

**World Association for Public Opinion Research**

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**HELP SUPPORT AND PROMOTE PUBLIC OPINION RESEARCH WORLDWIDE**

Dear Potential Sponsor,

The World Association for Public Opinion Research (WAPOR) is the leading professional organization of public opinion research professionals from around the world. As you know, public opinion is a critical force in shaping and transforming society. Properly conducted and disseminated survey research provides the public with a tool to measure opinions and attitudes in order to allow its voices to be heard. WAPOR seeks to establish the highest standards in public opinion research throughout the world and is committed to promoting the freedom to conduct and publish scientific research on what the people think.

Our most visible annual activity, WAPOR's annual conference gathers together leading survey research professionals and practitioners. Our attendees hail from academia, media, government, and the private sector. During the four-day event around 300 attendees, panellists, and presenters will engage in a variety of discussions on the recursive relationships between public opinion and development of technology, one of this year's conference highlights. It is a great opportunity to showcase your products and services to key decision makers in the international survey and public opinion industry. It also provides the opportunity to meet colleagues, share the latest best practices, and promote survey innovation throughout the world. It's also a fantastic opportunity for us, as an organization, to show our members which organizations support the mission and ideals of WAPOR.

The 2024 WAPOR Annual Conference will be held in Seoul, South Korea on 28-31 of July, hosted by the Sungkyunkwan University. For this event, we have a range of exclusive, affordable sponsorship opportunities. You can showcase your brand on printed conference materials, signage, program, website, our news, and email marketing campaigns. There are also independent underwriting opportunities for a specific item or event. If you don't see something that suits you, contact us to discuss your options.



**WAPOR 77<sup>th</sup> and WAPOR Asia Pacific 7<sup>th</sup>  
Joint Annual Conference**  
28-31 July 2024 • Seoul, South Korea

### **SPONSORSHIP LEVELS**

	<b>Bronze</b>	<b>Silver</b>	<b>Gold</b>	<b>Platinum</b>
Sponsorship level	\$1000	\$2000	\$4000	\$5000
Conference registration(s) (incl.meals)	-	1	2	3
Advertisement in conference program	Logo	Quarter page	Half page	Full page
Recognition (signage, program, website)	Yes	Yes	Yes	Yes
Promotional items in registration package	-	Yes	Yes	Yes
Exhibit space / Booth	-	-	Yes	Yes
20% Discount underwriting opportunities	Yes	Yes	Yes	Yes

### **UNDERWRITING OPPORTUNITIES**

**1. Pens & notepads-\$2000:** Making notes is key to remembering things you don't want to forget. Why not give the attendees something to remember you by? Note pads and pens are perfect for use during the conference and afterward at home or at work.

**2. Tote Bag Inserts – \$500:** Companies, universities, and research institutes are invited to include service or product information like fliers, postcards, or promotional items in the conference tote bag.

**3. Welcome Reception-\$3000:** The welcome reception provides the perfect opportunity to socialize with friends and colleagues with drinks and little snacks. Your company's logo will be prominently displayed on napkins and table tents set up around the venue.

#### **4. All-Attendee Award Banquet-\$6000**

The annual award banquet is attended by all registrants of the conference. Besides gathering with old friends and new, the annual WAPOR paper and lifetime achievement awards are presented at the banquet. The event is an excellent way to show your support.

#### **5. Sponsored Workshop or Sponsored Panel-\$2000**

Help us by sponsoring a workshop or panel and have your company name and logo included as part of the conference program and as part of the visuals during either a workshop or panel.

#### **6. Coffee Break-\$1000 (4 available)**

Coffee (or tea) and a snack are just what attendees rely on for a quick pick-me-up between sessions. Your company logo will be featured on napkins and signage as attendees enjoy coffee and pastries or other snacks.

#### **7. Conference Travel Grant-\$1000**

Do you want to make it possible for a student to attend the conference and sponsor a keynote session? Your sponsorship helps to cover speaker and student travel expenses. Your organization will be honourably mentioned.

If you have an idea for an exclusive underwriting opportunity that is not listed, please contact WAPOR Executive Director Dr.Kseniya Kizilova at [waporoffice@gmail.com](mailto:waporoffice@gmail.com) or [admin@wapor.org](mailto:admin@wapor.org).

Sincerely,  
WAPOR Conference Committee and  
WAPOR Secretariat