WCA 2028 EDINBURGH SCOTLAND

ISA World Congress of Audiology | 23–26 April

38th WORLD CONGRESS OF AUDIOLOGY

SPONSORSHIP & EXHIBITOR PROSPECTUS



Where global audiology will shape the future of hearing health

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Welcome to WCA 2028

On behalf of the WCA 2028 organising committee, we are delighted you are considering sponsoring or exhibiting at the 38th Annual World Congress of Audiology taking place in Edinburgh, Scotland, from 23-26 April 2028

Bringing together global leaders, clinicians, researchers, educators and innovators, the congress will provide an inspiring international platform to explore the future of hearing health across the lifespan. Hosted in one of the world's great academic and cultural capitals, WCA 2028 will be led by Professor Kevin Munro, Congress President, and Dr Saima Rajasingam, Congress Vice President, and organised by the British Academy of Audiology.

Edinburgh is a global innovation hub for science, business, education, medicine and the arts, providing an exceptional setting for international collaboration and knowledge exchange. As one of the UK's most connected cities, Edinburgh welcomes delegates from across the globe with direct flights to over 150 destinations in more than 40 countries, all just 25 minutes from the city centre — making it an inspiring and effortlessly accessible destination for international congresses.

We look forward to welcoming you to Edinburgh and building a partnership that meets your objectives.

Welcome from the President of the British Academy of Audiology

On behalf of the British Academy of Audiology (BAA), I am delighted to invite you to join us as a sponsor or exhibitor at the World Congress of Audiology 2028 (WCA 2028), taking place in the beautiful city of Edinburgh, Scotland, in April 2028.

This is the first time since 1968 that the UK has had the honour of hosting this prestigious international congress, marking an exciting milestone for our organisation and the wider UK audiology community. In recognition of this unique opportunity, we will not be holding our usual BAA Annual Conference in 2027, instead bringing our expertise, experience and enthusiasm to delivering a truly memorable World Congress.

With over 1600 delegates anticipated from across the globe, WCA 2028 will bring together audiologists, researchers, clinicians, academics and industry leaders to share knowledge, explore innovation and discuss the latest developments shaping the future of hearing healthcare. We are particularly excited about the opportunity to unite our established UK audiology community with colleagues from Europe, North America and beyond.

Our sponsors and exhibitors have always been integral to the success of BAA conferences, and their continued support is something we greatly value.

WCA 2028 offers an exceptional opportunity to build on these relationships while reaching a significantly broader international audience. Whether showcasing new technologies, sharing expertise or developing valuable connections, we want our commercial partners to be at the heart of this global gathering.

We have developed a range of sponsorship and exhibition opportunities designed to deliver meaningful engagement, strong brand visibility and valuable opportunities to connect with the professionals and organisations driving our sector forward.

Our dedicated conference team is already working hard to create an outstanding scientific programme, a vibrant exhibition and a welcoming environment that encourages collaboration and the exchange of ideas, all set against the wonderful backdrop of Edinburgh.

We would be delighted to have you join us as a valued partner of WCA 2028 and to work together to make this landmark event a resounding success.

Thank you for your continued support of the audiology community.

I look forward to welcoming you to Edinburgh in April 2028.



Dr Saima Rajasingam
President
British Academy of Audiology

About the World Congress of Audiology 2028

23–26 April 2028 | Edinburgh International Conference Centre | Edinburgh, Scotland

The WCA 2028 is a prestigious international gathering of the global audiology community, bringing together leading clinicians, researchers, academics, educators and industry professionals to advance knowledge, share innovation and shape the future of hearing healthcare.

Held every two years under the auspices of the International Society of Audiology (ISA), the congress provides a unique platform for international collaboration, scientific exchange and the exploration of emerging technologies, research and best practices in hearing health.

Under the theme "Where global audiology will shape the future of hearing health", WCA 2028 will deliver a comprehensive scientific programme spanning the full spectrum of audiology, from prevention and early diagnosis through to rehabilitation, hearing technologies and lifelong hearing care.

The congress will feature keynote presentations, scientific sessions, research presentations, workshops and an international exhibition, providing opportunities for delegates and industry partners to connect, exchange knowledge and explore the innovations transforming hearing healthcare.

With over 1,600 attendees expected from across the globe, WCA 2028 is set to be a major international event for the audiology profession, connecting established industry leaders with emerging researchers, clinicians and the next generation of hearing healthcare professionals. Hosted at the Edinburgh International Conference Centre (EICC), in the heart of Scotland's historic capital, the congress will combine world-class scientific discussion with valuable networking opportunities and the opportunity to experience one of Europe's most distinctive cultural destinations.

For sponsors and exhibitors, WCA 2028 offers an exceptional platform to engage with an influential international audience, showcase products and services, strengthen relationships and contribute to the advancement of hearing healthcare worldwide.

38th World Congress of Audiology - WCA 2028

Dates	23-26 April 2028
Venue	Edinburgh International Conference Centre (EICC), Edinburgh, Scotland
Expected Attendance	1,600+ attendees
Audience	Global audiology, hearing-care, research and industry community
Programme	To include international keynotes, workshops, scientific symposia, oral and poster presentations, global virtual classroom and networking opportunities

An Inspiring International Programme

WCA 2028 will deliver a dynamic four-day scientific and social programme, bringing together leading international experts, clinicians, researchers, educators and industry innovators to explore the future of hearing health.

The programme will explore six key themes: Innovation & Technology, Quality & Outcomes, Global & Public Health, Future Practice, Clinical Excellence and Lived Experience, reflecting the full breadth of modern audiology and its impact on hearing healthcare worldwide.

Alongside the scientific programme, a vibrant international exhibition will provide a valuable platform for sponsors and exhibitors to showcase their latest technologies, products and services, engage with influential decision-makers and build relationships across the global audiology community.

A programme of networking and social activities will further encourage collaboration, knowledge sharing and lasting international connections.

1. Innovation & Technology
Artificial intelligence in audiology, big data, implantable devices and self-fitting h earing technologies.

2. Quality & Outcomes
Meaningful outcome measures, real-world impact, value-based hearing healthcare and benchmarking across services.

3. Global & Public Health
Hearing loss prevention, epidemiology, World Health Organization priorities, underserved communities and hearing health alongside other conditions.

4. Future Practice
Tele-audiology, evolving service delivery models and translating research into everyday clinical practice.

5. Clinical Excellence
Hearing loss, tinnitus, vestibular care, auditory rehabilitation and hearing healthcare throughout life.

6. Lived Experience
Involving people with hearing difficulties as active partners in research, education, clinical practice and service design.

An Inspiring International Location

A global congress in an exceptional European destination steeped in history, culture and breathtaking scenery, Edinburgh provides a spectacular setting for the 38th World Congress of Audiology in April 2028.

Scotland's capital is renowned for its iconic castle, historic Old Town, elegant Georgian architecture and vibrant cultural scene, offering international delegates a truly memorable experience.

With excellent transport connections, a wide range of accommodation and a reputation for world-class hospitality, Edinburgh is an ideal destination for bringing together the global audiology community.

The congress will take place at the Edinburgh International Conference Centre (EICC), a modern, purpose-built venue conveniently located in the heart of the city, within easy reach of Edinburgh's many attractions, restaurants and hotels.



Why Sponsor WCA 2028?

WCA offers direct access to a concentrated, international community of professionals working across hearing science, clinical audiology, technology, rehabilitation, public health and research. Edinburgh provides an opportunity to build on the international reach demonstrated in Seoul while attracting a larger European and North American audience.

1,600+ WCA 2028 attendance target	**80+** Countries represented at WCA 2026 Seoul	**1,524** Total attendance at WCA 2026 Seoul
400+ Free-paper abstracts expected	**265+** Workshop participants expected	**445** Congress dinner participants at WCA 2026 Seoul

Who Attends?

- Audiologists and clinical scientists
- ENT / otology and auditory implant professionals
- Researchers, academics and educators
- Hearing-aid, implant and diagnostic technology specialists
- Students and early-career professionals
- Public-health, rehabilitation and service leaders
- International manufacturers, innovators and commercial partners

Proven International Audience

WCA 2026 Seoul recorded 1,489 core registrations plus 35 accompanying persons.

The audience included 395 registrations from Korea and strong international representation including Australia (155), USA (90), UK (56), Japan (53), China (51), Canada (48) and France (44). WCA 2028 will build on this global reach with a target of 1,600+ attendees.

Source: WCA 2026 Seoul Reference Numbers, dated 2 October 2026. 2028 figures are targets and subject to change.
With WCA 2028 returning to Europe and the Northern Hemisphere, we expect more attendance from the USA and European countries.

Marketing

Following on from the success of WCA 2026 and our locally hosted BAA Annual conference, we will implement an international marketing campaign to target and drive registrations across the global marketing.

The campaign will include the following:

- Informative congress website to include long form content – blogs, white papers and scientific studies.
- Podcast and webinar series with keynote and invited speakers in the lead up to the 2028 congress.
- Targeted email campaign to all BAA members and BAA annual conference previous delegates with incentives to register early and to share content with colleagues and peers, as well as to other association membership of partner organisations globally.
- Targeted emails to all ISA members.
- Access to all affiliate societies of ISA for email distribution.
- Advertising in key audiology publications.
- Promotion through strategic partners in the UK.
- Targeted email campaign to previous attendees of the WCA 2024 and WCA 2026.
- Targeted campaign and partnership with key educational establishments to drive engagement in the global virtual classroom or with in-person attendance.
- Direct mail invitation to all audiology departments in England, Northern Ireland, Scotland and Wales.
- Use of social networks such as Facebook, Instagram, BlueSky, Threads, X and LinkedIn and content syndication published on industry and community relevant websites and publications globally, such as ENT & Audiology News.
- Viral marketing to members of other relevant associations globally.

Previous Sponsors & Exhibitors of the BAA Annual Conference & WCA 2026

A.T.Still University

Accessible Audiology

Advanced Bionics

AGS Noise Control

AIHHP

Aston University

Audio3

Audiology Cymru

BCIG

Brown & Brown

BSHAA

Cochlear

Cosium

DCL Hearing

Diomed Group

ENT News

Essilor Luxottica

GN Hearing

Guymark

Hearing Dogs

Hearlink

HIMSA

IAC Acoustics

Interacoustics

Kestrel

Leightons Opticians & Hearing Care

MED-EL

Minerva

Natus

NDCS

Neurotone

Opus Technologies

Oticon

Otoconsult

Otodynamics

Path medical

Phonak

Puretone

Quietstar

ReSound

RNID

Scrivens

Sheffmed

Signia

SK Chemicals

Sonova

Soundbyte Solutions

SoundLink

Specsavers

Starkey

Tinnisoothe

Tinnitus UK

todoc

UCL Ear Institute

UKAS

University of Central Lancashire

University of Manchester

Vivosonic

Widex

Partnership Packages at a Glance

Choose the level of partnership that best matches your objectives. Major partners receive exhibition presence, delegate access, scientific engagement and promotional visibility. Exhibition-only and bespoke opportunities are also available.

Benefit	Diamond 1 AVAILABLE	Platinum 2 AVAILABLE	Gold 4 AVAILABLE	Silver 8 AVAILABLE
Early Booking Price	£55,000	£40,000	£25,000	£15,000
Standard Price	£68,000	£50,000	£32,000	£18,500
Exhibition Space	36 sqm space only	24 sqm space only	18 sqm space only	9 sqm shell scheme
Exhibitor Badges	8	6	4	4
Full Registrations	6	4	2	2
Pre-Congress Workshop	✓	-	-	-
Sponsored Symposium	Headline	✓	Purchase option	Purchase option
Programme Advertising	Full page	Half page	Quarter page	Quarter page

Partnership Packages at a Glance

Choose the level of partnership that best matches your objectives. Major partners receive exhibition presence, delegate access, scientific engagement and promotional visibility. Exhibition-only and bespoke opportunities are also available.

Website / App Presence	**Diamond** Logo, URL, 250 Words & Banner Advert	**Platinum** Logo, URL, 250 Words & Banner Advert	**Gold** Logo, URL, 100 Words	**Silver** Logo, URL, 50 Words
Newsletter exposure	Premium	Enhanced	1	1
Social promotion	4	3	2	1
Social media kit	✓	✓	✓	✓
App push notifications	4	2	1	1
Stand selection priority	1st	2nd	3rd	Standard
Onsite signage and branding	Exclusive Diamond branding Thank you to our sponsors	Exclusive Platinum branding Thank you to our sponsors	Thank you to our sponsors	Thank you to our sponsors
Value-added benefit	Choose from: · Congress Dinner · Registration branding including lanyards and badges	Choose from: · President's Dinner · Welcome Reception	Choose from: · Barista coffee cart · Conference bag · Conference notebook & pen · Pick n mix	Choose from: · Refreshments break 1 · Refreshments break 2 · Refreshments break 3 · Refreshments break 4 · Charging Station · Water coolers · Lunch 1 · Lunch 2
Lead capture	2	2	1	1
Delegate bag insert	✓	✓	✓	✓

Early booking deadline: **23 April 2027**. Prices exclude VAT. Package benefits, room capacities, timings and availability are subject to final confirmation.

Diamond Partner

£55,000 + VAT early booking | £68,000 + VAT standard rate

The highest level of WCA 2028 partnership - designed for organisations seeking global visibility, scientific engagement and a major presence throughout the congress.

Your WCA 2028 Presence

Exhibition space	Exhibitor badges	Full registrations
36 sqm	8	6

Included benefits

- First priority exhibition location selection. Space only.
- Pre-Congress Workshop opportunity.
- Headline sponsored symposium within the WCA 2028 programme.
- Two (2) lead-capture devices.
- Premium company profile and logo presence across the WCA 2028 website and event app.
- Full-page advertisement in the final programme / digital programme.
- Premium e-newsletter exposure and four (4) social-media acknowledgements.
- Four (4) app push notifications.
- Recognition as a WCA 2028 Diamond Partner in sponsor acknowledgement areas and key congress communications.
- One (1) conference bag insert.
- Social media and marketing kit to promote partnership at the WCA 2028 event.

Choose one of the following value-added benefits:

- Official sponsor of the WCA 2028 Congress Dinner (Optional Value Add)
- Registration branding including delegate lanyards and badges (Optional Value Add)

All sponsored scientific content is subject to approval and scheduling by the WCA 2028 organising/scientific committees. Final inclusions and specifications are subject to contract.

Platinum Partner

£40,000 + VAT early booking | £50,000 + VAT standard rate

A high-impact partnership combining a substantial exhibition footprint with scientific engagement and enhanced visibility before and during WCA 2028.

Your WCA 2028 Presence

Exhibition space	Exhibitor badges	Full registrations
24 sqm	6	4

Included benefits

- Second priority exhibition location selection. Space only.
- Sponsored symposium within the WCA 2028 programme.
- Two (2) lead-capture devices.
- Company profile and logo presence across the WCA 2028 website and event app.
- Half-page advertisement in the final programme / digital programme.
- Enhanced e-newsletter exposure and three (3) social-media acknowledgements.
- Two (2) app push notifications.
- Recognition as a WCA 2028 Platinum Partner in sponsor acknowledgement areas and key congress communications.
- One (1) conference bag insert.
- Social media and marketing kit to promote partnership at the WCA 2028 event.

Choose one from the following value-added benefits:

- Official sponsor of the WCA 2028 Welcome Reception
- Official sponsor of the WCA 2028 President's Dinner

All sponsored scientific content is subject to approval and scheduling by the WCA 2028 organising/scientific committees. Final inclusions and specifications are subject to contract.

Gold Partner

£25,000 + VAT early booking | £32,000 + VAT standard rate

For organisations looking for a prominent exhibition presence and strong visibility across the international WCA community.

Your WCA 2028 Presence

Exhibition space	Exhibitor badges	Full registrations
18 sqm	4	2

Included benefits

- Third priority exhibition location selection. Space only.
- One (1) lead-capture device.
- Option to purchase a sponsored symposium, subject to availability.
- Company profile and logo presence across the WCA website and event app.
- Quarter-page advertisement in the final programme / digital programme.
- One (1) e-newsletter exposure and one (1) social-media acknowledgements.
- One (1) app push notifications.
- Recognition as a WCA 2028 Gold Partner in sponsor acknowledgement areas and key congress communications.
- One (1) conference bag insert.
- Enhanced company profile and logo presence across the WCA website and event app.
- One (1) advertisement in the final programme / digital programme.
- One (1) e-newsletter exposures and two social-media acknowledgements.
- One (1) sponsor app push notification.
- One (1) conference bag insert.
- Social media and marketing kit to promote partnership at the WCA 2028 event.

Choose one from the following value-added benefits:

- Barista coffee cart
- Conference bag
- Conference notebook & pen
- Pick n mix

All sponsored scientific content is subject to approval and scheduling by the WCA 2028 organising/scientific committees. Final inclusions and specifications are subject to contract.

Silver Partner

£15,000 + VAT early booking | £18,500 + VAT standard rate

An accessible major partnership for organisations seeking a meaningful WCA presence, delegate access and an 18 sqm exhibition footprint.

Your WCA 2028 Presence

Exhibition space	Exhibitor badges	Full registrations
9 sqm	4	2

Included benefits

- 9 sqm shell scheme exhibition space with standard stand selection. Including power and lighting.
- Option to purchase a sponsored symposium, subject to availability.
- One (1) lead-capture device.
- Standard company profile and logo presence across the WCA website and event app.
- Quarter-page advertisement in the final programme / digital programme.
- One (1) e-newsletter exposure and one (1) social-media acknowledgement.
- One (1) sponsor app push notification.
- Recognition as a WCA 2028 Silver Partner in sponsor acknowledgement areas.
- One (1) conference bag insert.
- Social media and marketing kit to promote partnership at the WCA 2028 event.

Choose one from the following value-added benefits:

- Refreshments Day 1
- Refreshments Day 2
- Refreshments Day 3
- Refreshments Day 4
- Lunch Day 1
- Lunch Day 2
- Watercoolers
- Charging zone

All sponsored scientific content is subject to approval and scheduling by the WCA 2028 organising/scientific committees. Final inclusions and specifications are subject to contract.

Exhibition & Additional Opportunities

Organisations can choose to be part of WCA 2028 through exhibition-only participation and a range of additional sponsorship opportunities.

Final inventory will be confirmed once the venue floorplan and programme are finalised.

Your WCA 2028 Presence

Option	Early booking	Standard
24 sqm space only	£17,000	£18,250
18 sqm space only	£12,500	£13,750
15 sqm space only	£10,500	£11,750
12 sqm space only	£7,750	£9,000
9 sqm shell scheme	£6,500	£7,250
6 sqm shell scheme	£4,750	£5,500

Shell scheme exhibition stands include back and side walls (where applicable), fascia board, 1 power socket and lighting.

Additional Opportunities

Opportunity	Price
Congress App Partner	£20,000
Wi-Fi Partner	£12,500
Global Classroom	£10,000
Certificate Print Zone	£7,500
Poster Zone Partner	£12,500
Sponsored Symposium	£20,000
Sunday Workshop	£20,000

Bespoke partnerships are welcome. Please speak to the WCA 2028 team about opportunities aligned to your objectives.

Next Steps: Confirm Your Partnership

We would be delighted to discuss the best way for your organisation to participate in WCA 2028. To secure your preferred package or exhibition space:

1. Choose Your Opportunity
Select your preferred partnership package, exhibition space & additional sponsorship opportunity.

2. Contact the WCA 2028 team
Email WCA2028@outsourcedevents.com or call +44 (0)330 460 6007 to check availability and discuss any bespoke requirements.

3. Complete Your Booking
Return the sponsorship / exhibition booking form and provide your invoicing and contracting details.

4. Receive Confirmation
Your booking will be confirmed once the signed agreement is received and any required deposit / payment terms have been met.

5. Plan Your WCA Presence
The sponsor team will provide deadlines, specifications and support for exhibition, branding, scientific sessions, registrations and promotional assets.

Contact the 2028 WCA Sponsorship team

WCA2028@outsourcedevents.com

+44 (0)330 460 6007

www.WCA2028.org

All opportunities are subject to availability, contract and the final WCA 2028 sponsorship terms and conditions. Prices shown exclude VAT unless otherwise stated.

Notes

WCA 2028 EDINBURGH SCOTLAND

ISA World Congress of Audiology | 23–26 April

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