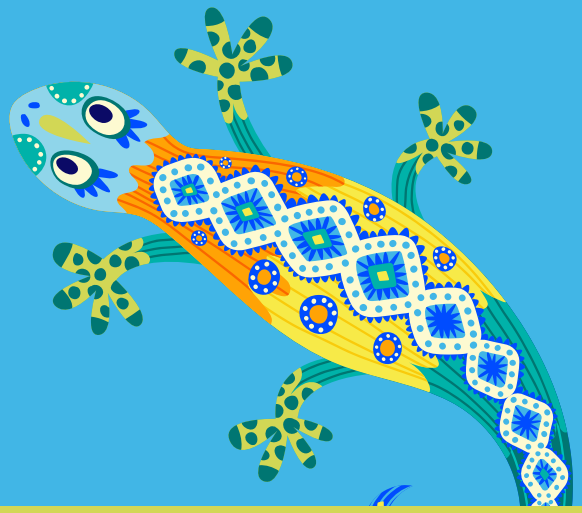
World Physiotherapy Congress 2027

GUADALAJARA

14-16 May 2027



PARTNERSHIP AND EXHIBITION PROSPECTUS

World Physiotherapy

World Physiotherapy is the operating name of World Confederation for Physical Therapy, a registered charity in the UK (234307)

Hosted by:

Colegio Nacional de Fisioterapia y Terapia Física A.C.

AMEFI National College of Physiotherapy and Physical Therapy has been a member of World Physiotherapy since 1970 and is part of our South America region

https://wp2027.world.physio/

Version 3

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World Physiotherapy Congress2027

GLOBAL INNOVATIONS IN PHYSIOTHERAPY: SHAPING THE FUTURE TOGETHER

Founded in 1951, World Physiotherapy is the **sole international voice for physiotherapy**, representing more than **600,000 physiotherapists worldwide** through its **129 member organisations**.

World Physiotherapy operates as a non-profit organisation and is registered as a charity in the UK.

Our vision is to ensure everyone has **universal access to quality physiotherapy services** where and when needed. Our purpose is to **represent physiotherapy across the globe**, advancing our profession and advocating access for all, to improve health and wellbeing.

As the international voice of physiotherapy our values are:

Connecting
We bring our community together through our member organisations, regions, specialty groups, and the wider physiotherapy profession.

Belonging
We recognise and embrace the diversity in our community and our actions create a sense of belonging.

Empowering
We support our member organisations, regions, and specialty groups to work in the service of others and create lasting change and impact.

Collaborating
We partner with our member organisations, regions, specialty groups, and other stakeholders who share our values and objectives.

Message from the World Physiotherapy president



In May 2027 World Physiotherapy will hold its congress in Guadalajara, Mexico. This will be our 23rd congress, and the first time our flagship event has been held in Latin America.

The congress always attracts an international audience of highly motivated participants seeking the latest in research, practice, and education, as well as products and services.

It will be wonderful to welcome congress participants from around the world to Guadalajara. Holding our congress in Mexico continues our commitment to reach and build physiotherapy communities across the world.

Your participation plays a vital role in our efforts to deliver a high quality congress to the global physiotherapy community.

We look forward to seeing you at the World Physiotherapy Congress 2027.

Michel Landry
World Physiotherapy president

Hosting the congress in Mexico opens doors to emerging markets across Latin America, where demand for physiotherapy services, education, and innovation in expanding. In 2027, our congress presents an opportunity for members of our 25 member organisations from across our North America Caribbean and South America regions to attend, as well as those from our Africa, Asian Western Pacific, and Europe regions.

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OUR AUDIENCE IN 2025 IN TOKYO

4,546 participants

111 countries/ territories represented

38 bursary recipients

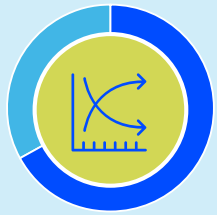
2,328 speakers

2,078 abstracts presented

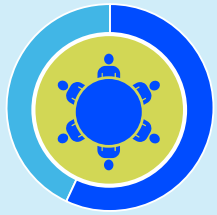
Primary role of participants

- **37%** clinician
- **21%** educator
- **9%** researcher
- **7%** manager
- **1%** policy maker
- **19%** other
- **6%** student

Top 3 reasons to attend



67% new knowledge



57% networking/ collaboration



41% heightened awareness of issues affecting the profession

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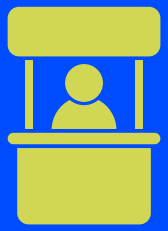
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OUR EXHIBITION IN 2025 IN TOKYO

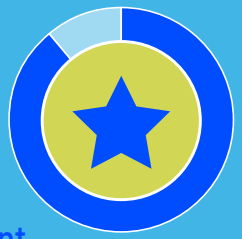
World Physiotherapy Congress2025
TOKYO | 東京 **EXHIBITION REPORT**

29-31 May 2025

76 exhibitors



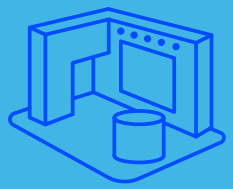
89% of respondents rated the overall standard of the congress as good or excellent



85% of respondents would consider exhibiting at another World Physiotherapy event



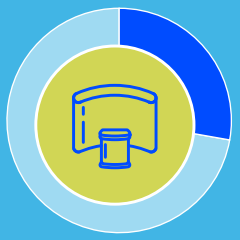
5,000 m^2 exhibition hall



81% of respondents said their meeting objectives had been met or exceeded expectations



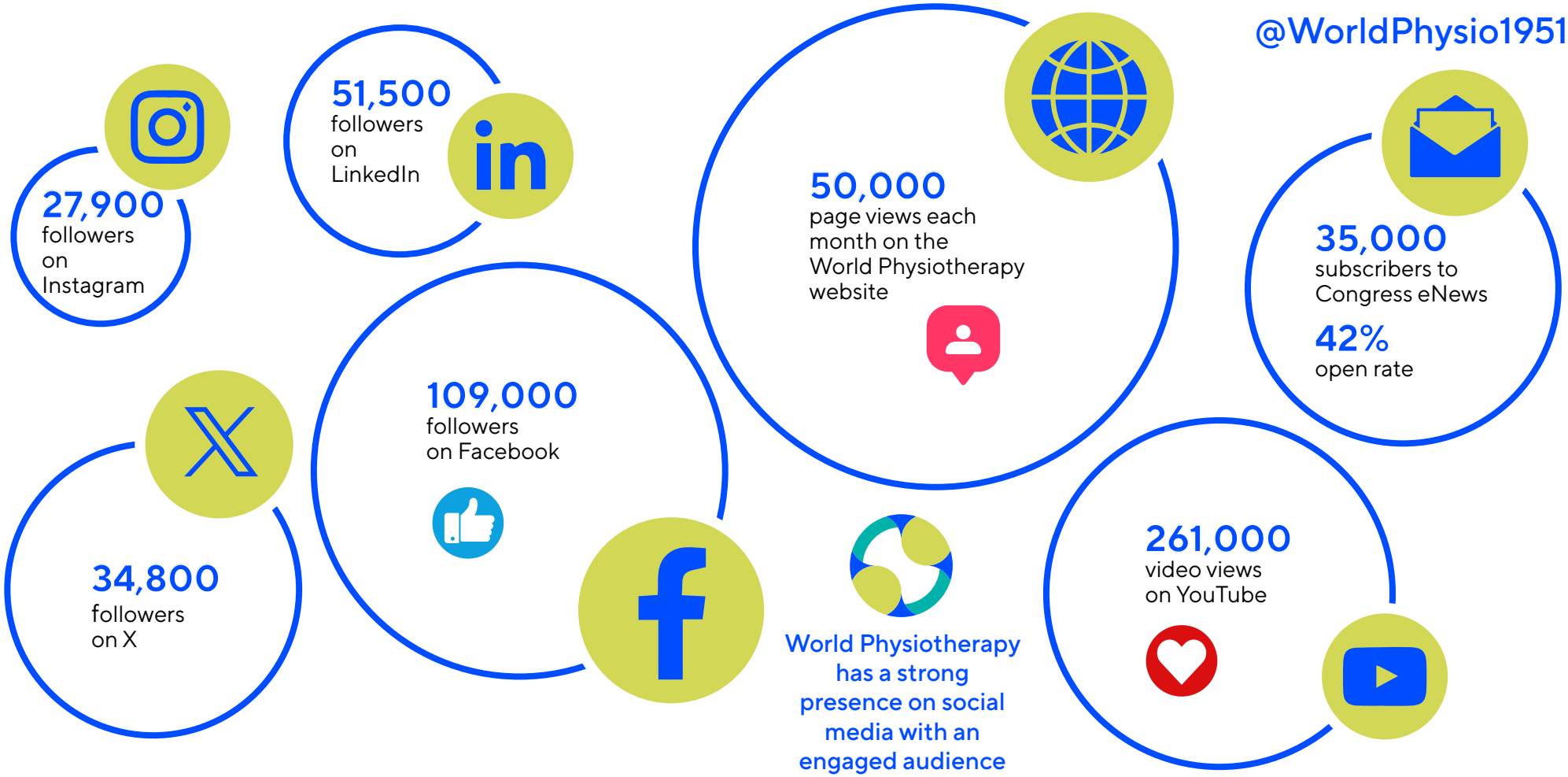
28% of respondents had previously exhibited at a World Physiotherapy congress



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CHAMPIONING SOCIAL MEDIA



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World Physiotherapy Congress2027

MAXIMISE YOUR PARTNERSHIP

Be part of the future of physiotherapy

The World Physiotherapy Congress 2027 in Guadalajara is more than an exhibition—it's a global meeting place where innovation meets expertise and business opportunities become lasting partnerships.

Showcase your innovations. Engage with the profession. Grow your international network.

Become a partner and make your brand visible on the world stage.

INNOVATION: Showcase your latest products and solutions. Present your newest technologies, products, and services to a global audience of physiotherapy professionals.

BUSINESS: Demonstrate your products and solutions to the entire profession. Take the floor in the demo area to have your products tested or book an industry workshop.

TRAINING: Highlight your training programmes, certifications, academic courses, or continuing professional development opportunities. Share your knowledge and strengthen your reputation as a trusted partner for professional development. Limited presentation slots are available in the industry workshop area.

GLOBAL NETWORKING: World Physiotherapy brings together participants from all over the world. Meet with decision makers, clinicians, managers, educators, researchers and students. Meet your international customers and prospects, generate new business opportunities, develop partnerships and engage directly with your target audience.

Make your mark! World Physiotherapy will work with you to promote your content and design a partnership package that's right for you.

PROMOTE YOUR BRAND TO THE ENTIRE WORLD PHYSIOTHERAPY COMMUNITY

Maximise your exposure with:

- exclusive communication opportunities
- sponsored email campaigns to targeted audiences
- sponsored digital communications
- social media posts featuring your innovations
- product launch announcements in the congress app
- website and newsletter visibility
- digital advertising opportunities before, during, and after the congress





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CONNECT • INNOVATE • GROW

Why exhibit?

- Showcase your products and solutions to an international audience.
- Generate qualified leads and strengthen your sales pipeline.
- Meet decision-makers, clinicians, educators, researchers, managers, and students.
- Launch new products and collect real-time feedback.
- Increase brand visibility before, during, and after the congress.
- Build long-term relationships with distributors, partners, and customers.
- Your stand is more than an exhibition space—it is your business hub for the global physiotherapy community.





Why book an industry workshop or live demo slot?

Educate. Demonstrate. Engage.

- Take the stage and connect directly with participants through dedicated industry sessions. Whether you are launching an innovation, showcasing a product, or promoting an educational programme, these interactive sessions provide the perfect platform to inspire and engage healthcare professionals from around the world.
- Present your latest innovations.
- Demonstrate products in a dynamic live environment.
- Share clinical applications and best practices.
- Create hands-on experiences by inviting participants to test and interact with your products.
- Promote your academic programmes, certifications, and professional training courses to an international audience.
- Share your expertise and position your company as a trusted partner.

** Limited presentation slots are available to ensure maximum visibility **

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CUSTOMISING YOUR PARTNERSHIP

Tailored partnership opportunities

Everything we do is customised.

We want to create something just for you, designed to help you achieve your goals. We want to hear your ideas and what you want to achieve with your participation at congress. We can then discuss these to build something just for you and your budget.

Supporting you every step of the way.

Elevate to major partner status

Exhibitors/partners have the opportunity to upgrade their visibility and evolve into a major partner of World Physiotherapy Congress 2027.

- Enhanced recognition.
- Maximum exposure.
- Premium positioning within World Physiotherapy congress audience and community.

Partnership levels

Platinum partner:	$50,000 USD
Gold partner:	$30,000 USD
Silver partner:	$20,000 USD
Bronze partner:	$12,000 USD

Ways we can work together



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EXHIBITION SPACE

Exhibit space cost

Fully equipped 9sqm booth*	includes 2 exhibit passes	**$5,000 USD**
Fully equipped 12sqm booth*	includes 3 exhibit passes	**$6,800 USD**
Fully equipped 18sqm booth*	includes 4 exhibit passes	**$10,500 USD**
Space only from 18sqm**	includes 4 exhibit passes	**$8,300 USD**
Lead retrieval access for all booth representatives		**$150 USD**
Additional exhibit passes		**$200 USD**

*Exhibition booths will be allocated on a first-come first-serve basis, with partners having priority over exhibitors.

** If you wish to book a larger space, please contact us today to discuss your requirements. Additional 9sqm increments above 18sqm are charged at $4,100 USD for space only stands.

What's included

Each standard 3m x 3m shell scheme stand will include the following:

- 1 table, 2 chairs, and 1 bin
- White wall panels
- Carpet
- Fascia board with company name and booth number
- 3 LED spotlights
- 1 main power supply*
- Included in exhibitor listing on event website and app

* Additional electricity/power supply can be purchased when the exhibitor manual becomes available.



Illustration only and may not be an exact representation of your actual stand

All prices exclude VAT

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NEW APP FEATURES FOR EXHIBITORS

What's included

As an exhibitor you will have the opportunity to create and personalise your own page on the event app, increasing your reach and maximising your visibility to registered participants, before and after congress. Use the space to highlight your latest innovations and services with the following options:

- embed a video (mp4) to play on the page
- build a resources section and upload links highlighting the items you most wish to draw attention to
- link to your industry workshop or demo
- link to floor plan of exhibition hall showing your booth position
- company logo
- company description (max 100 words)
- link to company website
- contact details

Exhibitor pages on the event app are available to all registered participants.

In addition, all exhibitors will also appear within the exhibitor listing on the event website.



Illustration only and may not be an exact representation of your presence in the app

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STARTUP ZONE

Startup zone — $1500 USD

Are you a startup* in physiotherapy? Designed for emerging companies and disruptive technologies, the Startup Zone offers an exclusive platform.

Use this amazing opportunity to introduce your company to the global physiotherapy community and companies that could become your future partners:

- introduce innovative products and digital solutions
- gain visibility among international healthcare professionals
- connect with investors, partners, and distributors
- receive direct feedback from potential users
- build credibility within the global physiotherapy ecosystem

Spaces in the startup zone are open to newly created companies displaying a creative and engaging use of technology and an innovative delivery model to improve physiotherapy. A number of companies will be selected, through an application process, to participate in the startup zone.

To include:

- 4sqm space
- 1 high table and 2 stools
- 1 exhibitor pass
- company included in exhibitor listing on event app and website

*Definition of a startup: company less than five years old; has fewer than ten employees; and is in the interest of the physiotherapy community.
Please complete the start-up application form.

All prices exclude VAT

This is an illustration only and may not be an exact representation of the startup zone



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ACADEMIC PAVILION

Career and academic pavilion

9sqm: $3000 USD
4sqm: $1500 USD

The career and academic pavilion offers universities, academic institutions, and private education providers a unique opportunity to showcase their education programmes, engage directly with students and professionals, and build meaningful connections with an international audience attending the congress.

The pavilion offers:

- a dedicated exhibition space within a high-traffic networking area
- visibility among students, early-career professionals, researchers, and continuing education providers
- opportunities to present academic programmes, certifications, specialisations, and career pathways
- enhanced brand exposure on the floorplan

Benefits include:

- generate high-quality student and professional leads
- promote postgraduate and specialised programmes internationally
- recruit future students and healthcare talent
- position your institution as a leader in physiotherapy education and innovation
- build relationships with the global physiotherapy community

All prices exclude VAT



Pre-booked meetings tool in congress app

Participating institutions will benefit from access to a pre-scheduled meetings system, allowing attendees to book one-to-one appointments in advance with:

- university representatives
- admissions teams
- career advisors
- programme directors

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PARTNERSHIP OPPORTUNITIES

Industry workshops - reduced price!

$4,000 USD
$5,500 USD

Take the opportunity to deliver a 25-minute/45-minute presentation during break and lunchtimes to showcase your latest research and products.

Situated at the heart of the exhibition hall, this open-plan workshop space will ensure maximum visibility for up to 70 participants. Each industry workshop will receive one push notification and be included in the final programme. Lead retrieval is included to enable post workshop follow-up with attendees.

25-minute academic presentation **$2,000 USD**

All prices exclude VAT



Why book an industry workshop or demo?

Whether you are launching an innovation, showcasing a product, or promoting an educational programme, these interactive sessions provide the perfect platform to inspire and engage healthcare professionals from around the world.

Your opportunity to:

- present your latest innovations and highlight their unique value
- demonstrate your products and solutions in a dynamic, live environment
- showcase clinical applications, evidence-based practices, and real-world case studies
- create hands-on experiences by inviting participants to test and interact with your products
- promote your academic programmes, certifications, and professional training courses to an international audience
- share your expertise and position your company as a trusted partner
- generate qualified leads through direct interaction with decision-makers, clinicians, educators, researchers, and students
- turn your presentation into an experience that informs, engages, and creates lasting connections with the global physiotherapy community

Achieve higher visibility

Increase visibility through a short in-session video featuring your company, presenting your organisation and announcing the schedule of your presentation or demo.

Possibility to purchase additional push notifications.

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PARTNERSHIP OPPORTUNITIES

Demonstrations in the exercise and wellbeing zone or demo zone — $1,500 USD

This is a unique opportunity to showcase your products in a fun and interactive environment.

All class/demonstration formats are welcome, such as pilates, yoga, core stability, mobility, balance training, or back health.

Audio only, no video equipment will be included.

Each demonstration and classes will be scheduled for 30 minutes.

** Possibility to book multiple presentations/demonstrations **

All prices exclude VAT





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PARTNERSHIP OPPORTUNITIES

Bursary programme - new recognition

from $100 USD

Support global participation and help make a lasting impact.

Become a partner of the World Physiotherapy bursary programme and help talented physiotherapists, researchers, and students from low and lower-middle income countries/territories attend the congress.

By supporting the bursary programme you will help make a lasting impact for a physiotherapist and create a legacy in their country/territory, helping advance the role and practice of physiotherapy to improve the health of global populations.

Benefits for partners include:

- mention of your support and the name of your company on congress website
- your logo in the congress app
- special mention during the opening and closing sessions
- dedicated LinkedIn post to all World Physiotherapy followers before and after the congress
- mention of your support in the Congress eNews after the congress

Gain higher recognition

Increase visibility through a short in-session video featuring your company, presenting your organisation and explaining why you are a bursary programme partner.

Video in session

$2,000 USD

A unique opportunity to have your video played at the start of each session.

A unique opportunity to have your video played at the start of sessions.

Your video (max 30 seconds) will be shown before the start of a session, including focused symposia, platform abstracts, and seminars. You will also receive partner recognition across the event website and app.

This opportunity is limited to a maximum of three organisations.

Congress app partner - exclusive!

$3,500 USD

The congress app will be the tool all congress participants will use to build their individual programmes and access all congress content.

As the exclusive congress app partner, your logo/advert will appear on the app splash screen during the onsite event days.

You will also receive partner recognition across the event website, app and in the final programme, as well as one push notification per congress day.

Note: World Physiotherapy will select and configure the congress app.

Push notifications in congress app

$500 USD

Send a branded message directly to all event app users, promoting your exhibition booth or special offer.

A powerful way to increase visibility, drive engagement, and generate traffic at key moments during the event. Limited availability.

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REGISTRATION PARTNERSHIP OPPORTUNITIES

Participant lanyard partner

Exclusive **$3,500 USD**

Multiple sponsors (limited to 3) **$1,500 USD**

See your brand on approximately 3,000 lanyards, increasing your company's brand recognition each time participants interact with one another.

Lanyard partner benefits include:

- company name, logo or website on lanyards (single colour), will alternate with World Physiotherapy logo
- recognition across the event website and app

Note: the congress organisers will make all arrangements for lanyards.



Registration partner offers

Your banner above the registration desk **$POA USD**



Graphic measures
43.08 (wide) x
1.03 m 3 (high)

Visibility on all registration confirmation – exclusive **$3,000 USD**

Increase your brand exposure before congress with your logo or banner advertisement appearing on the registration landing page and in the footer of all registration confirmation emails.

You will also receive partner recognition across the event website and app, plus your logo will feature on the registration banner alongside signposting to your booth number.

We can offer packages at a special price!

Registration package partner including banner + advertisement on all registration email confirmations

OR

Registration package partnership including banner + logo on lanyards

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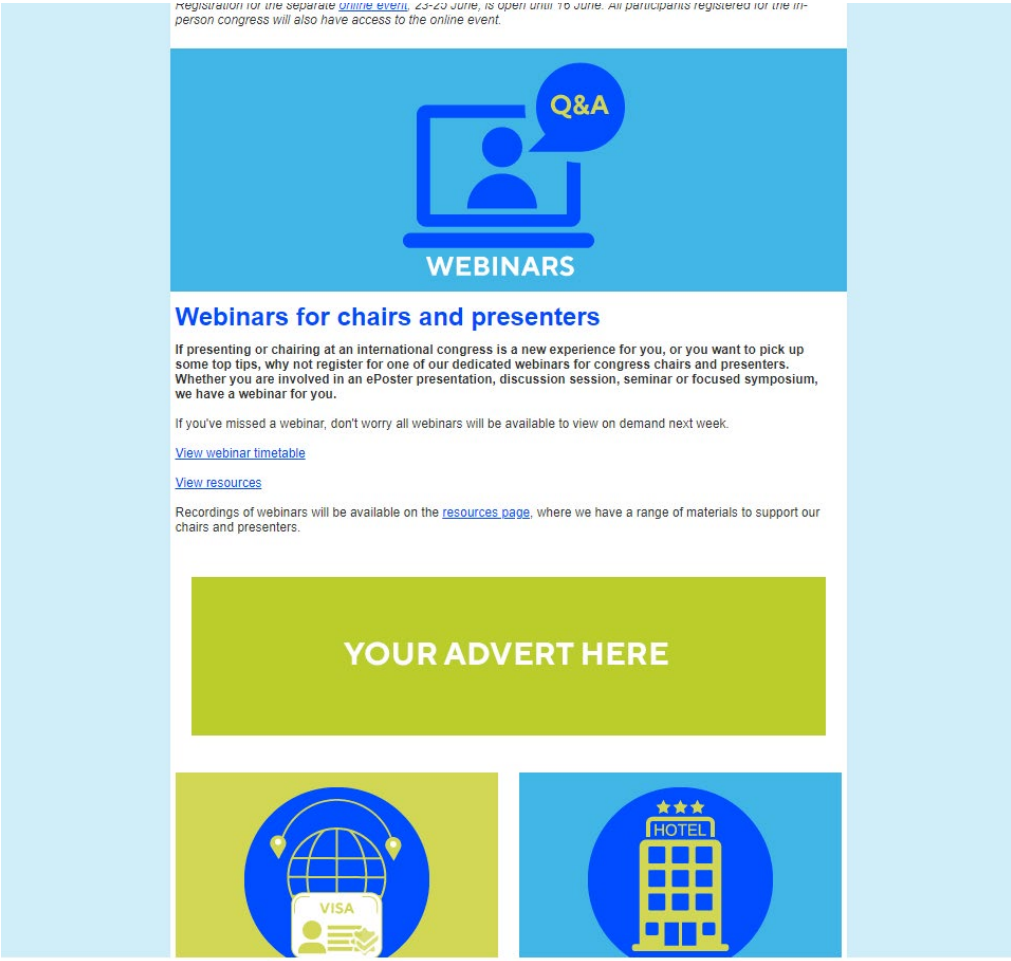
COMMUNICATION & ENGAGEMENT OPPORTUNITIES

Reach the right audience at the right time and maximise your campaign impact

Extend your visibility beyond your exhibition stand with new targeted communication solutions designed to engage the World Physiotherapy community before, during, and after the congress.

- Targeted email campaign to registered participants: **$1,000 USD** per campaign (limited to 3).
- Sponsored articles, expert interviews, innovation highlights published on the congress website: **$2,500 USD** (limited to 3).
- Dedicated industry highlights in newsletters and social media (limited):
  - One sponsored LinkedIn post before the congress: **$1,500 USD**
  - One Instagram or LinkedIn reel featuring innovation, demonstrations republished on World Physiotherapy social networks: **$1,500 USD**
- Advert in Congress eNews before and after the congress: **$600 USD** (one before, one after).
- Push notifications during the congress to all participants: **$500 USD** (limited numbers).

All prices exclude VAT



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SIGNAGE AND BRANDING OPPORTUNITIES

Main entrance branding: escalator graphics



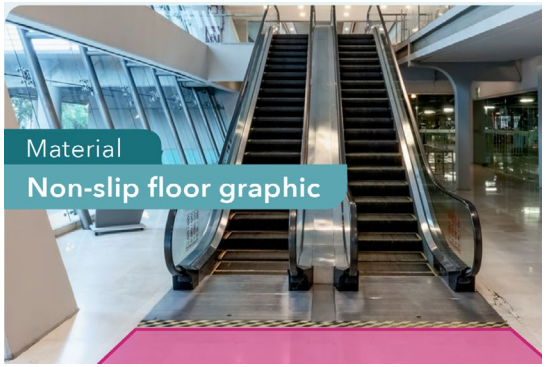
Lobby 6 escalator

single side **$1,200 USD**

4 side package **$4,000 USD**

Own the welcome experience. Entrance branding provides unrivalled visibility at the highest traffic locations of the congress, positioning your organisation front and centre from the moment attendees arrive.

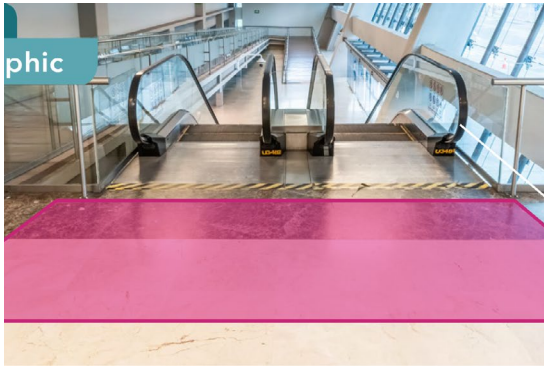
Each banner measures
7000mm (wide) x 640mm (high)



Lobby 6 escalator floor graphic

$800 USD

Graphic measures
3000mm (wide) x 1800mm (high)

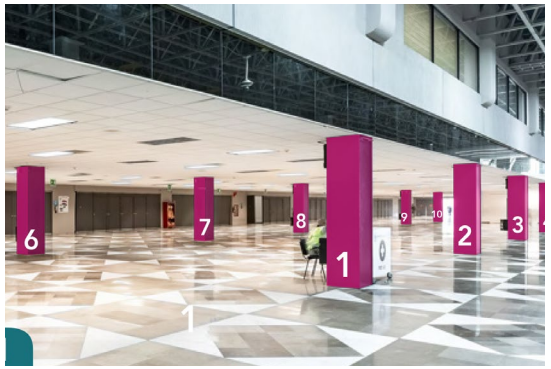


Lobby 7 escalator floor graphic

$1,000 USD

(Also possible in Jalisco)

Each graphic measures
640mm (wide) x 2750mm (high)



Exhibition Hall / Lobby 4 columns branding

$800 USD

Located between the scientific session rooms and exhibition hall. All attendees will pass through this lobby.

Graphic measures
3000mm (wide) x 1800mm (high)

All prices exclude VAT

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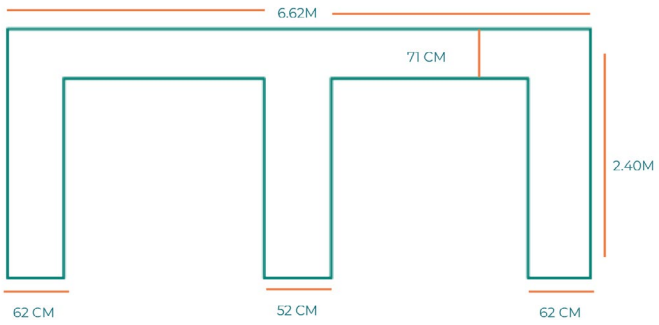
SIGNAGE AND BRANDING OPPORTUNITIES

Your logo and stand number featured on the official congress entrance archway signage

Interior arch $500 USD per arch

Limited to two

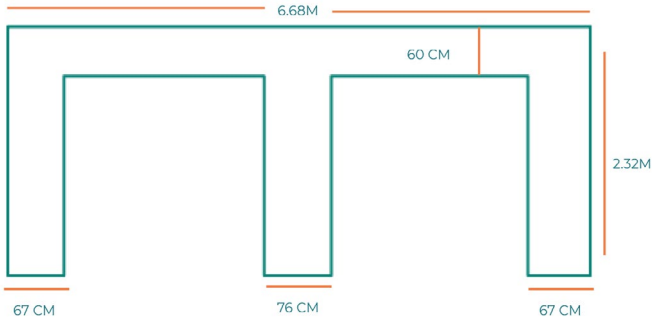




Exterior arch $500 USD per arch

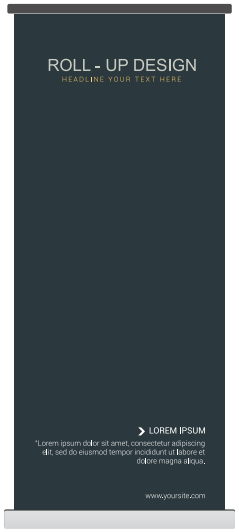
Limited to two





Banner $600 USD

Self-standing banner positioned in the corridor outside the meeting rooms, featuring your branding to ensure maximum visibility and high-impact exposure for delegates throughout the event.



Graphic measures 800mm (wide) x 2000mm (high)

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OTHER PARTNERSHIP OPPORTUNITIES

Coffee cart partner — $POA USD

Create a memorable experience by sponsoring a branded coffee cart serving freshly brewed beverages throughout the conference.

Your logo will be prominently displayed on the cart, cups, and signage, offering continuous visibility and engagement during networking breaks.

Fresh juice station partner — $POA USD

Promote health and wellbeing with a branded fresh juice station offering delegates a refreshing break.

This partnership provides high visibility in a relaxed environment while reinforcing your commitment to healthy living and innovation.

Hydration station partner — $POA USD

Support sustainability and delegate wellbeing by sponsoring a branded hydration station.

Your company will be recognized throughout the event as delegates refill their bottles and stay refreshed between sessions.

ePosters partner

per ePoster area — **$ 1,000 USD**

all 4 areas — **$3,000 USD**

Position your brand at the heart of scientific exchange by sponsoring the ePoster areas.

With four ePoster areas located in the exhibition hall, this is a high visibility opportunity. Branded digital displays will be shown on screens in between presentations, as well as partner recognition on the congress website and app.



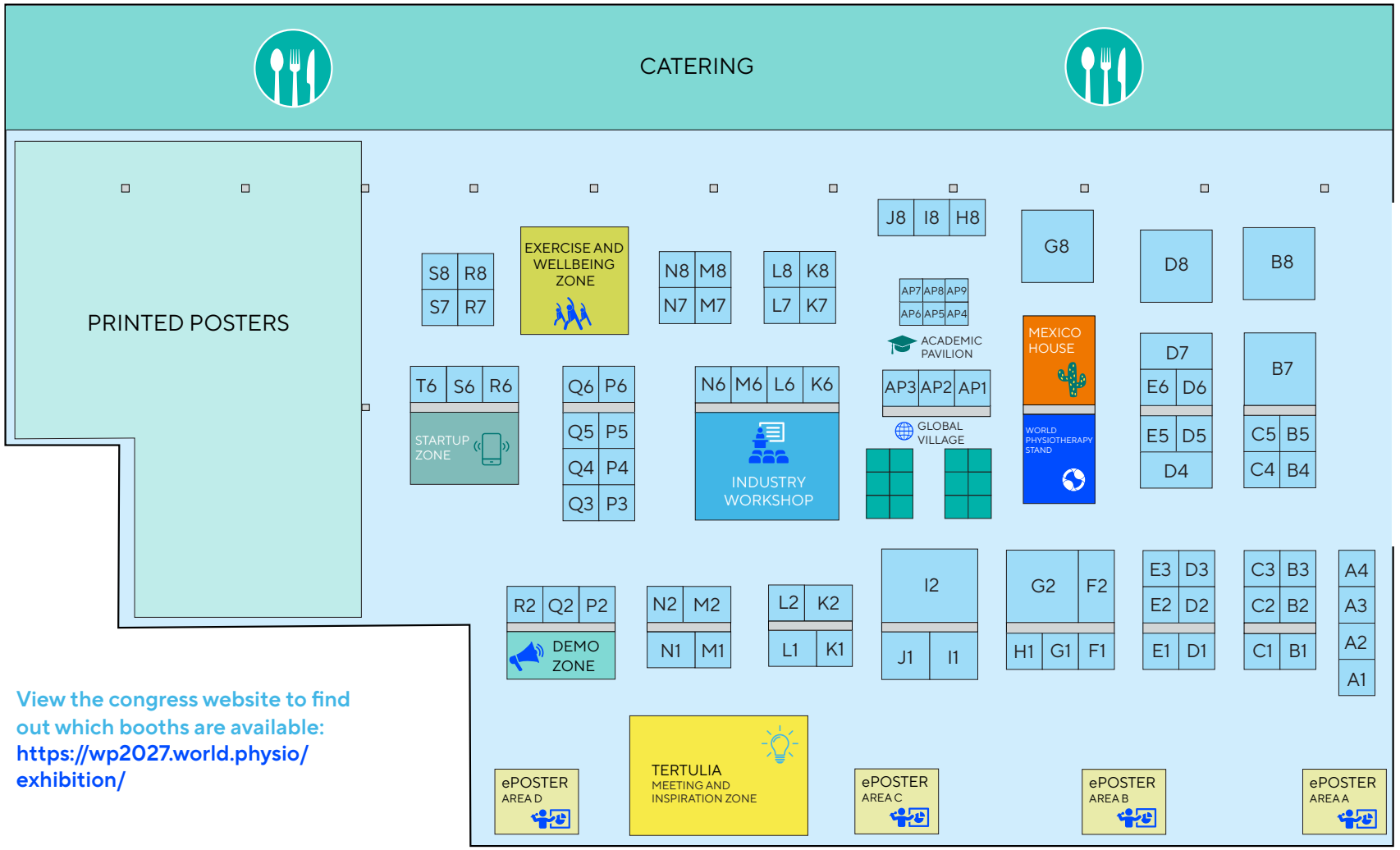
Contact us to discuss these and other opportunities

Guilene Valette
Partnership and exhibition manager
E exhibition@world.physio
T +33 7 87 78 02 35

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World Physiotherapy Congress2027

EXHIBITION FLOOR PLAN



View the congress website to find out which booths are available: https://wp2027.world.physio/exhibition/

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KEY CONGRESS INFORMATION

AUG 2026



Registration opens

AUG 2026



Preliminary programme announced

JAN 2027



Abstract outcomes



Programme snapshot

Friday 14 May 2027
Opening session
Scientific programme sessions
Exhibition
Welcome reception (in exhibition hall)

Saturday 15 May 2027
Scientific programme sessions
Exhibition
World Physiotherapy awards
Fiesta night

Sunday 16 May 2027
Scientific programme sessions
Exhibition
Closing session

Exhibition build/tear down

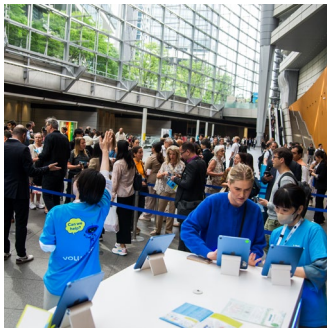
Wednesday 12 May 2027
Build: custom built stands (contractors only)

Thursday 13 May 2027
Build: custom built stands and shell scheme

Sunday 16 May 2027
15:45 - 22:00: tear down

Congress venue

Expo Guadalajara
Av. Mariano Otero #1499 Col. Verde Valle, Guadalajara, Jalisco, México
https://expoguadalajara.mx/







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AMTI
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APDM Wearable Technologies
AposTherapy Centre
Aspetar - Orthopaedic and Sports Medicine Hospital
Axomove SAS
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carenovo
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Curtin University, School of Physiotherapy and Exercise Science
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EMS Electro Medical Systems
EMS Physio Ltd
Enraf-Nonius BV
Escuela de Osteopatía de Madrid
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Fascial Mainpulation
FASCIQ
FootBalance
Foot Science International
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Fourmed Medical Supplies
FSWY Tech-Development Pte Ltd
Galileo Novotec Medical GmbH
Game Ready
Georg Thieme Verlag KG
GHiWell Co., Ltd
GLAB Ltd
GoldenAll
Gondola Medical Technologies SA
g.tec medical engineering
Guangzhou Longest Science & Technology Co Ltd
GYMNA
h/p/cosmos sports & medical GmbH
Haider Bioswing GmbH
HawkGrips
Healables Digital Health/ElectroGear
HESS Medizintechnik AG
HiTech Therapy
Hiwin Singapore Pte Ltd
Hocoma
HOMER ION Laboratory Co., Ltd
Humanity and Inclusion
HUR
HUR Labs
IBRAMED
InBody Co., Ltd
Indego
INDIBA activ
Inter Reha Co Ltd
International Committee of the Red Cross
Iskra Medical d.o.o
ITO Co Ltd
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K-Taping Academy GmbH
Kinetec SAS
KinoCare
Kiso ehf
Kobus Tech SAS
Lode B.V.
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Rehab Essentials
Rehabtronics
Rehasys AG | RECK MOTOmed
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Rhyzotherm
RoboCT Group
Runeasi — running quality
Saebo, Inc
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Sanctuary Health SDN BHD
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Wolters Kluwer Wolters
World Health Organization (WHO)
Zahrawi Group
zebris Medical GmbH
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Zurich University of Applied Sciences, School of Health Professions

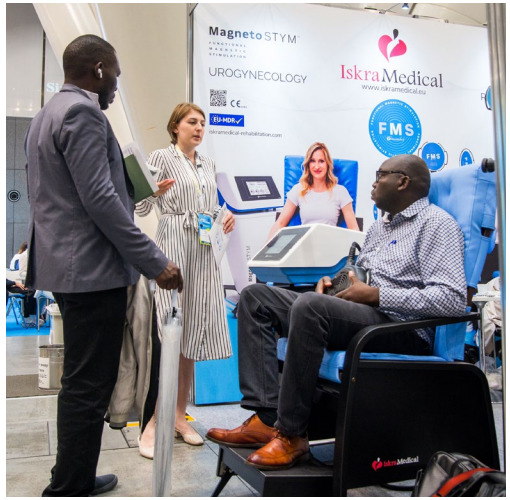
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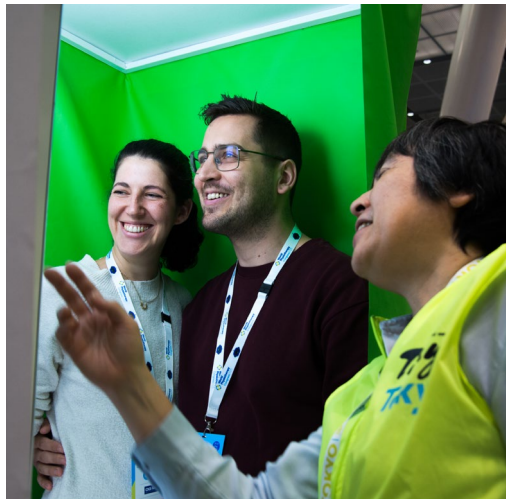
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World Physiotherapy Congress2027



Join us in Guadalajara for the largest international physiotherapy congress in 2027











Get in touch and find out ways we can work together

Guilene Valette

Partnership and exhibition manager

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