



81ST CONFERENCE

**25-29 OCTOBER 2026
COLOGNE | GERMANY**

International Decision-Makers.
Sustainable Partnerships.

Meet leading decision-makers from
global zoos and aquariums at the
81st WAZA Annual Conference 2026
in Cologne.

A large, stylized illustration of a crocodile is the central focus. The crocodile is rendered in shades of green and yellow, with a textured, geometric pattern on its body. It is positioned in the center, facing forward. The background is a teal color with abstract, geometric shapes and patterns, including a large archway and a striped pattern in the bottom right corner. The overall style is modern and graphic.

**SPONSORSHIP AND
EXHIBITOR PACKAGES**

WELCOME TO COLOGNE!

Dear colleagues,
Dear potential partners,

From October 25 to 29, 2026, the 81st Annual Conference of the World Association of Zoos and Aquariums (WAZA) will take place here in Cologne. More than 300 zoo and aquarium directors from all over the world will be guests here – from Auckland to Singapore, from Buenos Aires to Zurich.

The participating zoos and aquariums represent more than 700 million visitors – year after year. This makes the WAZA conference one of the largest and most influential gatherings in the animal and leisure community worldwide!

As a conference partner, you will gain exclusive access to decision-makers and budget managers who determine, among other things, animal and veterinary supplies, ticketing systems and marketing budgets, construction projects and technical systems, catering services, merchandise, and special events.

Take advantage of this opportunity to open up new market access for your company and position your brand as an innovative partner for animal welfare and visitor experience.

This presentation provides information about the numerous individual partnership opportunities.

Feel free to contact us at any time – we will be happy to help you!

Sincerely



Prof. Theo B. Pagel (CEO) and Christopher Landsberg (CFO)
Cologne Zoo, Germany



WELCOME TO WAZA 2026!

Dear Colleagues and Friends,

On behalf of the World Association of Zoos and Aquariums (WAZA), it is my pleasure to invite you to join us for the 81st WAZA Annual Conference, hosted by Cologne Zoo, Germany.

Each year, the WAZA Annual Conference moves across continents, bringing together diverse regions and perspectives around one shared responsibility for conservation impact worldwide. After recent gatherings in San Diego, Sydney and Cali, the conference now continues its journey in Europe, hosted by Cologne Zoo. United through WAZA, we come together to shape shared direction and lead collectively as a global zoo and aquarium community.

Cologne Zoo provides a strong and fitting setting for this next chapter in our journey. Founded in 1860, it is one of Europe's oldest and most respected zoological institutions and an internationally recognised leader in species conservation, animal welfare, science, and public engagement.

With a long-standing commitment to both local action and international collaboration, the zoo reflects the values and responsibilities that underpin WAZA's global mission.

As we gather in Cologne, the conference will offer a collective moment to reflect, connect, and lead together as stewards of tomorrow, shaping shared direction with purpose, reinforcing our global responsibility, and strengthening the leadership role of our community in a rapidly changing world.

We very much look forward to welcoming you to Cologne and to continuing this shared journey together.

Yours aye,



David Field
WAZA President



WAZA ANNUAL CONFERENCE AN OVERVIEW



DATES
25 - 29 OCTOBER 2026



Host
COLOGNE ZOO



LOCATION
COLOGNE, GERMANY



ATTENDEE NUMBERS
250 - 300



CONFERENCE WEBSITE
www.waza2026.org

YOUR ATTRACTIVE TARGET GROUP

WAZA at a glance

- Global alliance of regional associations, national federations, zoos and aquariums, dedicated to the care and conservation of animals and their habitats around the world.
- Raising standards for animal welfare, conservation, environmental education and sustainability.
- The WAZA Annual Conference is a central platform for the zoo and aquarium community, providing an exceptional opportunity to connect, collaborate, and shape the future of conservation and animal welfare.
- The conference returns to Europe for the first time in 4 years.

Engage with Global Experts

Connect with approximately 300 international decision-makers and specialists on site.

Wide Reach

Zoos and aquariums from around the world are represented, with a combined total of over 700 million annual visits.

Comprehensive Brand Visibility

Four-day global conference on site in Cologne with additional live stream for over 300 global WAZA Members, providing numerous networking opportunities across various channels.

Management & Strategy

Directors, Chief Financial Officers, Decision-Makers, Managers from Zoos, Aquariums and related Facilities

Planning & Infrastructure

Architects and Exhibit Designers of Facilities

Animal Welfare & Operations

Curators, Zoologists, Veterinarians, Keepers

Revenue & Marketing

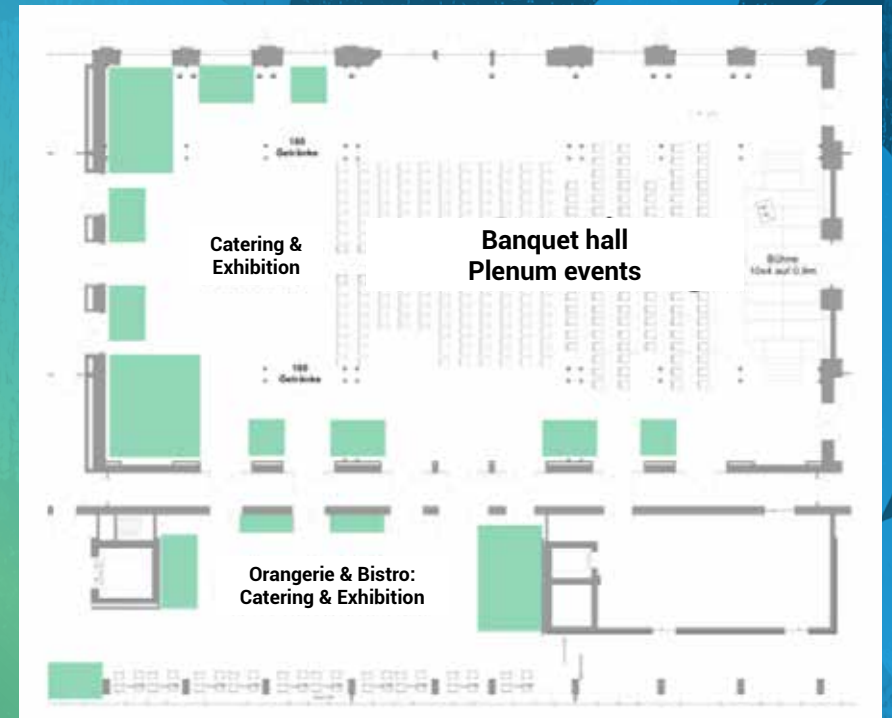
Professionals in Marketing and Communications, Fundraising, Ticketing, Souvenirs and Catering

THE FRAMEWORK FOR YOUR BRAND


THE FLORA


The venue for the WAZA Conference is the extraordinary Flora Cologne, located in a spacious botanical garden and within walking distance of Cologne Zoo.


With exhibition booths strategically placed in high footfall areas such as the break and catering spaces, sponsors and exhibitors will benefit from many networking and brand exposure opportunities.



BECOME A WAZA CONFERENCE SPONSOR

WAZA CONFERENCE SPONSOR		
GOLD		
3x available	15,000 euros	
Maximum Brand Exposure across conference resources including the website, event app, exhibition area signage and on conference holding slides (in the category "Gold Sponsor")		
Strong Presence in the Programme Recognition in the welcome speech and opportunity to present a promotional video (up to 60 seconds)		
Premium Exhibition Space Exhibition space up to 15 m ² , 1 table & 2 chairs, power connection, first choice of stand selection		
Includes 2 Full Tickets for access to the entire conference and all social events		
Access to the List of Participants with contact details (of those who agreed)		

WAZA CONFERENCE SPONSOR		
SILVER		
5x available	12,000 euros	
Strong Brand Exposure across conference resources including the website, event app, exhibition area signage and on conference holding slides (in the category "Silver Sponsor")		
Attractive Exhibition Space Exhibition space up to 6 m ² , 1 table & 2 chairs, power connection, second choice of stand selection		
Includes 2 Full Tickets for access to the entire conference and all social events		
Access to the List of Participants with contact details (of those who agreed)		

WAZA CONFERENCE SPONSOR		
BRONZE		
Please get in touch for availability	9,000 euros	
Good Brand Exposure across conference resources including the website, event app, exhibition area signage and on conference holding slides (in the category "Bronze Sponsor")		
Good Exhibition Space Exhibition space up to 4 m ² , 1 table & 2 chairs, power connection, third choice of stand selection		
Includes 2 Full Tickets for access to the entire conference and all social events		
Access to the List of Participants with contact details (of those who agreed)		

All prices are subject to 19% German VAT (depending on the sponsor's country of origin and the sponsors kind of institution)

BECOME A WAZA EVENT SPONSOR

WAZA EVENT SPONSOR 	
ICEBREAKER RECEPTION	
1x available	6,500 euros
IN THE AQUARIUM AT COLOGNE ZOO Exclusive brand presence at the first major networking event on Sunday, October 25, 2026	
BRAND EXPOSURE on website & in app for this item on the programme, acknowledgment in the welcome speech of the event, on-site branding (screens, roll-ups, menus – depending on availability)	
Small exhibition or promotional space at the event	
Includes 1 Full Ticket for access to the entire conference and all social events	

WAZA EVENT SPONSOR 	
GALA DINNER	
1x available	8,000 euros
AT KÖLNISKY, 28TH FLOOR WITH A VIEW OF THE COLOGNE SKYLINE High-quality evening event with award ceremony as the emotional highlight of the conference on Thursday, October 29, 2026	
BRAND EXPOSURE on website & in app for this item on the programme, acknowledgment in the welcome speech of the event, on-site branding (screens, roll-ups, menu cards – depending on availability)	
Small exhibition or promotional space at the event	
Includes 1 Full Ticket for access to the entire conference and all social events	

WAZA EVENT SPONSOR 	
LUNCH BREAKS	
1x available	10,000 euros
IN THE FLORA Visibility at high-traffic touchpoints from October 26 to 29, 2026 4 lunches incl. poster reception	
BRAND EXPOSURE on website & in app for this item on the programme, acknowledgment in the announcement of the lunch breaks each day, on-site branding (screens, roll-ups, buffet cards – depending on availability)	
Small exhibition or promotional space at the conference	
Includes 1 Full Ticket for access to the entire conference and all social events	

All prices are subject to 19% German VAT (depending on the sponsor's country of origin and the sponsors kind of institution)

MORE SPONSORSHIP OPPORTUNITIES

WAZA CONTENT SPONSOR

**KEYNOTE
SPEAKER**



1x available

8,000 euros

**SPONSOR OF THE 4 KEYNOTE SPEAKER
(one per day)**

BRAND EXPOSURE

across conference resources including the website, event app (for these items on the programme), exhibition area signage and on conference holding slides

VERBAL ACKNOWLEDGEMENT

as a content sponsor during the nominated sessions

Includes 1 Full Ticket

for access to the entire conference and all social events

WAZA

**BESPOKE
SPONSORSHIP**



Please get in touch for availability

**individual
pricing**

We also welcome In-Kind Support. If your organization would like to contribute through professional services, equipment, or materials, we are happy to discuss a custom benefits package in exchange for your support

Please contact us to discuss your individual offer and needs

All prices are subject to 19% German VAT
(depending on the sponsor's country of origin and the sponsors kind of institution)

EXHIBITION OPPORTUNITIES

WAZA	
EXHIBITOR	
Please get in touch for availability	from 4,000 euros
IN THE FLORA Exhibition space in the conference area Company/Institution name on website & in app in the category "Exhibition" 1 table & 2 chairs, power connection 3 m ² minimum: 4,000 euros (WAZA member) 4,500 euros (non WAZA member) each extra m ² : 1,000 euros	
Includes 2 Full Tickets for access to the entire conference and all social events	

WAZA	
VIRTUAL EXHIBITION BOOTH	
Please get in touch for availability	1,000 euros (exhibitors) 1,500 euros (digital exhibitors)
Available for exhibitors and digital exhibitors "only"	
VIRTUAL EXHIBITION BOOTH Digital space on the website and in the app in the category "exhibitor"	
Please get in touch for more details	

All prices are subject to 19% German VAT
(depending on the sponsor's country of origin and the sponsor's kind of institution)

YOUR BENEFITS



Direct access to budget decision-makers
from over 40 countries/regions – without scatter loss



Unique target group
with more than 700 million visits annually –
high reach and strong brand impact



Visibility on all channels
on site (stage, exhibition, events, screens)
and digitally (website, app, stream)



Image boost
linking your brand with animal welfare, species
conservation, and sustainable leisure activities



Building long-term partnerships
through intensive networking in an exclusive setting

QUESTIONS ABOUT SPONSORSHIP AND EXHIBITOR PACKAGES

We are happy to help!

Please note that all non-member enquiries will be subject to review by the conference organising team, and approval to sponsor or exhibit is not guaranteed.



Cologne Zoo – Sponsorship & Partnerships

AG Zoologischer Garten Köln
Riehler Straße 173
50735 Cologne, Germany

For booking enquiries, please contact
Julia Sander
waza2026@koelnerzoo.de

WAZA Annual Conference Organizational Office in Cologne

c/o welcome Events
Bachemer Str. 6-8
50226 Frechen/Cologne, Germany

waza2026@welcome-events.de
Phone +49 (0) 2234 95322 81