

COMMERCIAL EXHIBITION AND SPONSORSHIPS

The WEEF (IFEES & GEDC) 2026 is the ideal setting where different sectors related to engineering will be present, through the participation of commercial companies, publishing houses, and higher education institutions—all leaders in innovations in processes, products, and services that involve or are oriented towards this area of knowledge.

Reasons to Become a Strategic Partner

1. Generate new contacts and share experiences with representatives from different institutions, organizations, and entities in sectors related to education and engineering.
2. Strengthen the recognition of your company, institution, or association and generate greater proximity to a select group of participants.
3. Learn about advances, developments, innovations, and information in science, technology, and processes within the field of engineering and the training of engineers.
4. Interact in academic activities with high-level experts of international recognition, with whom experiences and perspectives around the central theme of the Forum will be shared.
5. Have the possibility to offer projects, services, and products related to engineering.
6. Participate in the Forum's promotion and dissemination strategy through the official website, social networks, and event App.
7. In Cartagena de Indias, a "Historical Heritage of Humanity", you will be able to integrate into technical, social, and cultural activities, in the city where the most important events in Colombia are held.
8. Be a participant in the World Engineering Education Forum: WEEF (IFEES & GEDC), the most recognized event among engineering faculties, schools, and programs worldwide.
9. Be part of the integration and alliance between the Colombian Association of Engineering Faculties (ACOFI), the International Federation of Engineering Education Societies (IFEES), and the Global Engineering Deans Council (GEDC).

Procedure

Companies, institutions, associations, or guilds interested in participating may choose the activities from the presented set that are of interest to them. Spaces for exhibitions are subject to availability. To become an ally of the WEEF (IFEES & GEDC), the different partnership alternatives are presented below.

PLATINUM SPONSOR

- Simple booth for commercial exhibition with corporate signage and identification.
- Institutional video. Shared space with other sponsors.
- Logo on the official event tote bag. Shared with other sponsors.
- Inserts in the official event tote bag.
- Participation in the event's advertising campaign through the inclusion of the institutional logo in printed and electronic advertising and launch events.
- Logo on the event's backing (backdrop) inside the main auditorium, at the registration point, in the promotional brochure, on the website, and in permanent projections in all rooms.
- Five (5) event passes, which include the two people to staff the booth, registration fee, refreshments, digital proceedings, certification, and access to academic, social, and cultural activities.
- Mention in the Master of Ceremonies' addresses/speeches.
- Advertising in digital proceedings (chapter divider, full color).

GOLD SPONSOR

- Simple booth for commercial exhibition with corporate signage and identification.
- Inserts in the official event tote bag.
- Institutional video. Shared with other sponsors.
- Participation in the event's advertising campaign through the inclusion of the institutional logo in printed and electronic advertising and launch events.
- Logo on the event's backing (backdrop) inside the main auditorium, at the registration point, in the promotional brochure, on the website, and in permanent projections in all rooms.
- Four (4) event passes, which include the two people to staff the booth, registration fee, refreshments, digital proceedings, certification, and access to academic, social, and cultural activities.
- Mention in the Master of Ceremonies' addresses/speeches.

SILVER SPONSOR

- Simple booth for commercial exhibition with corporate signage and identification.
- Shared poster session.
- Inserts in the official event tote bag.
- Participation in the event's advertising campaign through the inclusion of the institutional logo in printed and electronic advertising and launch events.
- Logo on the event's backing (backdrop) inside the main auditorium, at the registration point, in the promotional brochure, on the website, and in permanent projections in all rooms.
- Three (3) event passes, which include the two people to staff the booth, registration fee, refreshments, digital proceedings, certification, and access to academic, social, and cultural activities.
- Mention in the Master of Ceremonies' addresses/speeches.

BRONZE SPONSOR

- Participation in the event's advertising campaign through the inclusion of the institutional logo in printed and electronic advertising and launch events.
- Logo on the event's backing (backdrop) inside the main auditorium, at the registration point, in the promotional brochure, on the website, and in permanent projections in all rooms.
- Inserts in the official event tote bag.
- Two (2) event passes, which include the registration fee, refreshments, digital proceedings, certification, and access to academic, social, and cultural activities.
- Mention in the Master of Ceremonies' addresses/speeches.

PREMIUM SPONSOR

- Luncheon Sponsor for the event.
- Logo on the backing (backdrop).
- Logo on the podium/lectern.
- Advertising in the event's digital proceedings.
- Advertising on the closed-circuit television (CCTV).
- One (1) event pass, which includes the registration fee, refreshments, digital proceedings, certification, and access to academic, social, and cultural activities.
- Mention in the Master of Ceremonies' addresses/speeches.

1. COMMERCIAL BOOTHS (STANDS)

Exclusive spaces are available for commercial exhibition. Each area will include an auxiliary table, two chairs, corporate signage, and identification. This area must be set up (ambientada) and staffed by the sponsor.

Each space is entitled to two people to staff the booth. If additional personnel are required, the cost is USD 450 Dollars (Four hundred fifty dollars), per person. These individuals must belong to the booth's organization and be registered prior to the event. The quotas for additional commercial personnel are as follows: single booth: 1 additional person, double booth: up to 2 additional people, and triple booth: up to 3 additional people.

- a) Single Booth 6 m² (3 m x 2 m)
- b) Double Booth 12 m² (6 m x 2 m)
- c) Triple Booth 18 m² (9 m x 2 m)

2. VIP ROOM OR ROOMS FOR BUSINESS ROUNDTABLES

This modality allows the sponsor to have a VIP room with audiovisual aids, accommodating up to 50 people. The activity will be included in the academic agenda (e.g., conference, workshop). The room can be decorated with the company's advertising and can feature a screening of an institutional video. It will include an informational supplement about the session and a brief description of the interested entity. To secure this, please send the following requirements to the email jennyquirolga@acofi.edu.co: conference details, the speaker's curriculum vitae (CV), a brief description of the topic to be presented, and the conference duration (maximum of one (1) hour). These conferences must be approved by the event's organizing committee.

3. POSTER EXHIBITION

This option allows for the sponsorship of the poster session. The event organizers will handle the production and printing of the posters. This space may be shared with other sponsors.

- a) Individual Value (Shared Sponsorship)
- b) Exclusivity (Exclusive Sponsorship)

4. TOTE BAGS

This option allows the sponsor to include their logo on the official event tote bags. The design, color, and material of the tote bag will be determined by ACOFI. This space will be shared with other sponsors.

- a) Individual Value (Shared Logo)
- b) Exclusivity (Exclusive Logo)

5. PENS

The sponsor of this advertising item may include their institutional logo on the pens that will be distributed during the event. The design, model, and color of the pen will be determined by ACOFI.

6. DIGITAL PROCEEDINGS (MEMORIAS)

This sponsorship option allows the sponsor to include a full-color advertisement within the event's digital proceedings book. The ad size will be 21.5cm X 27 cm (Letter size). The design must be provided by the sponsor.

- a) Back cover (inside) Reverse of the Cover (Full color)
- b) Back cover (Outside) Outside back cover (Full color)
- c) Back cover reverse (Inside) Reverse of the back cover (Full color)
- d) Chapter Divider Chapter divider (Full color)

7. INSERTS

The sponsor of this alternative is entitled to include advertising inside the event's official tote bag: brochures, commercial information on a USB drive, among others, which will be handed out to every event participant. This advertising material must be provided by the sponsor and must be sent to the ACOFI facilities two months prior to the event date.

8. LOGO ON CHAIR BACKS

The sponsor of this advertising option may include the company's or institution's logo or image on the back of every chair in the main auditorium, printed in four colors. The design and logo position will be determined by ACOFI.

- a) Individual Value (Shared/Non-Exclusive)
- b) Exclusivity

9. CLOSED-CIRCUIT TELEVISION (CCTV)

This option allows for the broadcast of advertising during breaks, up to three commercials or announcements of up to 30 seconds of video transmission on 42" LCD screens placed at different points within the Cartagena de Indias Convention Center. This space will be shared with other sponsors.

- a) Individual Value (Shared Space)
- b) Exclusivity

10. PENDANT BANNER (PENDÓN)

This advertising option allows for the institutional logo to be exhibited on a banner during the event days, which will be placed in the main hall. The production of this banner will be carried out by ACOFI; the sponsor must supply the institutional logo.

- a) Shared Logo Banner (With another Sponsor)
- b) Solo Institution Logo Banner
- c) Exclusive Entity Advertising Banner

11. LOGO ON T-SHIRTS

The sponsor of this advertising option may include the institutional logo on the official event T-shirt worn by the organization staff. The design and logo placement will be determined by ACOFI.

12. CREDENTIALS (BADGES)

The sponsor will be entitled to include the institutional logo on the attendee badges (credentials) for the event. The design and logo placement will be determined by ACOFI.

13. SPIRAL NOTEBOOK WITH ADVERTISING

This option allows the sponsor to include exclusive advertising on the back cover of the notebook. The size of the notebook will be 13.97 cm X 21.59 cm (half letter size). The sponsoring entity's logo will be printed on the internal pages. These notebooks will be distributed to every participant. The design will be determined by ACOFI.

14. DIGITAL SCREEN

The sponsor of this advertising option may include the institutional logo on a digital screen located in the Gran Salón Barahona of the Cartagena de Indias Convention Center. The placement of the logos will be determined by ACOFI. This space will be shared with other sponsors.

- a) Individual Value (Shared)
- b) Exclusivity

15. LED SCREEN ON THE CCCI FAÇADE

This option allows the sponsor to place advertising on the LED screen located on the exterior façade of the Cartagena de Indias Convention Center during the days of the event. This option is shared with other sponsors.

16. MAIN AUDITORIUM LECTERN (ATRIL)

This option allows the sponsor to include advertising photos on the lectern (podium) of the main auditorium, which has an LCD screen where the advertising will be displayed during the event days. This space will be shared with other sponsors.

- a) Individual Value (Shared)
- b) Exclusivity

17. RECEPTION/LOUNGE AREA (SALA DE RECIBO)

This option allows the sponsor to include their corporate image and advertising for their company or institution in a break or work lounge/room within the Cartagena de Indias Convention Center.

18. BACKDROP WITH CUSTOM DESIGN AT THE REGISTRATION POINT (Obregón Hall)

The sponsor will have a large-format, high-visibility backdrop (backing) with a custom design and advertising background, printed on canvas or fabric, which serves as a branding element for the sponsor within the framework of the WEEF (IFEES & GEDC).

19. ROCK STAR PHOTOBOOTH

The sponsor is entitled to include the institutional logo on every photo taken by participants within the personalized frame of WEEF (IFEES & GEDC). These photographs are sent to attendees' email addresses, shared on social media, and printed instantly.

20. BACKDROP

The sponsor of this advertising option will have the possibility to include their institutional logo, on a shared basis, on the event's central backdrop (backing) which will be located behind the main table in the central auditorium. The final artwork and position of the sponsor's logo will be determined by the event organizer.

21. LUNCHEONS (ALMUERZOS)

The sponsor will have the possibility to include their institutional logo and advertising on a shared basis, featuring publicity on coasters and on a banner located in the restaurant area. The final artwork and position of the sponsor's logo will be determined by the event organizer, and the advertising will be displayed during the days of the event.

- a) Individual Value
- b) Exclusivity

22. PERFORATED VINYL ADVERTISING ON WINDOW AND MAIN STAIRS OF THE CONVENTION CENTER (Obregón Hall Stairs)

This advertising on the main stairs and window features a design on perforated vinyl with side backings on the stairs in the Obregón Hall of the Cartagena de Indias Convention Center. This allows the sponsor to create a visually striking design with attractive colors and information, ensuring coherence with the brand's identity. The sponsor can leverage the movement of people with their design to create surprising and engaging advertisements, using impactful visual elements, clear and brief messages, and integrating the brand in an emotional or interactive way.

23. COWORKING AREA

This area will be shared with interested sponsors. This effective advertising for a coworking area with a custom design highlights its inspiring aesthetics through high-quality photos, emphasizes the combination of open and private zones, mentions the furniture's flexibility, highlights essential services like the Internet, and promotes events and community on social media, using the brands consistently across all promotional material.

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