

13th



ASSOCIATIONS WORLD CONGRESS

7 - 9 June 2026, Algarve, Portugal

www.associationexecutives.org/awc



ENGAGING THE ASSOCIATION MARKET



ASSOCIATION OF
**Association
Executives**
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THE SALES & FULFILMENT TEAM

Associations World Congress



Cris Mediavilla, Account Manager

E: cris.mediavilla@associationexecutives.org
T: +44 20 3954 8000 extension 1

Cris joined the team in 2025, with a purely sales role. She has been selling to events organisers prior to joining AAE, and sold on the Associations UK Congress 2025, which had over 25% growth year-on-year.



Lian John, Exhibitor Manager

E: lian.john@associationexecutives.org

Lian joined the AAE in 2021, with over 15 years of experience of association events working on events suppliers engagement with associations. He is responsible for fulfilling the needs of exhibitors and sponsors once Cris has arranged the contract for participation.



Damian Hutt, Executive Director

E: damian.hutt@associationexecutives.org
T: +44 20 3954 8000 extension 4

Damian is responsible for the event strategy, event partnerships and for the bespoke packages for suppliers to associations.



Have questions about the event?

Email Cris [here](#), and ask any questions you have.

Want to talk to Cris?

Call her on +44 20 3954 8000 extension 1, or email her with the times you are available to set up a video call.

Interested in exhibiting?

Email Cris [here](#), and advise what level of participation you are interested in, and she will issue a contract.

Interested in sponsoring?

Email Cris [here](#) with your interest and what you want to achieve, providing some available times, and she will set up a call with you and Damian to discuss the options.

The congress will be managed by the Host PCO Sponsor, CPL Events, to the highest quality standard.



THE EVENT

Associations World Congress

Edition

13th in series

When

Sunday - Tuesday
7 - 9 June 2026

Where

Lagoa, Algarve,
Portugal

Attendees

150+ Association
Delegates

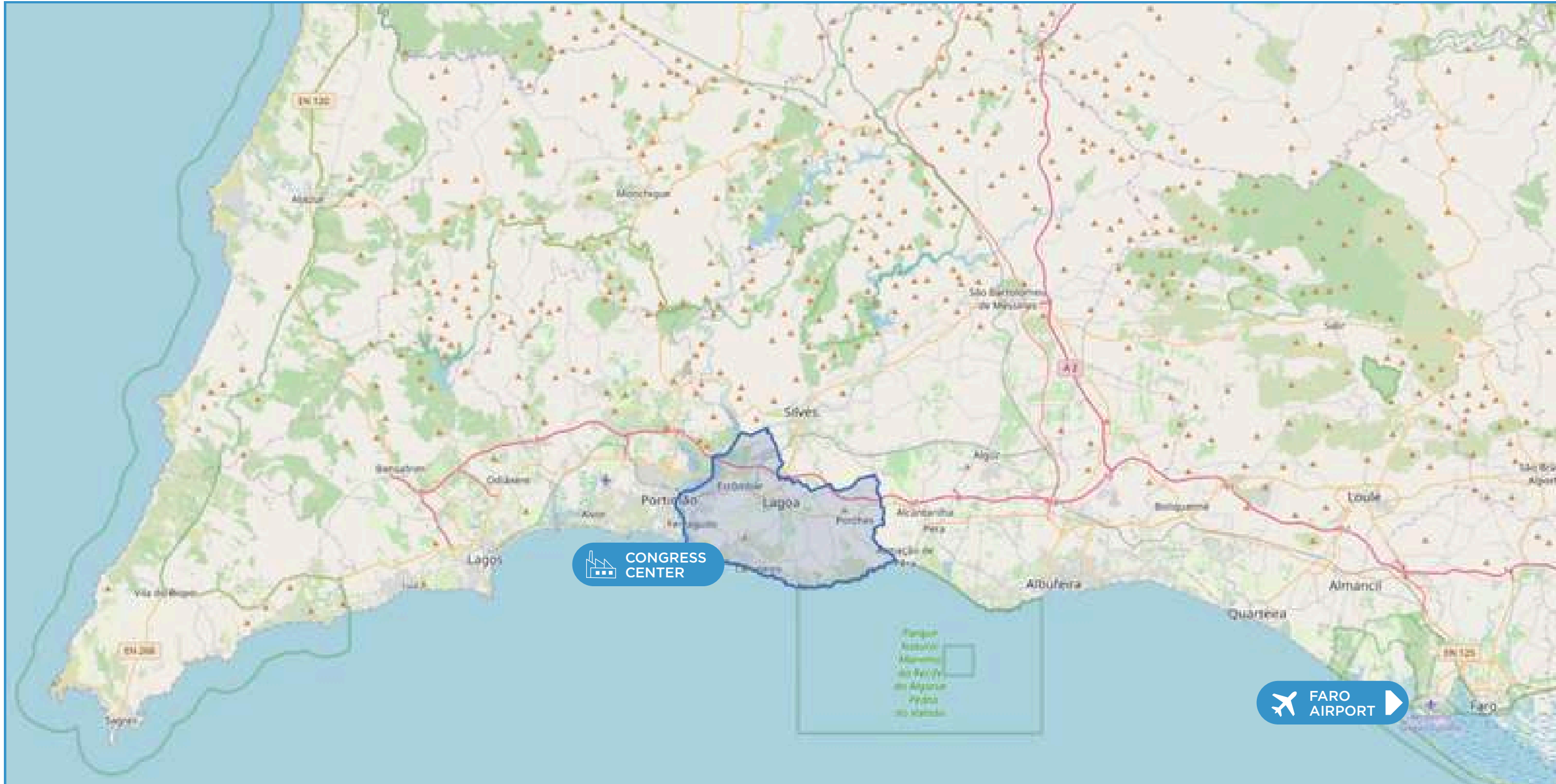




LOCATION

Associations World Congress

Lagoa, Algarve, Southern Portugal



Host Municipality



Travel

Faro airport (45 - 55 mins)

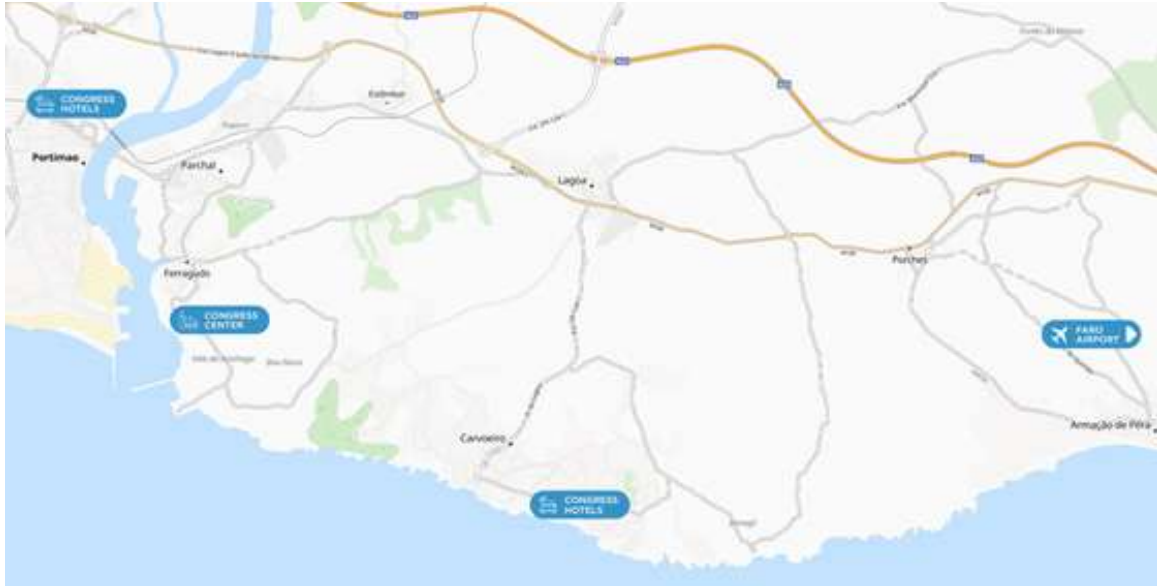
[View flights here >>](#)



REGION

Associations World Congress

Lagoa, Algarve, Portugal



[More info about Lagoa >>](#)



VENUE

Associations World Congress

Lagoa Congress Center, Algarve, Portugal



The venue opened over a decade ago and re-opens after refurbishment, with new ownership and management by the Municipality of Lagoa in May with a medical association conference. The venue is the perfect size for the Associations World Congress.

ABOUT

Associations World Congress

11 - 13 hrs of engagement

Elements

- 2 x Pre-congress Forums*
- 2 x Plenary Keynotes
- 4 x Streams
- 12 Deepdive sessions
- 20+ Case studies
- 2 Receptions
- 1 Congress Dinner
- Exhibition
- Video interview booth
- Event Mobile App
- Session recordings
- Press attendance

Learning

- About challenges your prospect clients face
- Q&A in sessions

Schedule

Day 1 - Sunday

- Leadership & Governance Forum*
- Medical Associations Forum*
- Welcome Reception
- Hosted Dinners

Day 2 - Monday

- Plenary
- Sessions all day
- Morning & afternoon breaks in the Exhibition
- Lunch in the Exhibition
- Congress Dinner and Drinks reception

Day 3 - Tuesday

- Plenary
- Sessions all day
- Morning & afternoon breaks in the Exhibition
- Lunch in the Exhibition



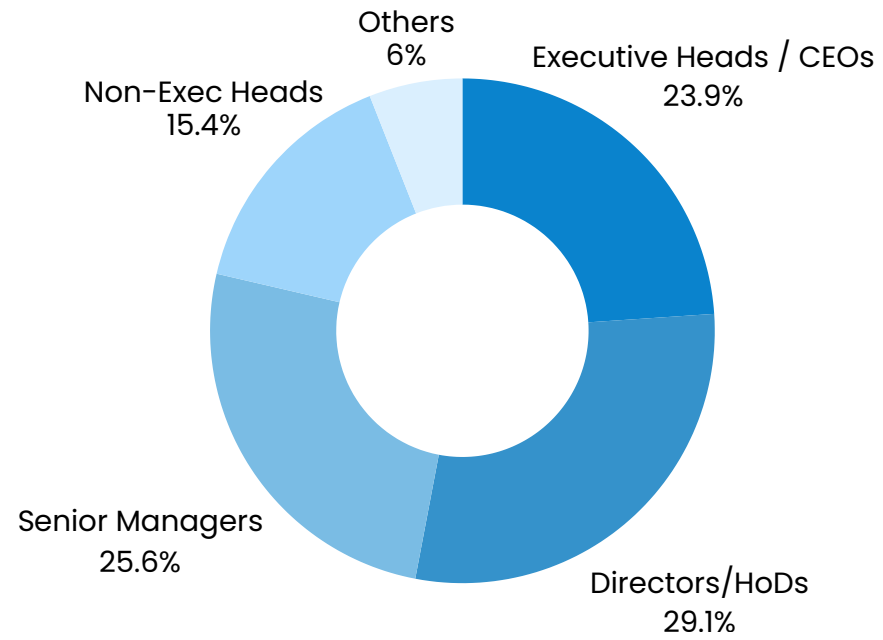
* Access for sponsors of these events only



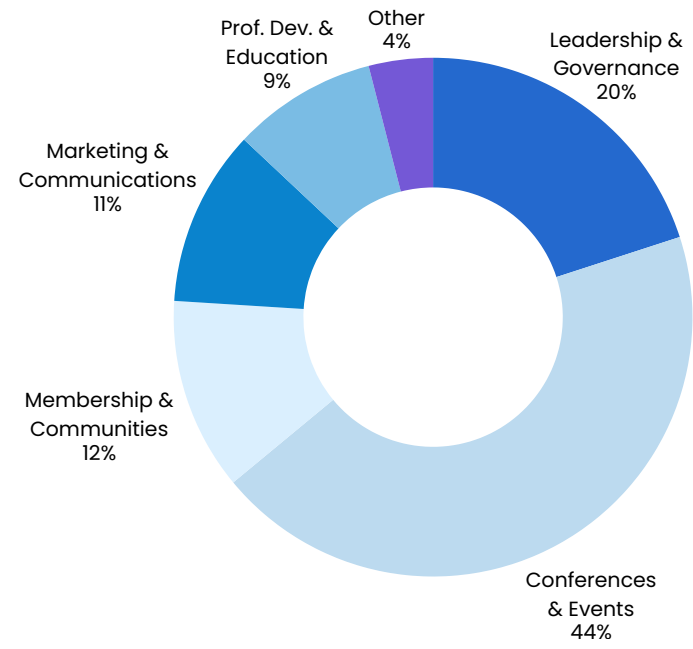
DELEGATE PROFILE

Associations World Congress 2025

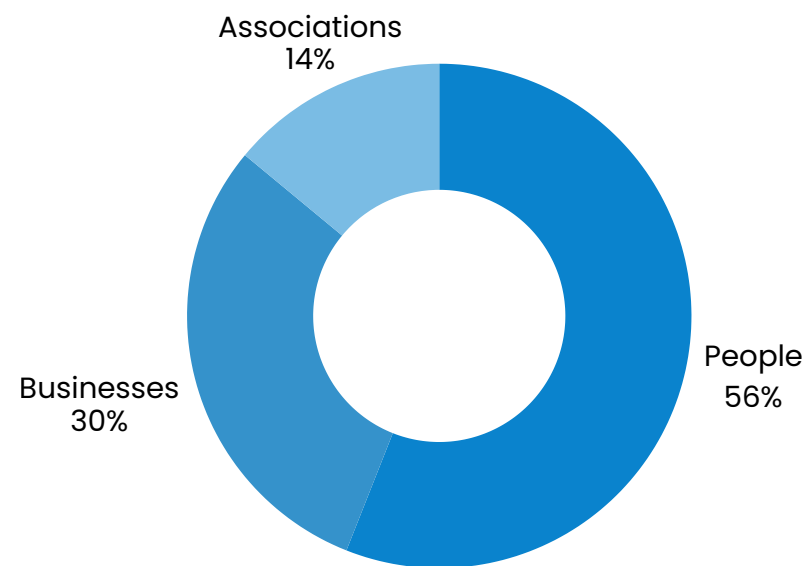
Job Levels



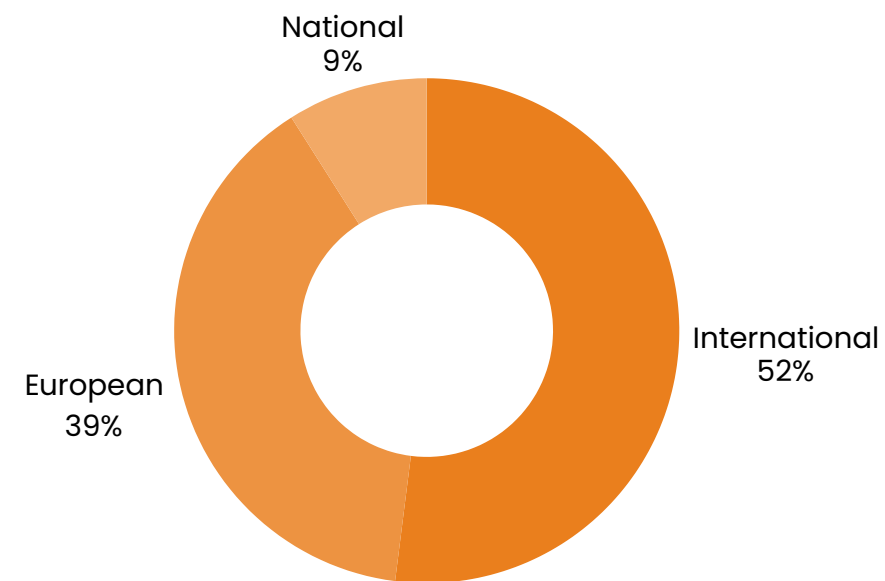
Main Job Roles



Main Member Type



Membership Geography

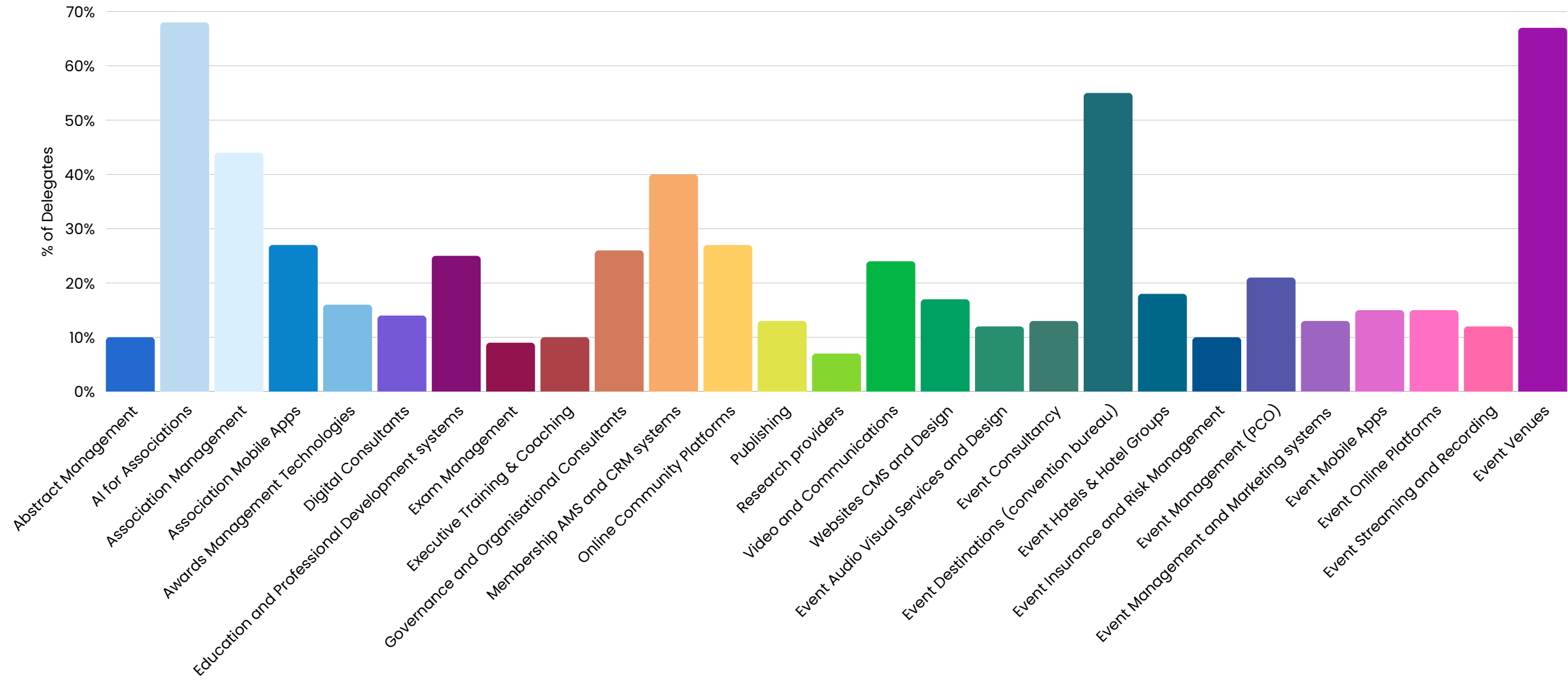




DELEGATE'S SUPPLIER INTEREST

Associations World Congress

Percentage of delegates interested in types of suppliers



Interest in Supplier Types





PREVIOUS ASSOCIATIONS (SAMPLE)

Associations World Congress

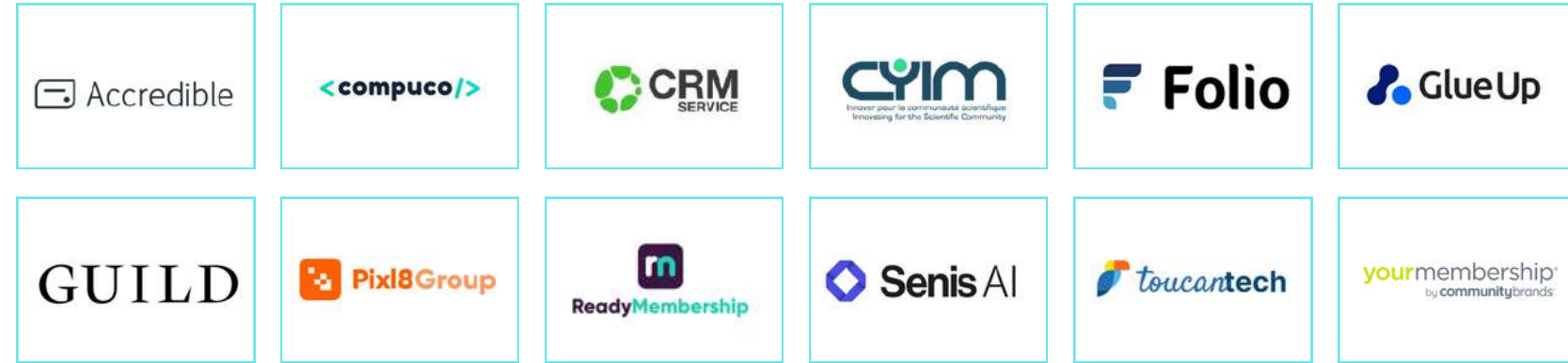
Adventure Travel Trade Association | Alliance for Rural Electrification | Association for Project Management | Association of Certified Sanctions Specialist | Association of European Science and Technology Transfer Professionals | Association of Poultry Processors and Poultry Import and Trade in the EU Countries| Association of Translation Companies | Association of University Directors of Estates | auDA| Business Continuity Institute | Cardiovascular and Interventional Radiological Society of Europe | International Motor Vehicle Inspection Committee | Club Climate Europe | Club Management Association of Europe | Club of Rome| Community Broadcasting Association of Australia | DNA Kenniscentrum | EMEA Synthetic Turf Council | Engineered Panels in Construction | Engineers Europe |Erasmus Mundus Students and Alumni Association | Eurocities | Eurodiaconia | European Academy of Dermatology and Venereology| European Association for Cardio-Thoracic Surgery | European Association for International Education | European Association for the Study of Obesity | European Association of Geoscientists and Engineers| European Association of Neurological Societies | European Association of Neurosurgical Societies | European Atherosclerosis Society | European Bone and Joint Infection Society | European Centre for Ecotoxicology and Toxicology of Chemicals | European Consortium for Political Research | European Diisocyanate and Polyol Producers Association| European Federation of Food Science and Technology | European Federation of Periodontology | European Hematology Association | European Institute for Industrial Leadership | European Language Industry Association | European Network for Academic Integrity | European Scientific Working group on Influenza| European Sleep Research Society | European Social Network | European Society for Blood and Marrow Transplantation | European Society of Endocrinology | European Society of Human Genetics | European Society of Minimally Invasive Neurological Therapy | European Specialist Printing Manufacturers Association | European Textile Services Association | European Wound Management Association | Federation of European Neuroscience Societies | Federation of European Self Storage Associations| Forum of European and National Highway Research Laboratories | Global AI Association | IAS - the International AIDS Society | IFFO Marine Ingredients Organisation | Institute of Translation and Interpreting | Institution of Mechanical Engineers | International Agency for the Prevention of Blindness| International Alliance of ALS/MND Associations | International Association for the Protection of Intellectual Property | International Association of Applied Linguistics | International Association of Ports and Harbors | International Bar Association | International Brain Research Organization | International Coaching Federation | International Federation of Library Associations and Institutions | International Gas Union | International PEN's Writers in Prison Committee | International Petroleum Industry Environmental Conservation Association | International Plasma and Fractionation Association | International Powered Access Federation | International Seed Federation | International Society for Microbial Ecology | International Society of Paediatric Oncology | International Society of Surgery | International Union of Immunological Societies | International Water Association | International Water Resources Association | MedTech Europe | National Trust |Operational Research Society| Plastics Europe | Public Relations Institute of Ireland | Royal College of Physicians of Ireland | Self Storage Association | Slovenian Convention Bureau | SolarPower Europe |Strategic Management Society| The Chartered Society of Forensic Sciences | Turnaround Management Association Global | Union for International Cancer Control | Vienna Medical Academy | Women's International Networking | World Administrators Alliance | World Association of News Publishers | World Employment Confederation | World Federation of Societies of Anaesthesiologists| World Heart Federation | World Liquid Gas Association | World Small Animal Veterinary Association | World Steel Association



PREVIOUS EXHIBITORS & SPONSORS (SAMPLE)

Associations World Congress

Member Technology



Event Services



Event Technologies



Event Destinations & Venues



TESTIMONIALS

Associations World Congress

Exhibitors & Sponsors

“This is the best event I’ve been to. It was well thought out and careful attention was made to matchmaking suppliers and buyers. Venue, food, organisation... everything was great!”



“A strong attendance from both international and European associations, creating a vibrant atmosphere for meaningful connections and collaborations.”



“A fantastic event with amazing people. See you next time.”



“It was my first AWC but certainly not the last! The size of the event allows great networking and meaningful connections”



“We started with meetings, and I couldn’t be happier to connect with everyone and discuss event technology and how we can help.”



“A good, enjoyable event, lots of opportunities to network”



Delegates

“It’s a great chance to connect with vendors and build those relationships.”



Ana Diaz
Senior Event Manager
World Employment Confederation

“A perfect place to ensure we are keeping ahead of the curve. I can’t wait till next time.”



Piotr Laidler
Chief Administrator
Federation of European Biochemical Societies

“It provided an excellent opportunity to meet and network as well as meet relevant suppliers.”



Elaine Harrow
Chief executive officer
Guidelines International Network

“The combination of informative sessions, contributions by delegates, and talking to suppliers was very beneficial.”



Jennifer Scheffer
Senior Project Manager Meetings
European Hematology Associations

“It provided me with the opportunity to connect with colleagues and service providers.”



Joëlle Verluyten
Executive Director
European AIDS Clinical Society

“An efficient way to meet with new suppliers and existing partners.”



Marcus Arthur
Project Manager
European Association of Geoscientists and Engineers

EXHIBITING

Associations World Congress

Meet and engage with key association buyers over three days of the congress in the exhibition and throughout the event.

Promotion & Branding

- Listing on the exhibitors page with logo, introduction text and link to your exhibitor page
- Dedicated exhibitor page with full profile and staff details
- Promotion in emails to delegates and the AAE community in advance of the event
- Listing and page in the event Mobile app
- Social media promotion
- Post-event promotion to delegates and the AAE community

Delegate engagement

- Exhibitors receive the delegate list with details of their supplier interests and profile of their organisation & flagship event, 3 weeks before the congress
- Utilize online system to request delegates to visit you in the exhibition, creating personalised messages
- Delegates are invited by organisers to visit the exhibitors that match the types they expressed interest in
- Delegates visit suppliers during long breaks and lunches as well as during receptions and dinner(s)

Your Exhibiting Area

- A table and chairs (two per staff, maximum 4)
- Tent card with number and organisation name
- Space for your own roll-up graphic (maximum 1m wide x 2.2m high & 20cm deep, single sided)

Sessions

- Attend any sessions, subject to availability

Staff Passes

- One or two staff passes
- Refreshment breaks and lunches
- Welcome Reception
- Congress Party

Discounts & Guest Passes

- 20% discount for your contacts to attend
- 2 guest places for your clients or contacts

GBP 7,950 for two staff or 5,950 for one staff





WELCOME DINNER SPONSOR

Associations World Congress

After the Welcome reception on day one of the congress, a number of dinners are hosted by suppliers for 10 association delegates. This enables you to engage and build relationships with key association delegates before the exhibition starts the following day.

- 19:00 Welcome Reception
- 19:45 Guests invited to assemble
- 20:00 Leave for dinner to restaurant
- 20:15 Arrive at restaurant & dine
- 22:00 Finish dinner
- 22:15 All Return to hotels

Package includes

- Welcome Dinner Sponsor branding on the sponsor page of the website and emails
- Promotion on email and social media of your sponsorship
- Select delegates you wish to attend, on a first-contracted first-choice basis
- Select a restaurant from AAE's recommended selection, and choose a fixed menu
- Display your own roll-up graphic (subject to restaurant's approval)
- Distribute your own materials on the table(s) at dinner
- Opportunity to present gifts to your guests

GBP 2,950 + Restaurant costs (paid directly)



To sponsor, a supplier needs to also exhibit at the event.



FORUM SPONSOR

Associations World Congress

There are two Forums on the afternoon of day one of the congress:

- Association Leaders Forum
- Medical Associations Forum

Each Forum is attended by approximately 30 delegates from associations.

Only the sponsor of these forums, and the congress host sponsors are permitted to attend these forums with delegates.

Schedule

- 12:30 Registration
- 13:00 Lunch
- 14:00 Forums start
- 15:30 Refreshment & networking break
- 16:00 Forums resume
- 17:30 Forums end

Package includes

- Forum Sponsor branding on the sponsor page of the website, mobile event app and emails
- Branding in the agenda on the website
- Promotion on email and social media of your sponsorship to the AAE Community
- Your logo on the main congress signage
- Welcome delegates to the Forum
- Your logo on screen as delegates enter session
- Display your own roll-up graphics in the room
- Distribute your materials in the Forum
- Contribute to the agenda, subject to approval of the Forum leader and the organiser
- An additional staff pass to attend the entire event

GBP 7,950 per Forum



To sponsor, a supplier needs to also exhibit at the event.



SESSION SPONSOR

Associations World Congress

Sponsorship provides profile raising, branding, additional access, speaking, possible involvement in the content and facilitating.

During the event there will be up to 16 sponsorable sessions:

- 3 x Association Strategy
- 3 x Conference and Events Strategy
- 3 x Membership and Community Strategy
- 2 x Professional Development & eLearning
- 2 x Marketing & Communication

Package includes

- Session Sponsor branding on the sponsor page of the website, mobile event app and emails
- Branding in the agenda session on the website
- Promotion on email and social media of your sponsorship to the AAE Community
- Your logo on the main congress signage
- Welcome delegates to the session
- Your logo on house slides for the session
- Display your own roll-up graphics in the room
- Distribute your materials in the session
- An additional staff pass to attend the entire event

GBP 4,450 per session



To sponsor, a supplier needs to also exhibit at the event.

STRATEGIC CONGRESS SPONSOR

Associations World Congress

Strategic Sponsorship of the congress provides you highly impactful branding, physical and staff presence and alignment with the association community.

There is only one strategic sponsorship available for each supplier type:

- Event destination
- Event venue
- Member technology
- Event technology

Strategic Congress Sponsor, includes:

- **Exhibiting package**
- **Session Sponsor package**
- **Welcome Dinner Sponsor package**

Plus:

- Costs for 16 guests and 4 staff for welcome dinner
- Premium position in the exhibition, with space for a pop-up graphic
- 8 Guest places for you to invite association executives to attend
- Four staff total in attendance
- Branding and link as a Strategic Sponsor on the website, mobile event app and emails
- Branding on all physical & digital event signage
- Distribution of your materials in the related sessions and at the brochure points around the event
- 20% discount for your contacts to book on

GBP 19,950.00

To sponsor, a supplier needs to also exhibit at the event.

