Shell scheme, with table, two stools, carpet, garbage bin. Printing and electricity are extra.
6x6 Table-Top	€2,300	For 2 sqm	1 table and 2 chairs, space for rollups. Printing and electricity are extra.

*Small space for NGO's and small organizations, with 6ft table and two chairs excluding electricity. Contact for prices.

Contact us for pricing for booth add-ons or event advertising opportunities. Booth allocation will be prioritized on first, tier of sponsorship and then secondly, time of registration. Final payment must be received in full by June 2027.

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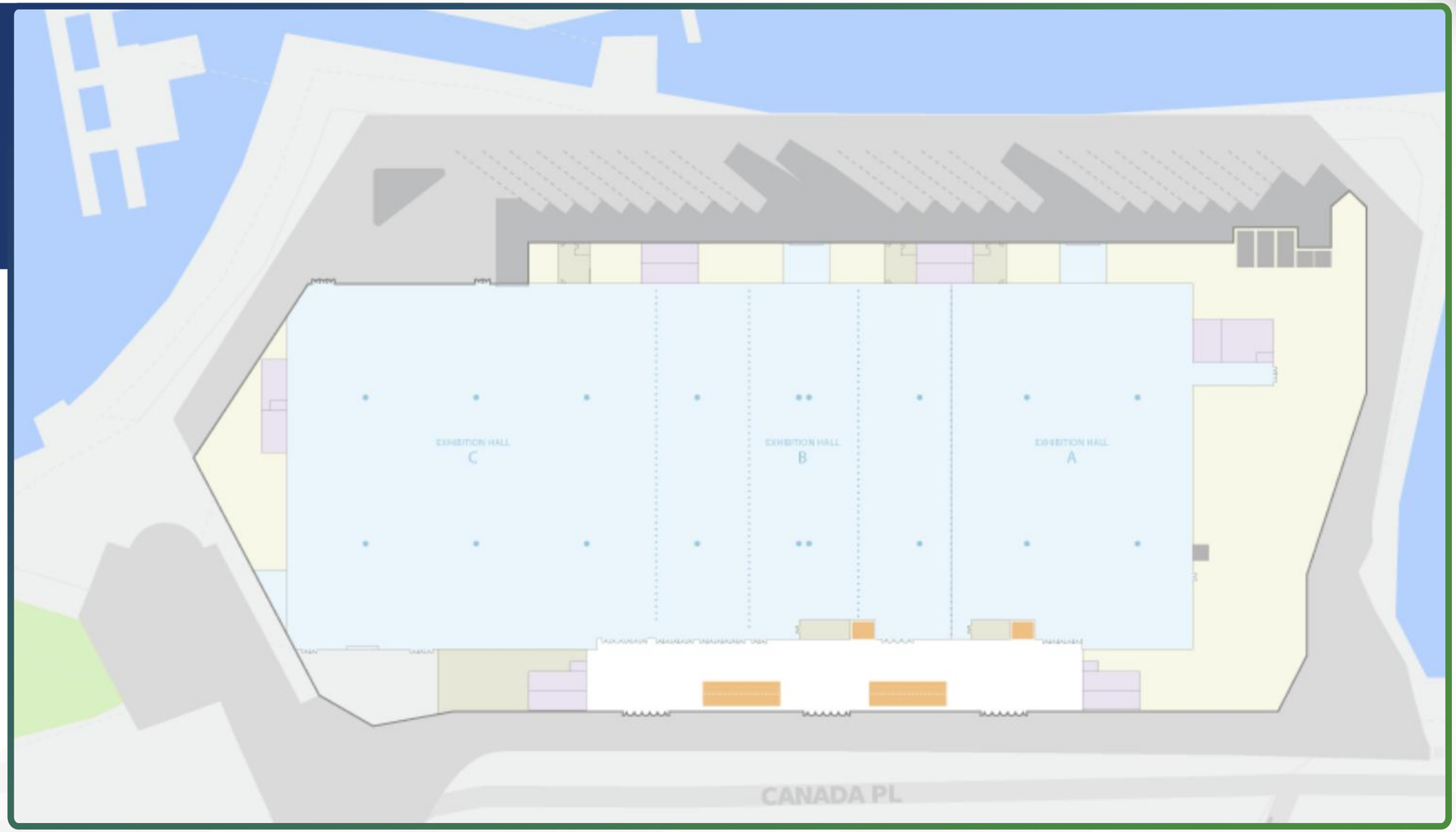
VANCOUVER CONVENTION CENTRE

WORLD ROAD CONGRESS HALL

20,430 sqm
Exhibition space

Room to host

- Multiple Cuisine & Beverage Vendors
- 1000's of Poster & E-Poster Displays
- Curated Attendee Lounges
- Wellness Hubs
- Transportation Tech Stage



NATIONAL PAVILIONS & EXHIBITION

A National Pavilion is your country’s opportunity for an unmistakable showcase highlighting your nation’s most impressive infrastructure projects, breakthrough technologies, forward-thinking policies, and industry innovations together under one bold, unified banner. It instantly elevates your national presence, delivering prime visibility and opening doors to influential international ministries, public authorities, and global organizations eager to collaborate.

Your Country's pavilion is the destination where meaningful conversations can happen with investors, technology partners, and global leaders who want to understand your market. If your country is ready to stand out, lead, and drive international engagement, a National Pavilion is the ultimate platform to make it happen.

Purchase a National Pavilion to signal your country's active role in shaping international policy, contributing to global knowledge exchange, and supporting advancements in road and transportation infrastructure.

KEY DATES

OCTOBER 4-8, 2027

VENUE

VANCOUVER CONVENTION CENTRE

LOCATION

VANCOUVER, CANADA

Let's Connect!

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