


## **WAPOR 78th Annual Conference**

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

# **SPONSORSHIP PROSPECT**



# WAPOR



WORLD ASSOCIATION FOR PUBLIC OPINION RESEARCH

Dear Potential Sponsor,

We are excited to invite you to partner with the World Association for Public Opinion Research (WAPOR) at our 78th Annual Conference, held in conjunction with the 80th Annual AAPOR Conference. This prestigious event brings together the world's leading public opinion and survey research professionals to shape the future of our field. At WAPOR, we set the standards for survey research, ensuring that public opinion is amplified with integrity and scientific rigor to drive meaningful societal change.

Our annual conference is a vibrant, four-day gathering that attracts 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," underscores the critical role of public opinion research in navigating today's complex political landscape. By becoming a sponsor, you will gain unparalleled visibility among key decision-makers and thought leaders in the industry, providing a unique opportunity to showcase your products, connect with influential professionals, and support innovation in public opinion research.

Join us from May 12-15, 2025, for this landmark conjoined AAPOR-WAPOR conference at the historic St. Louis Union Station in Missouri. As the premier forum for advancements in public opinion and survey research, this event offers unique networking opportunities, insights into the latest research trends, and access to a diverse global community of experts.

We offer a variety of sponsorship packages tailored to maximize your brand's visibility through conference materials, signage, our program, website, newsletters, and email marketing. Additionally, options like underwriting specific sessions or events allow you to align your sponsorship with your organization's unique goals. If you have specific ideas or requests, we are happy to work with you to create customized opportunities.

Make your mark at this important gathering in public opinion and survey research. Partner with us to showcase your brand while supporting 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. Provide attendees with branded pens and notepads for use during the conference and beyond. A practical way to keep your brand remembered.

### 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.

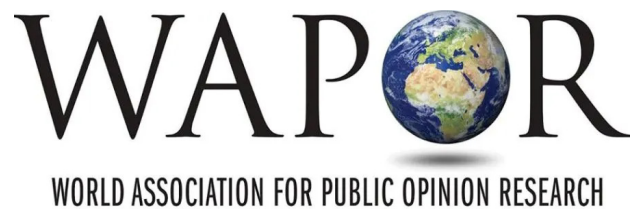
### 3. Welcome Reception - \$3000

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 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](mailto:waporoffice@gmail.com) or [admin@wapor.org](mailto:admin@wapor.org).