

WORLD FEDERATION OF CHIROPRACTIC



WORLD FEDERATION OF
CHIROPRACTIC

18TH WFC BIENNIAL CONGRESS

7-10 MAY 2025

COPENHAGEN - DENMARK



SPONSOR AND EXHIBITOR MANUAL

Hosted by:
THE DANISH CHIROPRACTORS' ASSOCIATION



DANISH CHIROPRACTORS'
ASSOCIATION

In partnership with:
CHIROPRACTIC KNOWLEDGE HUB



CHIROPRACTIC
KNOWLEDGE HUB

FOREWORD



Summary

Date

7 - 10 May 2025

Copenhagen, Denmark

Venue

Tivoli Hotel & Congress Center

www.tivolicongresscenter.com

Arni Magnussons Gade 2

1577 København

Copenhagen



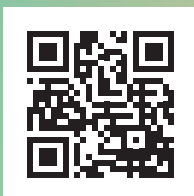
Demographics

600 - 800 chiropractors

- 60% from Denmark
- 40% international, especially from:
 - USA, Canada, Norway, Sweden, Netherlands, Belgium, Switzerland, United Kingdom

Learn more about WFC 2025 at:

www.wfc25cph.org



WELCOME TO THE WORLD FEDERATION OF CHIROPRACTIC



At the WFC, we envision a world where all people, of all ages, in all nations have access to chiropractic so that populations may thrive and reach their full potential.

Across our seven regions, we advocate for greater awareness of what chiropractic has to offer, better utilization of the services of chiropractors and improved integration of chiropractic into health systems. We also know that chiropractors cannot work without trusted suppliers of top-quality products and services. We understand that building and promoting these relationships is critical. As the largest scientific and academic global event in the chiropractic calendar, our 2025 event - the 18th WFC Biennial Congress - promises to be a dynamic, inspirational experience.

This three-day event will deliver high-impact keynote and breakout sessions, engaging networking events and a vibrant social program. As product and services providers to the chiropractic industry, the congress provides outstanding opportunities to showcase premier products, practice solutions and growth opportunities. Don't miss this exciting opportunity to connect with key decision makers, including clinic owners, practicing chiropractors, educational leaders and association executives. Expose your company to a

global audience and reinforce your commitment to supporting the chiropractic profession.

Our 2025 event in Copenhagen is an unmissable opportunity to participate in chiropractic's leading global event. We look forward to seeing you there!

Richard Brown DC, LL.M
Secretary-General
World Federation of Chiropractic



JOIN US IN COPENHAGEN!



Be a part of the magic. The Danish Chiropractors' Association invites chiropractors from all over the world to participate in a celebration of chiropractic.

Almost 200 years ago, Hans Christian Andersen wrote his beloved fairy tales, most of them from his home in Copenhagen. The old city still contains much of what inspired the mood, action and character of these wonderful stories, but in 2025 there is one more fairy tale to tell. On May 8, 2025, we will celebrate exactly 100 years since a group of chiropractors decided to form the Danish Chiropractors' Association.

Copenhagen in itself is always worth a visit. But when you combine 100 years of chiropractic legacy in Denmark with a historic city founded 1000 years ago, magic really starts to happen.

The Danish Chiropractors' Association, along with the Chiropractic Knowledge Hub invites the world of chiropractors to take part in a celebration of chiropractic care and research. To discover, inside the beautiful city of Copenhagen, what chiropractors are capable of and what we as health care professionals can achieve when we all work together.

A chiropractic congress should be fun and affirming. A fairy tale rather than a lecture. A celebration of who we are as chiropractors and how we can get even better. This is what we have in mind for the 18th WFC Biennial Congress in 2025.

We look forward to welcoming you in Copenhagen.

Michael Christensen

President of the Danish Chiropractors' Association



THE 18TH WFC BIENNIAL CONGRESS



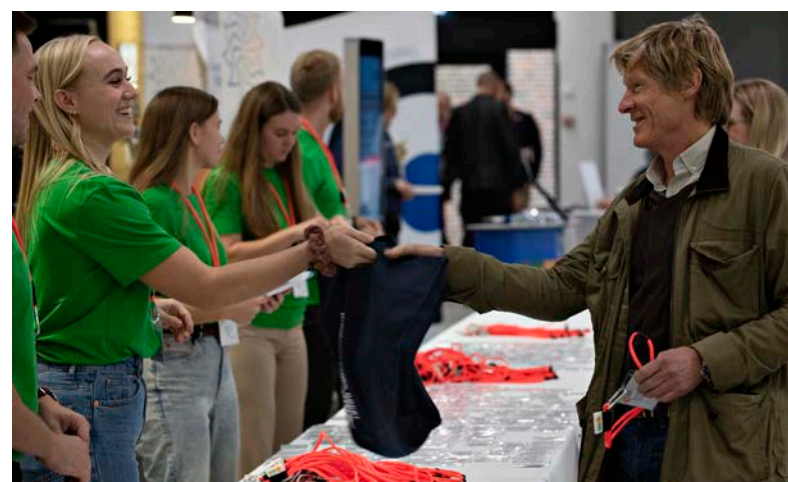
The WFC Biennial Congress is a **biennial congress** which member countries take turns in hosting. The congress is one of the **largest chiropractic events in the world** with participants from all continents. All chiropractors are welcome, regardless of where they come from or where they studied. Unique to the congress is its focus on chiropractic clinical practice and research, a celebration of scientific curiosity and the delivery of high quality care for patients and the public.

Who participates? Up to **800 participants** from the WFC's seven world regions are expected, with many from **Denmark, Canada, USA and throughout Europe**. Most participants will be **clinicians practicing in a range of practice settings**, from small clinics to hospitals and large multidisciplinary facilities, who will be joined by academics and researchers from around the world.

In addition, key opinion leaders, association executives, academics from institutions around the world and political figures from chiropractic organizations and other disciplines will be in Copenhagen to be a part of this global event.



The congress lasts **three full days**, during which there will be various plenary and breakout sessions. The target group those in clinical practice, which will also be reflected in the academic programme, which will focus on the **latest knowledge, research and implementation in practice**. There will be sessions where new research will be presented by researchers from around the world as well as sessions of a more clinical nature which will allow the participant to get hands-on. During all breaks, catering will take place in the common area, where the exhibitors also have stands. This means that all exhibitors are centrally located. There is therefore a unique opportunity for industry vendors and exhibitors to connect with the congress attendees during the lunch and refreshment breaks, as well as during the Welcome Reception on the eve of the event.



EXECUTIVE COMMITTEE



Richard Brown,
Secretary-General, WFC



Jakob Bjerre,
Director, DCA



Henrik Wulff Christensen,
Director, Chiropractic Knowledge Hub



Christian Ankerstjerne,
Head of Public Affairs
and Communication, DCA



Marlene Øllegaard Terkelsen,
Head of Congress, Quality, and Post
Graduate Education,
Chiropractic Knowledge Hub

LOCAL ORGANIZING COMMITTEE



Marlene Øllegaard Terkelsen,
Head of Congress



Christian Ankerstjerne,
Head of communication and politics



Hanne Kvalheim,
Venue, Logistics,
registration and hospitality



Katerina Vican,
Sponsorship and exhibition



Ida Blom Engelsholm,
Communication and media



Isabella From Sørensen,
Communication and media



Sidney Rubinstein,
Scientific abstracts and peer review



Henrik Wulff Christensen,
Scientific abstracts and peer review



Anette Ravn Nørregaard,
Academic programme



Louise Aagaard Hansen,
Academic programme



Asger Torning,
Communication



Susanne Løndal Nielsen,
Social events



World Federation of Chiropractic (WFC)

Since it was formed in 1988, the WFC has served to advance the chiropractic profession on a global scale.

The WFC's voting members are national associations of chiropractors. Representing the interests of the profession in over 90 countries worldwide, the WFC has advocated, defended, and promoted the profession across its 7 world regions for almost four decades.

The WFC's vision is that all people, of all ages, in all nations may enjoy access to chiropractic so that populations may thrive and reach their full potential. To achieve this, the WFC works to advance awareness, utilization, and integration of chiropractic internationally.

The WFC is led by a Board of Directors, supported by a Secretariat that is headquartered in Toronto, Canada. Since 1997, it has been a non-state actor in official relations with the World Health Organization, giving it a voice on the global stage. With experts sitting on a range of key committees, the WFC provides a truly global resource for representing and advocating for chiropractic internationally.



The Danish Chiropractors' Association (DCA)

Founded in 1925, the DCA is a professional association organizing more than 1000 chiropractors and chiropractic students. The DCA is the representative body ensuring representation of chiropractors in and around the Danish healthcare system, ensuring that chiropractic is practiced under well-organized and regulated conditions in Denmark.



The DCA is highly engaged in the promotion and development of chiropractic, research, and education, and the DCA cooperates closely with the Chiropractic Knowledge Hub, the University of Southern Denmark, World Federation of Chiropractic and the Danish Society of Chiropractic.

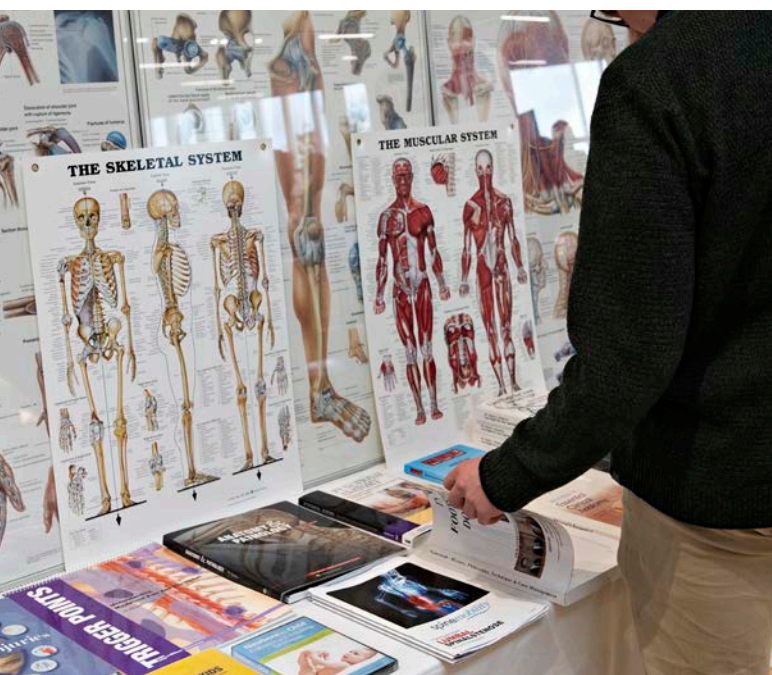
Together with the Danish Government (the Danish Regions) the DCA runs the Chiropractic Foundation, which supports research and other projects. Over the last 30 years, the fund has contributed with over 100 million US dollars to research and other projects to develop the profession.



The Chiropractic Knowledge Hub

Founded on 15 June 1990 as the Nordic Institute of Chiropractic and Clinical Biomechanics (NIKKB), the Chiropractic Knowledge Hub advances musculoskeletal health for the benefit of citizens and the society, nationally and internationally. The core task of the Chiropractic Knowledge Hub is to support the role of the chiropractic profession in the Danish health care system as well as contributing to the evidence-based managing of musculoskeletal matters. The researchers at the Chiropractic Knowledge Hub have contributed to over 600 peer-reviewed articles and many of the researchers are global leading experts within their fields.

The Chiropractic Knowledge Hub provides postgraduate courses for the Danish chiropractors and has two divisions which work with X-ray quality and data-based quality improvement in the chiropractic clinics.



TOPICS



The congress lasts three full days, during which there will be various plenary and breakout sessions. Many of the attendees will be chiropractors in clinical practice, which will focus on the latest knowledge, research and implementation in practice. There will be sessions where new research will be presented by researchers from around the world and sessions of a more clinical nature which will allow the participant to get hands-on.

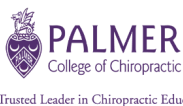
Most participants will be clinicians practicing in chiropractic clinics (most often their own), but there will also be researchers from universities and research institutions from all over the world as well as chiropractors employed in hospitals, health clinics, sports clubs or administrative positions.



PAST SPONSORS AND EXHIBITORS



We are looking for like-minded companies to become sponsors and exhibitors and to complement the academic programme.



PAST SPONSORS AND EXHIBITORS



NON-PROFIT ORGANISATIONS:



INSTITUTIONAL SPONSORS:



ACCESS TO ALL AREAS

We are committed to facilitating interaction and knowledge sharing between academia and industry, which is why an exhibitor registration also grants access to all scientific sessions.

The commercial exhibition will be held in conjunction with the congress and will be open during all congress days. The exhibition is conveniently located in close proximity to the auditoria and will be the center for serving refreshments and lunch, in order to maximise the amount of time delegates spend within the exhibition area.

The exhibition is critical to the success of the WFC's 18th Biennial Congress, connecting chiropractors with industry partners and showcasing the very best of what is on offer to support chiropractors in delivering the best care in their clinics.



SPONSORSHIP PACKAGES

All Sponsors are kindly requested to fill in an Application Form which is subject to approval of the Congress.

PREMIUM SPONSOR PACKAGE

1 AVAILABLE

Presentation in Speaker's Corner 20 minutes

Spotlight presentation in exhibition area, each day (3 x 5 min)

Exhibition stand 12 sqm - stand-alone stand (premium location)

7 complimentary registrations (full access)

3 tickets to Gala Dinner (Saturday)

3 tickets to Casual Dinner (Thursday)

Acknowledgment as Platinum Sponsor at the following locations:

- Congress website
- Academic programme
- Congress newsletter
- Floorplan and sponsor acknowledgement banner (onsite) - the entire top row and large logo
- Step and repeat banner (onsite) - double the visibility compared to the Platinum Sponsor.
- Facebook and Instagram (incl. a brief introduction of the sponsor) - 2 posts

Two (2) A4 (8 pages) Advert flyer in congress bag

1 Full page advert in academic programme

1 Feature article in "Meet the Sponsors" newsletter sent to all registered attendees (1-2 weeks prior to congress)

Lunch and coffee break sponsorship - enhanced and exclusive visibility at the catering areas during all breaks

53,000 USD / 50,000 EUR

SPONSORSHIP PACKAGES



PLATINUM SPONSORSHIP 1 AVAILABLE

Presentation in Speaker's Corner 20 minutes

Spotlight presentation in exhibition area,
each day (3 x 5 min)

Exhibition stand 6 sqm - next to main hall (premium
location)

5 complimentary registrations (full access)

2 tickets to Gala Dinner (Saturday)

2 tickets to Casual Dinner (Thursday)

Acknowledgment as Platinum Sponsor at the
following locations:

- Congress website
- Academic programme
- Congress newsletter
- Floorplan and sponsor acknowledgement banner (onsite)
- Step and repeat banner (onsite)
- Facebook and Instagram (incl. a brief introduction of the sponsor) - 2 posts

1 A4 (8 pages) Advert flyer in congress bag

1 Full page advert in academic programme

1 Feature article in "Meet the Sponsors" newsletter sent to all registered attendees (1-2 weeks prior to congress)

38,500 USD / 35,000 EUR

GOLD SPONSORSHIP 3 AVAILABLE

Spotlight presentation in exhibition area,
twice (2 x 5 min)

Exhibition stand 6 sqm, in foyer

3 complimentary registrations (full access)

2 tickets to Gala Dinner (Saturday)

2 tickets to Casual Dinner (Thursday)

Acknowledgment as Gold Sponsor at the
following locations:

- Congress website
- Academic programme
- Congress newsletter
- Floorplan and sponsor acknowledgement banner (onsite)
- Step and repeat banner (onsite)
- Facebook and Instagram (incl. a brief introduction of the sponsor) - 1 post

1 A5 (8 pages) Advert flyer in congress bag

1 Half page advert in academic programme

1 Feature article in "Meet the Sponsors" newsletter sent to all registered attendees (1-2 weeks prior to congress)

16,500 USD / 15,000 EUR



SPONSORSHIP PACKAGES



SILVER SPONSORSHIP

Spotlight presentation in exhibition area, once (1 x 5 min)

Exhibition stand 6 sqm, in foyer

2 complimentary registrations (full access)

2 tickets to Casual Dinner (Thursday)

Acknowledgment as Silver Sponsor at the following locations:

- Congress website
- Academic programme
- Congress newsletter
- Floorplan and sponsor acknowledgement banner (onsite)
- Step and repeat banner (onsite)

1 A5 (8 pages) Advert flyer in congress bag

1 Half page advert in academic programme

9,500 USD / 8,500 EUR

BRONZE SPONSORSHIP

Exhibition stand 6 sqm

2 complimentary registrations (full access)

2 tickets to Casual Dinner (Thursday)

Acknowledgment as Bronze Sponsor at the following locations:

- Congress website
- Academic programme
- Congress newsletter
- Floorplan and sponsor acknowledgement banner (onsite)

5,500 USD / 5,000 EUR

All prices are excl. VAT.

SPONSORSHIP OVERVIEW

	PREMIER	PLATINUM	GOLD	SILVER	BRONZE	EXHIBITOR
Speaker's Corner, 20 min.	✓	✓				
Spotlight presentation, 5 min.	3	3	2	1		
Exhibition stand	12 sqm Stand-alone stand	6 sqm Next to main hall	6 sqm Foyer	6 sqm Foyer	6 sqm	6 sqm
Complimentary registrations	7 Full access	5 Full access	3 Full access	2 Full access	2 Full access	2 Full access
Gala Dinner tickets	3	2	2			
Casual Dinner tickets	3	2	2	2	2	
Acknowledgements (Varies according to sponsorship)	✓	✓	✓	✓	✓	
Advert flyer in congress bag	2 A4 (8 pages)	1 A4 (8 pages)	1 A5 (8 pages)	1 A5 (8 pages)		
Advert in academic programme	1 Full page	1 Full page	1 Half page	1 Half page		
Feature article in "Meet the Sponsors" newsletter	1 Feature article	1 Feature article	1 Feature article			
Price (excl. VAT)	53,000 USD / 50,000 EUR	38,500 USD / 35,000 EUR	16,500 USD / 15,000 EUR	9,500 USD / 8,500 EUR	5,500 USD / 5,000 EUR	4,500 USD / 4,000 EUR



EXHIBITOR OPPORTUNITIES

All Exhibitors are kindly requested to fill in an Application Form which is subject to approval of the Congress.

EXHIBITOR PACKAGES INCLUDE:

A simple stand set-up (carpet, table, 2 chairs)

Electricity, wi-fi

2 exhibitor registrations

Acknowledgement with logo on congress website and floorplan (onsite)

Acknowledgement with company name on the sponsor and exhibitor banner (onsite).

6 sqm Standard Price **4,500 USD / 4,000 EUR**

All prices are excl. VAT.



EXHIBITOR OPPORTUNITIES



Examples of previous industry partners at national and international; chiropractic conferences and events.

Imaging (X-ray, MRI, CT etc.)

Examination equipment (tables, chairs etc.)

Diagnostics equipment (blood pressure monitor, stethoscope etc.)

Pain relief solutions

Adjustment tools

Practice management software

Insurance companies

Fitness equipment

Low Level Laser Therapy

Shockwave therapies



Orthopedic footwear (shoes, soles etc.)

Nutritional supplements

Mattresses, pillows, beds

Digital health software solutions

Smart watches, apps, fitness trackers

AI health solutions (radiology etc.)

Sports and training equipment

Office equipment (chair, desk, lamps etc.)

IT and computer equipment (computer, telephone systems etc.)

Disinfection and cleaning solutions

Marketing and business development



Terms of payment

Full amount is payable within 14 days after signing the Application Form. All payments must be received on or before 16 April 2025 to participate and for acknowledgement in print materials.

Cancellation terms

Following submission and approval Application Form, the order is binding and the company is committed to pay as per the above specified payment terms.

Cancellations before 7 May 2024 will incur a cancellation fee of 10% of the total commitment, remainder of the paid fees will be refunded.

Cancellations before 7 November 2024 will incur a cancellation fee of 25% of the total commitment, remainder of the paid fees will be refunded.

Cancellations after 8 November 2024 are non-refundable and require full payment of the amount stated in the order confirmation. The above applies even if the company withdraws from the contract or does not participate in the event.

Cancellation by organiser

Should any force majeure event prevent or unreasonably delay at least 25% of expected WFC 2025 attendees from participating at the event, making it thereby inadvisable, illegal, impossible, or commercially impractical to hold WFC 2025 or to fully perform the terms of the agreement, the agreement may be terminated without penalty and with performance fully excused for any or more of these reasons by written notice from the organiser to the company. We will endeavor to refund as much of the received fees as possible, however the congress organizers reserve the right to deduct the already incurred costs of the congress before such refund. The remaining funds will be allocated proportionately among the sponsors and exhibitors.



ABOUT THE VENUE



Tivoli Hotel & Congress Center

<https://www.tivolicongresscenter.com/>

A HOTEL WITH DELUXE CONFERENCE FACILITIES AND DENMARK'S MOST BEAUTIFUL AND UNIQUE CONGRESS HALL

Tivoli Hotel & Congress Center has offered facilities and professional expertise for numerous organizers since 2010 and of course we bring that knowledge and experience to the table when we organize your event. At our hotel, you can arrange everything from small meetings and big conferences to business parties and receptions with cake stands and sparkling drinks.


Tivoli Congress Center creates an atmosphere that inspires people to mingle and network, raising the professional and inter-disciplinary level. The internationally acknowledged architect Kim Utzon has made sure that the formal settings interact with the informal settings and create a healthy indoor climate.



Congress center and hotel under one roof

The impressive Tivoli Congress Hall can accommodate up to 2,400 people, offers 48 conference rooms and auditoriums of varying sizes. The large foyer, which is the first thing you meet when you step inside, serves as an exhibition and catering area for the congress. The entire venue is easy to access whether you come with a small suitcase or large heavy exhibition stands or equipment.

Tivoli Hotel & Congress Center has 679 guestrooms and suites, all under one roof. There is therefore no risk of getting your feet wet when going to and from Congress! During the congress, agreements will be made with other hotels in the area in different price ranges to suit everyone's needs.



Contact us to book your sponsorship & exhibition:

CAP Partner -
WFC 2025 Secretariat

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+45 3842 9582

Learn more about WFC 2025 at:
www.wfc2025cph.org