SPONSOR AND EXHIBITION PARTNERSHIP BROCHURE

Hosted By:

Canada

British Columbia Ministry of Transportation and Transit

City of Vancouver

PIARC

2027 VANCOUVER
XXVIII WORLD ROAD CONGRESS

PAVING THE ROAD TO A CLEANER FUTURE

October 4-8, 2027

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

- **Call for Abstracts: May 15, 2026**
- **Abstract submission closes: August 31, 2026**
- **Notice of Acceptance of Abstracts: November 15, 2026**
- **Full Articles Submission Deadline: January 31, 2027**
- **Full Articles Acceptance Notice Deadline: May 15, 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.

Organized 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 in Vancouver—where the ocean, mountains, and a spirit of innovation come together, offering 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
Canada's first delegate to PIARC
Federal Government

IAN PILKINGTON, P.ENG
Ministry of Transportation and Transit
Provincial Government

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

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 from 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.**

Discover Vancouver

Belleville Terminal Replacement Project, Victoria

Stalʔəwasəm (Pattullo) Bridge Replacement

Broadway Subway Project

As Vancouver hosts the WRC 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. WRC 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

200+

Exhibitors

500+

Invited Young Professionals & Students

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)
15:30-17:00	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

CONFERENCE TOPICS

THE LEADING GLOBAL EVENT ON TRANSPORTATION & INFRASTRUCTURE

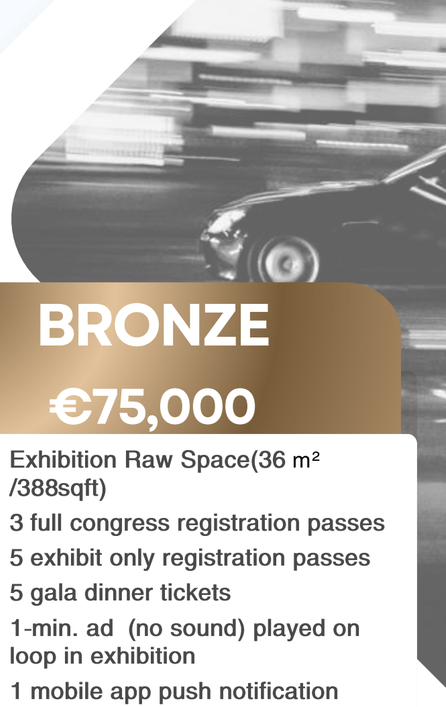
Dive deep into conversations about the future of transportation, sustainable mobility, smart roads, and infrastructure resilience. WRC's Conference themes will set in motion:

- Networking and knowledge sharing, with high-level discussions, interactive panels, activations, 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

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



PLATINUM *EXCLUSIVE*

€290,000

- Exhibition Raw Space (144 m² /1,550 sqft)
- 10 full congress registration passes
- 10 exhibit only registration passes
- 10 gala dinner tickets
- Keynote Session Sponsor and Introduction
- Recognition in PIARC Member Newsletter
- Industry Leadership Panel (curated with the committee) (integrated into the official program, held in the open forum)
- 50-min Satellite Symposium
- 30-min curated Sponsor session (integrated into the official program held in the open forum)
- Technical Visit Sponsor & welcome/intro moment along with signage, branded bus & materials
- Oral recognition at Open & Closing Ceremony Reception
- Recognition at the Gala Dinner
- 2-min. ad (no sound) played on loop in exhibition
- Logo on holding slide in the plenary
- 1/2 page advertisement in Routes/Roads Magazine (4 per year)
- Post–event attendee insights one pager
- 4 mobile app push notifications (messaging approved)
- 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
- Company logo on mobile app with hyperlink to website
- Full page advertisement in the final Congress report
- Inclusion in sponsor recognition email to all attendees

GOLD

€250, 000

- Exhibition Raw Space(100 m² /1,076 sqft)
- 7 full congress registration passes
- 15 exhibit only registration passes
- 15 gala dinner tickets
- 50-minute Satellite Symposium
- 30-min curated Sponsor session (integrated into the official program held in the open forum)
- Oral recognition at Open and Closing Reception
- 2-min. ad (no sound) played on loop in exhibition
- Logo on holding slide in the plenary
- Technical Visit Sponsor & welcome/intro moment along with signage, branded bus & materials
- 3 mobile app push notifications (messaging approved)
- 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
- Company logo on mobile app with hyperlink to website
- Half page advertisement in the final congress report
- Inclusion in sponsor recognition email to all attendees

SILVER

€150,000

- Exhibition Raw Space(72 m² /775 sqft)
- 5 full congress registration passes
- 10 exhibit only registration passes
- 10 gala dinner tickets included
- 30-min curated Sponsor session (integrated into the official program held in the open forum)
- 1-min. ad (no sound) played on loop in exhibition
- Logo on holding slide in the plenary
- 2 mobile app push notifications (messaging approved)
- Complimentary Lead Retrieval Services
- Boardroom hire (2 hours per day)
- Logo on post conference survey
- Company logo on mobile app with hyperlink to website
- Paragraph on Advertisement Page in final Congress Report
- Inclusion in sponsor recognition email to all attendees

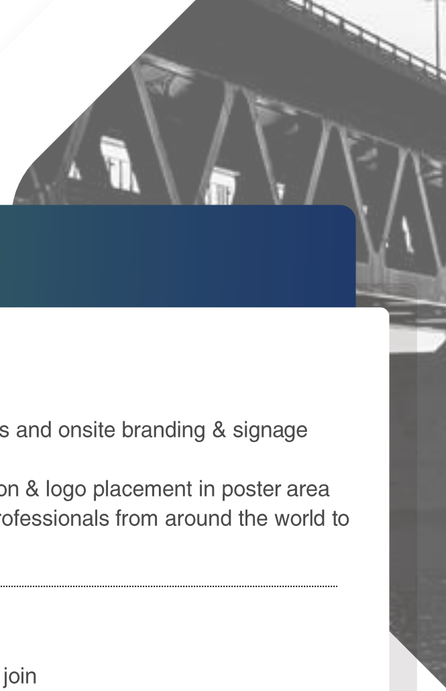
BRONZE

€75,000

- Exhibition Raw Space(36 m² /388sqft)
- 3 full congress registration passes
- 5 exhibit only registration passes
- 5 gala dinner tickets
- 1-min. ad (no sound) played on loop in exhibition
- 1 mobile app push notification (messaging approved)
- Logo on holding slide in the plenary
- Boardroom hire (1 hour per day)
- Logo on post conference survey
- Company logo on mobile app with hyperlink to website
- Inclusion in sponsor recognition email to all attendees

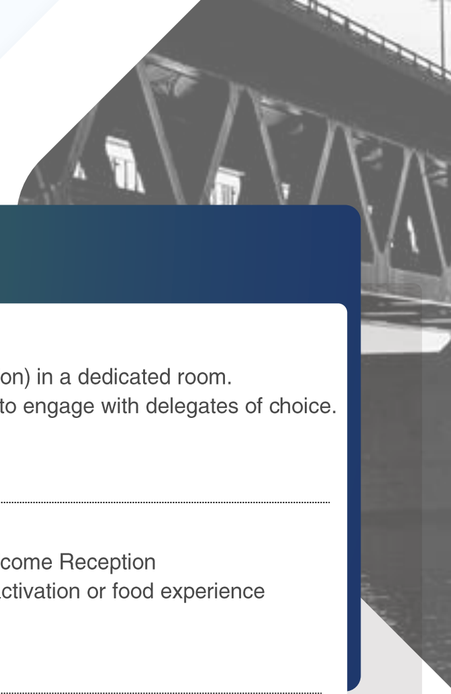
ALL PRICES IN EURO

SPONSORSHIP OPPORTUNITIES AT A GLANCE



	PRICE	AVAILABILTY	DETAILS
Educational Partner	€45,000	Limited	Position your organization at the forefront of knowledge exchange and talent development. • Official Educational Partner of WRC 2027 • Logo and profile featured on the website, mobile app, digital communications, marketing campaigns and onsite branding & signage • Featured company thought leadership piece shared across digital and media channels • Exclusive branding of the Poster & Academic Program, including naming rights to the Poster Session & logo placement in poster area • Support the development of the Scholarship & Access Program enabling students and emerging professionals from around the world to participate in the congress
Gala Dinner	€ 35,000	Limited	• WRC 2027 Gala Dinner naming rights (included in registration fee to attract maximum attendance) • VIP Hosting: Table of 8-10 in a premium placement at the front to invite key clients/stakeholders to join • Verbal recognition from the stage and premium onsite visibility including entrance signage, stage screens/holding slide, table menus • Branded welcome area photo moment • Social media spotlight post • Profile of the company published and promoted as the gala dinner on all printed and digital materials
Women in Transportation Program	€30,000 or €15,000 Co-Sponsored	Limited	Champion inclusion and the advancement of women in the global road and mobility sector by supporting initiatives that foster connection and leadership. • Recognition as the official Women in Transportation Partner across the website, marketing campaigns and PR communications • Support of the Scholarship & Access Program, enabling participation of women and emerging leaders from around the world • Recognition within a dedicated Women in Transportation networking session or event • Opportunity to introduce the Women in Transportation panel discussion • Sponsor of a Women in Transportation Technical Visit
Young Professionals Program	€30,000 or €15,000 Co-Sponsored	Co-Sponsor	• Position your organization as a champion of the next generation of global road and infrastructure leaders by supporting a dedicated program designed to connect, develop and inspire emerging professionals from around the world. • Support of the WRC 2027 Scholarship & Access Program enabling participation of young professionals from diverse global communities • Participate in a Young Professionals networking event or engagement moment • Recognition across all congress print and digital media as a contributor to future workforce development and industry leadership • Young Professional award moment and/or Young Professionals curated roundtable or leadership discussion

SPONSORSHIP OPPORTUNITIES AT A GLANCE



	PRICE	AVAILABILTY	DETAILS
Executive Knowledge Exchange (Industry Symposia)	€35,000	Limited	Position your organization as a thought leader through a hosted Industry Symposia (your own session) in a dedicated room. Pricing for 55 minutes on site or partnered offsite venue taking place after scheduled programming to engage with delegates of choice. Approx 100-150 attendees. Audio Visual included. F&B extra.
Welcome Reception	€25,000 per	Limited	• Entrance branding along with recognition on all print and digital media as the sponsor of the Welcome Reception • Opportunity to incorporate a branded experiential element such as a welcome cocktail, cultural activation or food experience • Logo on entrance feature / bars and key areas • Social media spotlight post
Lunch	€25,000 per	Limited	• Recognition as the Official Lunch Sponsor, with branding integrated across the lunch area and tables, including signage and high-traffic dining zones • Opportunity to engage delegates during a key networking moment, with optional branded activation (e.g., coffee station or experiential element at your own expense) • Table cards in seating area for additional branding • Company logo featured across the mobile app, website, and select event communications

SPONSORSHIP OPPORTUNITIES AT A GLANCE

	PRICE	AVAILABILTY / DETAILS
Lanyards	€45,000	Exclusive
Registration	€35,000	Limited
Congress Wi-fi	€32,500	Limited
Technical Visit	€30,000	Limited
Happy Hour	€27,500	Limited
Sponsor a “Concierge/Info/Tour” for international delegates	€27,500	Limited
Hydration Host	€25,000	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
Road Talks – 30-min organizational led talk to spotlight expertise. Located in the open forum	€15,000	Limited
Video Advertisement	€4,150	Limited

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.

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.

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.**

Technical Visit Sponsor €30,000

Align your organization with a high-impact, repeatable delegate experience through sponsorship of a technical tour. This opportunity provides direct engagement with attendees across multiple tour departures, with branding integrated across tour materials, onsite signage, and transportation, including branded buses. Sponsors will be recognized as the official Technical Tour Sponsor and may provide branded PPE, where required, for enhanced visibility throughout the experience.

Happy Hour Sponsor €27,500

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 within the exhibition hall.

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.

Hydration Host €25,000

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. Excludes the price of the water bottles.

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.

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.

Road Talks €15,000

A 30-minute organization-led session within the open forum, offering a platform to highlight your expertise, share insights, and engage delegates in a high-visibility setting. Sponsor is responsible for providing the speaker(s). Screen and mic will be provided.

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

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 on a screen located in the exhibition hall (not exclusive).

DIGITAL MARKETING

EXPAND YOUR AUDIENCE!

WHY

- Your customers have ALL gone digital and are online.
- Inhouse teams are focused on traditional marketing and do not have access to
- GDPR-compliant pools of potential delegates.
- Generate targeted audience engagement before, during and after the congress.
- Increase symposium participation.
- Increase ROI!

WHO

- Abstract submitters
- Previous attendees
- WRC website visitors
- PLUS a GDPR-compliant data pool of 180,000 targeted professionals in the field

HOW

- Media buys across a wide range of search, social, news and academic channels.
- These web and targeted visitors begin to see display ads.
- Ads are featured across all devices such as mobile phones, laptops and tablets.
- Development of a custom landing page accessible only by clicking on the ads.
- High visibility promotion of sponsor’s brand and/or symposium.

RESULTS

- An average click-through rate of between 24% and 46% which is **4 x higher** than the industry standard.
- **While the congress will reach a few thousand, with a digital marketing boost you will reach hundreds of thousands.**
- Detailed reports on audience size, location, engagement rates and length of time and conversions.
- Opportunities to create future campaigns.

SPONSOR DIGITAL ADVERTISING PACKAGES

		PREMIUM €37,000 *(based on number of campaigns)*	OPTIMISED €26,000	BASIC €18,000	SEARCH CAMPAIGN €6,000-€10,000
SITUATIONAL ANALYSIS & STRATEGIC MARKETING	Strategy for Marketing symposia/exhibition	✓	✓	✓	✓
	Targeted GDPR digital audience	✓	✓	✓	✓
	Digital advertising personas set up	✓	✓	✓	✓
	Campaign set up, maintenance and optimization	✓	✓	✓	✓
	Adverts	3 Sets	2 Sets	1 Set	⊗
	Website visitors and registrants	✓	✓	✓	✓
	Website, registrants and total proprietary database in the specialized field	✓	✓	⊗	⊗
	Social ads	2	1	⊗	⊗
	Landing page	Build & Guideline	Build & Guideline	Guideline Only	⊗
	Minimum media investment required per week	€1,000	€800	€500	€500
REPORTING & ANALYTICS	Dedicated sponsor advisor	✓	✓	✓	✓
	Conversion Rate Optimization (CRO)	✓	✓	✓	✓
	Budget Optimisation/Channel Allocation	✓	✓	✓	✓
	Customer Acquisition Costs (CAC)	✓	✓	✓	⊗
	Return On Ad Spend (ROAS)	✓	✓	✓	✓
	Growth As A Service (GaaS)	✓	✓	⊗	⊗
	Reporting	✓	✓	✓	✓

SPONSOR EMAILER AND PUSH NOTIFICATION PACKAGES

SPONSOR EMAILER MARKETING

€1,200 per e-mailer

	Included
Set up fee	Complimentary (usually €2,000)
Ring fencing of data for registrants	✓
Data management of unsubscribes	✓
Guidance through emailer creation and changes	✓
Dedicated specialist to manage your campaign	✓
Basic reporting	✓

SPONSOR PUSH NOTIFIACTION CAMPAIGN

€300 per push notification

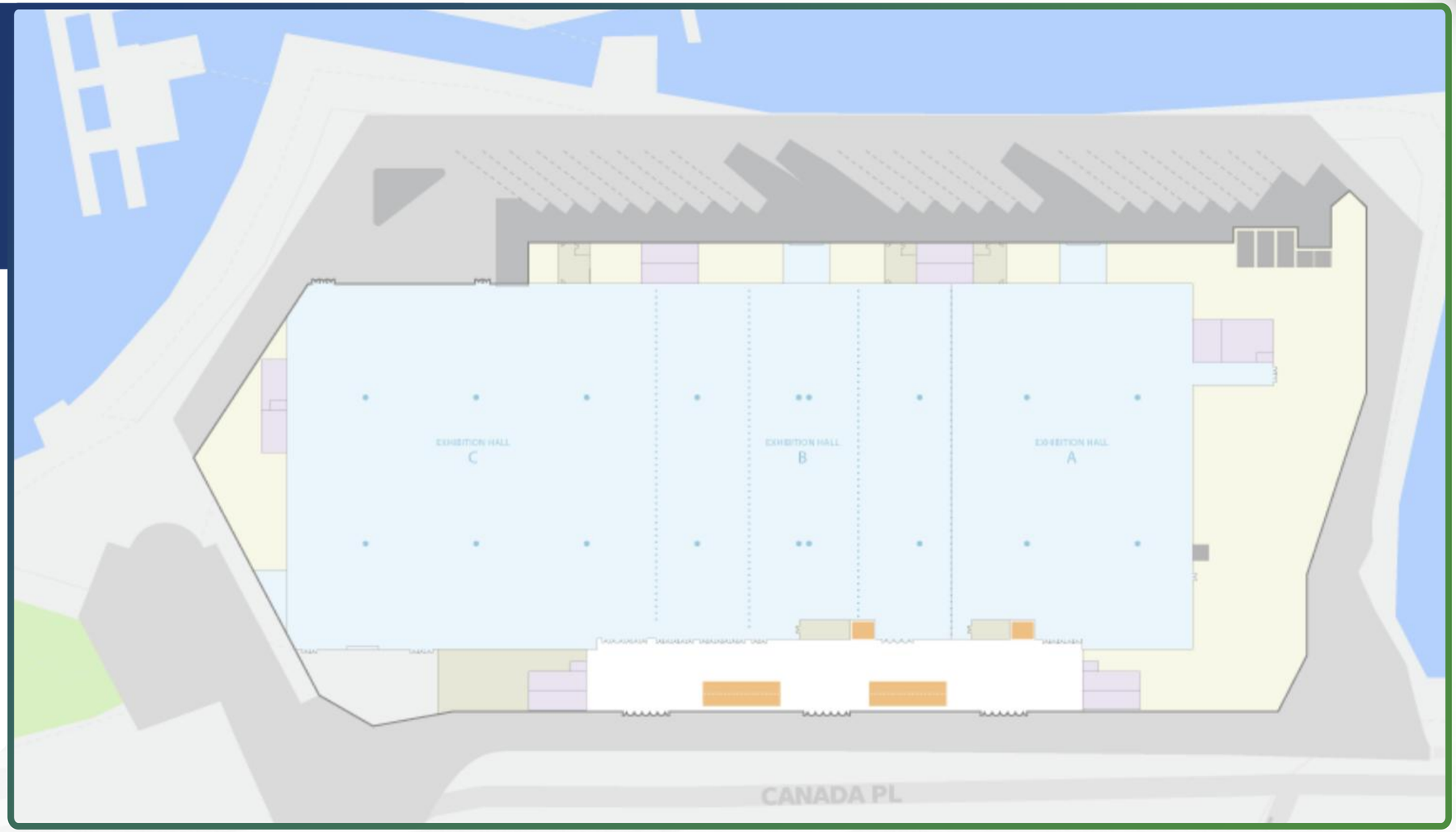
Setup and integration	✓
Audience management	✓
Push campaign asset creation	✓
Campaign management	✓
Reporting	✓

VANCOUVER CONVENTION CENTRE

WORLD ROAD CONGRESS HALL

20,430 m^2

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.

NATIONAL PAVILION - RATES AND BENEFITS

Participation through a National Pavilion at WRC 2027 offers countries and international bodies a fully supported and highly visible platform to showcase national expertise, innovation, and leadership.

Pavilion spaces are offered with options ranging from 36 m² to 400 m² and can be customised to meet your delegation's strategic and representational goals.

We would be pleased to provide further details upon request.

NATIONAL PAVILION BENEFITS

- Premium pavilion location (based on size and time of registration)
- Priority pavilion opening time slot (based on size and time of registration)
- 1 promotional post highlighting the pavilions present
- Your pavilion highlighted in the final program and showcased in the exhibition map

PAVILION SPACE

WRC27 Pavilions (RAW SPACE)	PER SQM	FULL CONGRESS ACCESS PASS	EXHIBIT ONLY PASS	GALA DINNER PASS
36m	€ 20,000.00	2	6	6
72m	€ 35,000.00	4	10	10
100m	€ 50,000.00	6	14	14
144m	€ 65,000.00	7	18	18
200m	€ 85,000.00	8	22	22
300m	€ 125,000.00	9	26	26
400m	€ 165,000.00	10	30	30

EXHIBITION OPPORTUNITIES

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.

STAND

Select the stand that best suites you

9 m²/10x10

18 m²/10x20

Kiosk

ENTITLEMENTS

Acknowledgement as an exhibitor on the promotional material prior and during the congress, including but not limited too:

- Acknowledgement on the congress website with a hyperlink to the exhibitor website
- Acknowledgement on all digital and print media

INCLUDED IN 10x10 & 10x20 BOOTH PACKAGE

- Shell scheme
- With header (text black font)
- Table
- 2 Chairs
- Wastebasket
- Carpet

KIOSK

- Shell scheme
- With header (text black font)
- 2 Chairs
- Carpet

EXHIBITION DETAILS

For exhibition booth space inquiries, please contact wrc2027partnerships@mci-agency.com

	PRICE	MEASUREMENT	DETAILS
Raw Exhibition Space	€415	Per 1 m^2	Floor space only. This does not include a shell Scheme, printing and electricity. Additional services are extra. Includes (1) Exhibitor registration pass per 9 m^2 and access to F&B served in the exhibition area.
10x10 Booth Shell Scheme	€5,100	Per booth	Shell scheme, 1 counter, 1 chair plus, carpet, garbage bin. Printing and electricity are extra. Includes (1) Exhibitor registration pass and access to F&B served in the exhibition area.
10x20 Booth Shell Scheme	€10,200	Per booth	Shell scheme, 1 counter, 1 chair plus 1 table and 2 chairs (separate seating area), carpet, garbage bin. Printing and electricity are extra. Includes (2) Exhibitor registration passes and access to F&B served in the exhibition area.
Kiosk	€2,700	Per kiosk	1 counter and 2 chairs, print on header, carpet. Printing and electricity are extra. Includes (1) Exhibitor Pass and access to F&B served in the exhibition area.

*Kiosk space is reserved for NGO's, start-ups and small organizations, includes shell scheme, and two chairs. Electricity and other inclusions are extra. Contact for prices. All Kiosk purchases will require pre-approval before finalization.

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.

EXHIBITION INFORMATION

APPLICATION PROCESSS
Apply for a partnership and exhibitor space through our Online Partnership Registration System here:

WRC 2027 Sponsor & Exhibitor Portal

EXHIBITOR REGISTRATION
Exhibitor booth staff must be registered to the congress and will receive a badge displaying the company's name. Exhibitor badges will grant access to the exhibition including coffee breaks (and lunch if served) as well as the Welcome Reception, Happy Hour and opening/closing ceremonies. Tickets will be available for purchase to attend the Congress Dinner.

Complimentary exhibitor registrations are stated in the relevant entitlements based on your booth space or booth choice.

PAYMENT CONDITIONS
50% of the amount is due upon sponsorship or booth confirmation and is non-refundable. Balance prior to June 4, 2027.

Exchange rates will be applied for international payments based on bank exchange rates at the time of the transaction. Additional fees may apply for exchange services. Bank charges are the responsibility of the payer.

Cancellations must be sent in writing to wrc2027@mci-agency.com and received before 5 p.m. PST on June 4, 2027, will be entitled to a refund minus a €500 administration fee.

Cancellations received after 5 p.m. PST on June 4, 2027, are non-refundable and non-transferable.

EXHIBITION SET UP/DISMANTLE

Date	Exhibition Floor	Time (PST)
Sunday October 3, 2027	Exhibitor move in: Custom booths, pavilions & equipment	9:00 am – 5:00 pm
Monday October 4, 2027	Exhibitor move in: All booths Welcome Reception	8:00 am – 2:00 pm 6:00 pm – 8:00 pm
Tuesday October 5, 2027	Exhibition & Posters Roadside Social Happy Hour	9:00 am – 3:30 pm 3:30 pm – 5:00 pm
Wednesday October 6, 2027	Exhibition & Posters Roadside Social Happy Hour	9:00 am – 3:30 pm 3:30 pm – 5:00 pm
Thursday October 7, 2027	Exhibition & Posters	9:00 am – 5:00 pm
Friday October 8, 2027	Exhibition & Posters Exhibitor Move Out	9:00 am – 5:00 pm 5:00 pm – 10:00 pm
Saturday October 9, 2027	Exhibitor Move Out	8:00 am – 12:00 pm

MACHINERY & EQUIPMENT

Gain precious visibility for exhibiting your equipment or vehicles inside the exhibition space.

OPTIONS AND CONDITIONS

Order from 36 m² or more for open space at €415/m².
Includes (1) Exhibitor Pass registration per 9 m²

PRIORITY

Space is offered on a first come, first serve basis and those that submit their official registration and payment will be prioritized based on first level of participation and then time of registration.

For Exhibition/display space ONLY, exhibitors will be responsible for the space design, construction, equipment movement and related costs. The exhibition organizer will only provide the venue, basic lighting and cleaning of public areas.

ONLINE BOOKING AND PAYMENT

To secure your participation, please register and pay through the following link: WRC 2027 Sponsor & Exhibitor Portal

NEXT STEPS

1 APPLY

Submit your application to confirm your interest.

2 SELECT

Choose the opportunity that aligns with your goals to be a Sponsor & Exhibitor.

3 AMPLIFY

Expand your impact with additional branding and exposure.

To enhance your presence with bespoke opportunities by writing to wrc2027partnerships@mci-agency.com

4 CONFIRM

Registration acceptance will be issued post final payment.
Congratulations, you are a part of the next World Road Congress!

KEY DATES

OCTOBER 4-8, 2027

VENUE

VANCOUVER CONVENTION CENTRE

LOCATION

VANCOUVER, CANADA

2027 VANCOUVER
XXVIII WORLD ROAD CONGRESS

PAVING THE ROAD TO A CLEANER FUTURE

Let's Connect!

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