

World Association for Public Opinion Research

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The Evolving Landscape of Election Polls: Challenges, Biases, and Innovations in a Polarized World

May 12-15, 2025 – St. Louis, United States

SUPPORT WAPOR-2025 AND HELP PROMOTE PUBLIC OPINION RESEARCH WORLDWIDE

Dear Potential Sponsor,

We invite you to partner with the World Association for Public Opinion Research (WAPOR) at our [78th Annual Conference](#), conducted in conjunction with the 80th Annual AAPOR Conference. At this event the world's top public opinion and survey research professionals come together to shape the future of our field. Public opinion is a powerful force for societal change, and at WAPOR, we set the standards that ensure survey research amplifies these voices with integrity and scientific rigor.

Our annual conference is a dynamic four-day event, drawing over 300 professionals from academia, media, government, and the private sector. This year's conference theme, "***The Evolving Landscape of Election Polls: Challenges, Biases, and Innovations in a Polarized World***," addresses the critical role of public opinion research in today's complex political climate. By becoming a sponsor, your brand will be seen by key decision-makers in the survey and public opinion industry, providing a unique opportunity to connect with thought leaders, showcase your products, and support innovation in our field.

Join us on May 12-15, 2025, for a groundbreaking conjoined AAPOR-WAPOR conference at the historic St. Louis Union Station in Missouri. As a leading forum for discussing advancements in public opinion and survey research, this event offers unparalleled opportunities for networking, learning about the latest research trends, and engaging with diverse experts from across the globe.

We offer a variety of exclusive sponsorship packages designed to maximize your brand's visibility through conference materials, signage, our program, website, newsletters, and email marketing. Additional options, such as underwriting specific sessions or events, allow you to tailor your sponsorship to best meet your goals. If you have unique ideas or requests, we're more than happy to discuss customized opportunities.

Make your mark at one of the year's premier events in public opinion and survey research. Let's work together to elevate your brand and advance the mission of WAPOR!

SPONSORSHIP LEVELS

	Bronze	Silver	Gold	Platinum
Sponsorship level	\$1000	\$2000	\$4000	\$5000
Conference registration(s)	-	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-\$2500: 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 (5 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.

8. Audiovisual Support-\$3000

No session can take place without technology. Your sponsorship of the equipment and technical services will be prominently acknowledged including your logo on every laptop in the break-out rooms immediately before and after each session. This is a great opportunity to show your support of the conference. This opportunity spans the entire conference.

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 or admin@wapor.org.