

Exclusive Visibility Opportunities

Platinum Sponsors Only

As a Platinum Sponsor of the WCET–NSWOCC Joint Congress 2026, you are invited to access a limited set of high-impact, on-site advertising opportunities within the East Building of the VCC. These opportunities are designed to:

- Maximize brand exposure across high-traffic delegate pathways
- Ensure fairness and balance so no single organization dominates all physical visibility
- Provide clear, bundled options that are easy to activate and manage

To maintain equity among sponsors, each Platinum Sponsor may select one exclusive visibility package from the options below. All packages are available on a first-confirmed basis.

Available Visibility Packages (East Building Only)

Each package offers exclusive placement within its category and is available on a first-come basis.

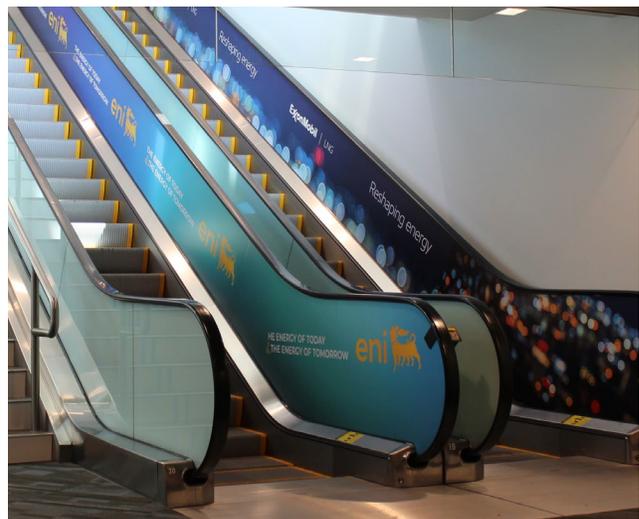
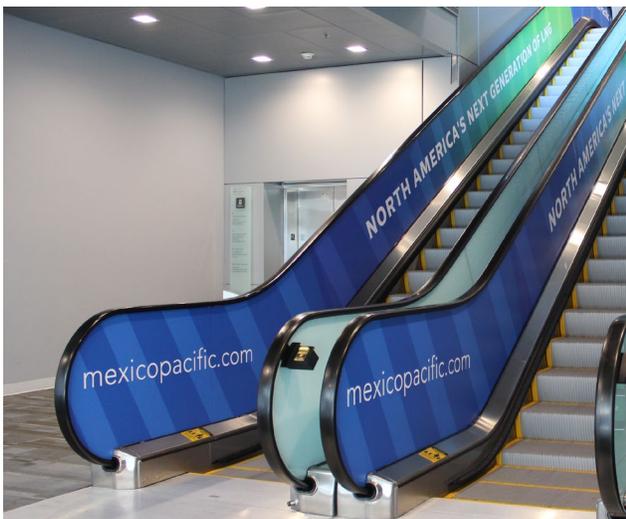
Escalator Branding - \$10,000

This package provides exclusive branding of the primary escalator connecting the Convention Level (Plenary Hall, Exhibit Hall, Networking Lounge) and the Meeting Level (breakout rooms).

Delegates will use this escalator repeatedly throughout the Congress, providing consistent and unavoidable brand exposure.

Package Includes:

- Exclusive escalator branding rights
- Space rental within the venue
- Printing, installation, and removal by Levy/VCC



Column Wrap Packages – Delegate Concourse

Highly visible branding within the primary circulation corridor of the Convention Level. Sponsors may choose between full or half wraps within bundled pillar groupings.

All packages include:

- Exclusive rights within the selected pillar grouping
- Space rental
- Printing, installation, and removal by Levy/VCC

Short Concourse Column Wraps (6 Pillars: P50–P56)

Located in the central short concourse area with consistent two-way traffic.

- Full Wrap – \$15,000 Half Wrap – \$9,000

Tall Concourse Column Wraps – Bundle Options (4 Pillars Each)

Located in the taller, high-ceiling concourse areas with strong sightlines and prominent architectural presence.

Bundle 1: Pillars P58–P61

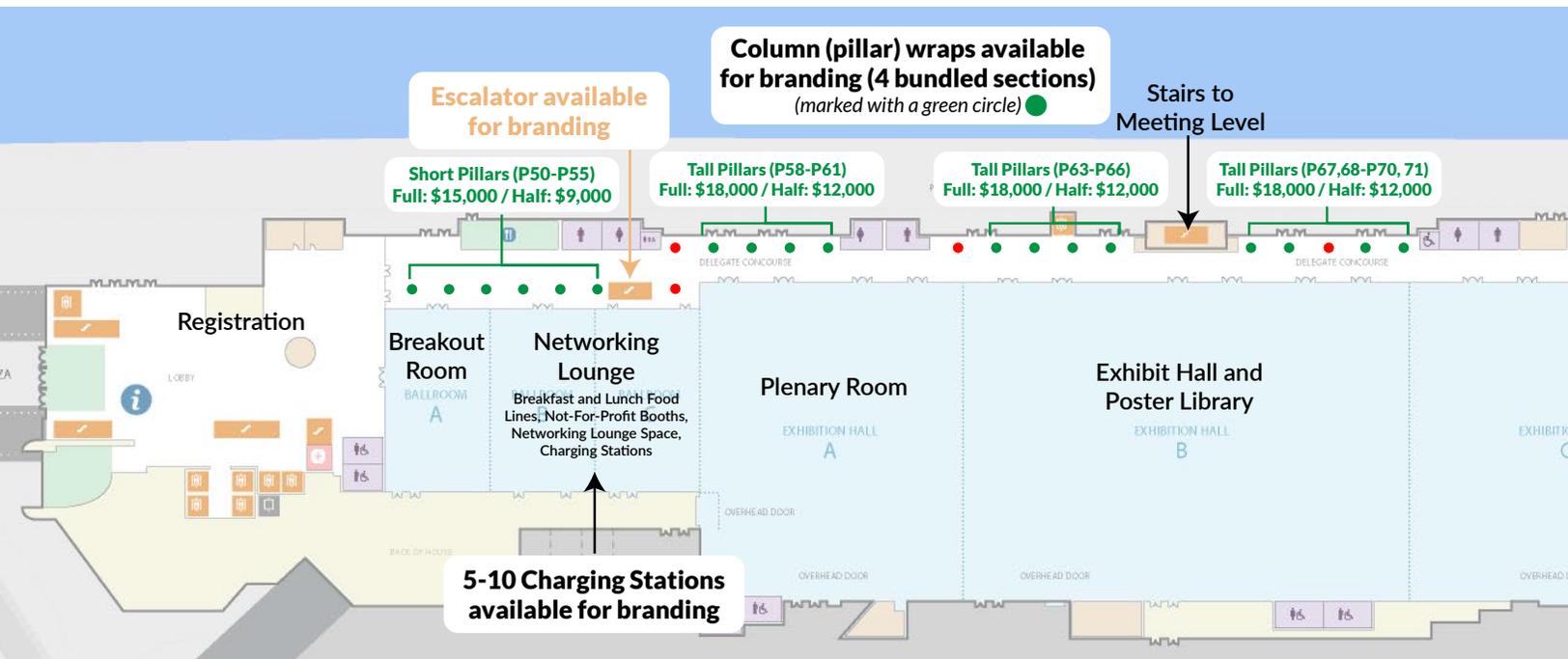
- Full Wrap – \$18,000 Half Wrap – \$12,000

Bundle 2: Pillars P63–P66

- Full Wrap – \$18,000 Half Wrap – \$12,000

Bundle 3: Pillars P67, P68, P70, P71

- Full Wrap – \$18,000 Half Wrap – \$12,000



Important Parameters

- These opportunities are exclusive to Platinum Sponsors
- First-confirmed, first-secured basis
- Subject to final approval by the Vancouver Convention Centre

Process & Next Steps

1. Confirm Your Selection: Once you've selected your preferred visibility package, notify the Congress team at office@nswoc.ca to confirm availability and secure your placement.
2. Introduction to the Venue & Production Team: Following confirmation, we will connect you with Levy to prepare the graphics.
3. Artwork & Specifications
 - You will provide final print-ready artwork directly to Levy
 - Levy will supply exact measurements, dimensions, and technical requirements
 - Placement locations will be coordinated in collaboration with Levy, and approved by VCC
4. Installation & Removal
 - All installation and removal of signage will be managed by Levy in accordance with their timelines and policies.