



28TH
WMSM
WORLD MEETING ON
SEXUAL MEDICINE 2027



Joint ISSM/MESSM Scientific Meeting
October 28-30, 2027 | Cairo, Egypt

SPONSORSHIP OPPORTUNITIES

OCTOBER 28-30, 2027

CAIRO, EGYPT

Global science. Regional connection. One world meeting.

Jointly organized by ISSM and MESSM

A joint invitation from ISSM and MESSM

Dear Industry Partner,

On behalf of the International Society for Sexual Medicine and the Middle East Society for Sexual Medicine, we invite you to join the World Meeting on Sexual Medicine (WMSM) 2027 in Cairo, Egypt. Hosted in the Middle East and built on the international scientific network of the ISSM, this world meeting will bring together approximately 600 clinicians, researchers, educators, and emerging leaders across the full field of sexual medicine.

WMSM 2027 offers industry partners a valuable opportunity to connect directly with MESSM's regional clinical community and the wider international network of ISSM. Through sponsored lunch symposia, practical workshops, exhibition opportunities, hospitality, and digital visibility, partners can engage with a focused specialist audience and build meaningful relationships across the region and beyond.

Together, ISSM and MESSM aim to create a meeting that combines global scientific expertise with strong regional connection and practical education. Your partnership will help support accessible participation, scientific exchange, and the development of the next generation of sexual medicine professionals. We hope you will join us in making WMSM 2027 a successful and valuable meeting for the sexual medicine community, and we look forward to welcoming you to Cairo.



Run Wang, MD

President, ISSM



Abdel Rahman Zahran, MD

President, MESSM

**We invite you to be part of the World Meeting on
Sexual Medicine in Cairo, Egypt.**



The World Meeting on Sexual Medicine returns to Egypt

600

EXPECTED DELEGATES

70-80%

MENA & SURROUNDING

20-30%

INTERNATIONAL

3 DAYS

SCIENCE & EXCHANGE

The opportunity for partners

Where ISSM's international scientific network meets MESSM's regional clinical community. Reach an expected 600 delegates through sponsored education, exhibition, and tailored engagement.

A world meeting connecting global expertise with a growing regional market

Cairo is a major medical, academic, and business center with direct international connections and a natural position between the Middle East, Africa, Europe, and Asia. It gives global companies access to a growing clinical community across MENA and surrounding markets.

■ A memorable destination

The Nile, historic Cairo, the Pyramids of Giza, and the Grand Egyptian Museum create a distinctive delegate experience.

■ Internationally connected

Cairo International Airport connects the city with major hubs across the Middle East, Africa, Europe, and beyond.

The world of sexual medicine meets in Cairo

Cairo, Egypt



A city where history, science, and modern life meet

Cairo offers delegates a distinctive international setting, combining a strong medical and academic community with the Nile, historic neighborhoods, renowned architecture, and the nearby Pyramids of Giza.



Historic Cairo

Architecture, culture, and vibrant local life



The Pyramids of Giza

A globally recognized landmark close to Cairo

The official venue announcement and detailed event specifications will be shared with partners as planning is finalized.

Why partner with WMSM 2027?



■ Focused visibility

Put your organization in front of specialists who influence sexual medicine practice, education, and purchasing decisions.

■ Regional access

Build relationships across MENA and surrounding markets, supported by the international reach of ISSM.

■ Scientific engagement

Use sponsored (lunch) symposia and practical workshops to share data, clinical experience, and innovation with a relevant audience.

■ Long-term connection

Combine on-site engagement, digital visibility, hospitality, and targeted follow-up before, during, and after WMSM.

Global platform. Regional access. Practical opportunities to engage.

Partnership supports accessible participation, practical education, young clinicians, and scientific exchange. Select a complete package or build a tailored combination.

AUDIENCE

A specialist audience connected through a global network

4,000

ISSM MEMBERS

270

MESSM MEMBERS

120+

COUNTRIES REPRESENTED

15,000+

EMAIL CONTACTS



Who you will meet

- Urologists and andrologists
- Gynecologists and sexual health physicians
- Psychologists, psychiatrists, and sex therapists
- Researchers, educators, trainees, and allied professionals

Expected WMSM 2027 audience

Approximately 600 delegates

70-80% MENA & nearby markets

20-30% international

Delegates are expected from across MENA and nearby markets, with additional participation from Europe, North America, Asia, and Latin America. This gives international partners meaningful cross-border access within a focused specialty.

A meeting that moves the field forward

Nearly five decades of global exchange in sexual medicine · 1978-2027



NEXT WORLD MEETING

Cairo · October 28-30, 2027

1978-1988

The foundations · 1st-6th editions



New York

1978 · New York
USA

1980 · Monte Carlo
Monaco

1982 · Copenhagen
Denmark

1984 · Paris
France

1986 · Prague
Czech Republic

1988 · Boston
USA

1990-2000

A truly global meeting · 7th-12th editions

1990 · Rio de Janeiro
Brazil

1992 · Milan
Italy

1994 · Singapore
Singapore

1996 · San Francisco
USA

1998 · Amsterdam
The Netherlands

2000 · Perth
Australia



Rio de Janeiro

2002-2012

New regions and connections · 13th-18th editions



Seoul

2002 · Montreal
Canada

2004 · Buenos Aires
Argentina

2006 · Cairo
Egypt

2008 · Brussels
Belgium

2010 · Seoul
Korea

2012 · Chicago
USA

2014-2023

A growing community · 19th-24th editions

2014 · São Paulo
Brazil

2016 · Beijing
China

2018 · Lisbon
Portugal

2021 · Virtual
The Japan Edition

2022 · Miami
USA

2023 · Dubai
UAE · Dec. 15-17



Dubai

2024-2027

The next chapter · 25th-28th editions



Cairo

2024 · Rio de Janeiro
Brazil · Sep. 26-29

2026 · Porto
Portugal · Feb. 25-28

2027 · Cairo
Egypt · Oct. 28-30

The 26th WMSM, planned for Bangalore in 2025, was canceled.

One global community. One meeting legacy. A new destination every time.

Three days designed for learning and exchange

The final program is under development. The structure below reflects the current draft and may be adjusted as rooms and session times are confirmed.

	Thursday, October 28, 2027				Friday, October 29, 2027			Saturday, October 30, 2027			
	Offsite	Exhibition	Break-out	Break-out	Exhibition	Plenary	Break-out	Exhibition	Plenary	Break-out	
8:00 AM	Surgical Workshops				Technical Exhibition	Sponsored Breakfast Sessions		Technical Exhibition		Sponsored Breakfast Sessions	
8:30 AM			Psychosexual Workshop - TBD			Plenary Sessions / Master lectures			ISSM Business Meeting		
9:00 AM							Plenary Sessions / Master lectures				
9:30 AM											
10:00 AM						Coffee Break			Coffee Break		
10:30 AM						APSSM Session; topic X	Abstract Sessions		ESSM Session; topic X	Abstract Sessions	
11:00 AM						SLAMS Session; topic X			SASSM Session; topic X		
11:30 AM						Lunch Break / Sponsored Lunch Sessions			Lunch Break / Sponsored Lunch Sessions		
12:00 PM						Concurrent - Invited Speakers/ Sessions	Abstract Sessions		Concurrent - Invited Speakers/ Sessions	Abstract Sessions	
12:30 PM											
1:00 PM											
1:30 PM	Technical Exhibition		ISSWSH Workshop	VJSM Session	Technical Exhibition	Coffee Break		Technical Exhibition	Coffee Break		
2:00 PM				Concurrent - Invited Speakers/ Sessions		Abstract Sessions	Journals Session		Abstract Sessions		
2:30 PM							Concurrent - Invited Speakers/ Sessions				
3:00 PM							Coffee Break			Coffee Break	
3:30 PM				ISSWSH Workshop		VJSM Session	SMSNA Session; Topic X		Abstract Sessions	Concurrent - Invited Speakers/ Sessions	Abstract Sessions
4:00 PM				MESSM Affiliate Societies		MESSM Affiliate Societies	Invited Speaker				
4:30 PM				Opening Ceremony (15 ISSM Presidential + 15 MESSM Presidential Lecture + 30 minutes general opening + 15 minutes entertainment)		MESSM Business Meeting			Awards & Closing Ceremony		
5:00 PM						Young Clinicians Reception					
5:30 PM				Welcome Reception							
7:00 PM							Presidential Dinner				
7:30 PM											
8:00 PM											
8:30 PM											
9:00 PM											

01 THURSDAY, OCTOBER 28

Two half-day surgical workshops, technical exhibition, opening program, and welcome reception.

02 FRIDAY, OCTOBER 29

Plenary and concurrent scientific sessions, abstract presentations, exhibition, sponsored symposia, and networking.

03 SATURDAY, OCTOBER 30

Plenary and concurrent sessions, abstracts, exhibition, sponsored symposia, and closing program.

Global experts shape the scientific program

The program is guided by Scientific Program Committee Chairs Dr Tami Rowen (USA) and Dr Mohamed Arafa (Egypt), with Dr Run Wang serving as Honorary Chair.



Dr Tami Rowen

USA

Scientific Program
Committee Chair



Dr Mohamed Arafa

Egypt

Scientific Program
Committee Chair



Dr Run Wang

USA

Honorary Chair

NINE SCIENTIFIC SUBCOMMITTEES | CO-CHAIRS

01	BASIC & TRANSLATIONAL RESEARCH Ahmad Majzoub · Qatar Justin La Favor · USA	04	NOVEL & INNOVATIVE THERAPIES Andrew Goldstein · USA Osama Shaeer · Egypt	07	RECONSTRUCTIVE SURGERY Don Lee · UK Omer Raheem · United Arab Emirates
02	FEMALE SEXUAL (DYS)FUNCTION Alexandra Dubinskaya · USA Ons Kaabia · Tunisia	05	ONCOSEXOLOGY Christian Nelson · USA Mohamed Marzouk Abdallah · Oman	08	SEXUAL ORIENTATION & IDENTITY Georgios Pagkalos · Greece Mohamed AbdelRasoul · Egypt
03	MALE SEXUAL (DYS)FUNCTION AbdulAziz Baazeem · KSA Alan Shindel · USA	06	PSYCHOSEXUAL ASPECTS Amr El Meliegy · Egypt Jeff Kiesner · Italy	09	SOCIOSEXUAL ASPECTS Atia Attaky · KSA Marieke Dewitte · Belgium

International co-chair pairs bring regional reach and multidisciplinary expertise to every program track.

Choose a package or build your own

Choose an integrated package for a high-visibility presence, or combine individual opportunities around your objectives. Packages provide priority, coordinated recognition, and a stronger mix of benefits than purchasing separate items.

COMPLETE PACKAGE

One coordinated presence

A coordinated mix of space-only exhibition allocations, registrations, session value, digital visibility, print advertising, and delegate materials.

CUSTOM COMBINATION

Built around your objectives

Combine sessions, workshops, exhibition, hospitality, digital visibility, and compliant lead capture.

Recognition levels

PLATINUM	USD 75,000
GOLD	USD 50,000
SILVER	USD 30,000
BRONZE	USD 15,000
SUPPORTER	FROM USD 7,500

A maximum of two Platinum Partnerships is available. Category exclusivity is not automatic and requires a separate agreement. Within each level, priority follows the signed agreement date.

All fees exclude 14% Egyptian VAT; VAT will be added to the invoice.

A stronger presence at every level

PLATINUM	USD 75,000
12 m² exhibition space (6 m W × 2 m D; space only) 8 delegate registrations 10 exhibitor badges First-priority booth and symposium selection 60-minute lunch symposium Non-exclusive app launch screen + listing 2 sponsor emails + 2 pushes Premium full-page ad Bag insert Additional visibility option up to USD 10,000*	
GOLD	USD 50,000
10 m² exhibition space (5 m W × 2 m D; space only) 6 delegate registrations 8 exhibitor badges Selection after Platinum 60-minute lunch symposium Rotating app banner + listing 1 sponsor email + 1 push Full-page ad Bag insert	
SILVER	USD 30,000
8 m² exhibition space (4 m W × 2 m D; space only) 5 delegate registrations 6 exhibitor badges No sponsored session included Rotating app banner + listing 1 sponsor email + 1 push Full-page program/exhibit guide ad Delegate-bag insert Additional visibility option up to USD 7,500*	
BRONZE	USD 15,000
6 m² exhibition space (3 m W × 2 m D; space only) 3 delegate registrations 4 exhibitor badges Sponsored company listing 1 sponsor email + 1 push notification Half-page program/exhibit guide ad Delegate-bag insert	
SUPPORTER FROM USD 7,500	4 m² exhibition space (2 m W × 2 m D; space only) 1 registration 2 exhibitor badges Sponsored company listing Half-page program/exhibit guide ad Delegate-bag insert Supporter recognition

Booths: maximum 2 m depth and 3 m height.
*Additional options are subject to availability, organizer approval, and applicable exclusivity.

All fees exclude 14% Egyptian VAT; VAT will be added to the invoice.

Package benefits at a glance

BENEFIT	PLATINUM	GOLD	SILVER	BRONZE
 Booth / session priority	1st	2nd	3rd	4th
 Exhibition space only	12 m ² 6 × 2 m	10 m ² 5 × 2 m	8 m ² 4 × 2 m	6 m ² 3 × 2 m
 Exhibitor badges	10	8	6	4
 Full registrations	8	6	5	3
 60-minute lunch symposium	Included	Included	-	-
 App visibility	Non-exclusive launch + listing	Rotating banner + listing	Rotating banner + listing	Listing
 Dedicated sponsor email	2	1	1	1
 Push notifications	2	1	1	1
 Program/exhibit guide ad	Premium full	Full page	Full page	Half page
 Delegate-bag insert	Included	Included	Included	Included
 Additional package value	Up to USD 10k*	-	Up to USD 7.5k*	-

Priority applies to booth locations and included symposium slots. *Additional-value selections are subject to availability, organizer approval, and applicable exclusivity. All packages include sponsor-level logo recognition. Booths: maximum 2 m depth and 3 m height.

All fees exclude 14% Egyptian VAT; VAT will be added to the invoice.

Industry-sponsored symposia

As a service to the ISSM 28th World Meeting on Sexual Medicine delegates, we have adopted a policy of allowing industry-sponsored symposia in conjunction with the Meeting. Industry sponsored symposia organized by Sponsors – whether pharmaceutical, medical device or other healthcare related companies – will be on a topic of their choice but will have, as their main objective, the dissemination of scientific data and innovation, which will enhance the meeting experience for all participants.

All interested companies will need to submit a symposia proposal in writing to meeting@issm.info no later than July 1, 2027, for consideration.

	Half-day surgical workshop (2 available)	USD 50,000
	60-minute lunch symposium (up to 4 available)	USD 30,000
	60-minute breakfast symposium (up to 4 available)	USD 15,000
	Separate from the regional CME program	NON-CME
	Equipment or materials support	TAILORED

Confirmed inventory and audience

Up to four breakfast and lunch symposia are planned, with two sessions running in parallel during each break. Highest-level sponsors select available time slots first. Room capacities and exact scheduling will be confirmed after the venue and scientific program are finalized.



All fees exclude 14% Egyptian VAT; VAT will be added to the invoice.

Planning and approving a sponsored session

Interested companies submit a written proposal to the WMSM Office through meeting@issm.info no later than July 1, 2027, for consideration. A complete proposal allows the Scientific Program Committee to review the session efficiently and protects the quality of the overall program.

The Scientific Program Committee will review each proposal and industry sponsors of accepted symposia will be notified no later than August 1, 2027.

YOUR PROPOSAL SHOULD INCLUDE

- Proposed title and short description
- Program schedule and format
- Presentation titles, speakers, and affiliations
- Preferred date and timeslot
- Expected attendance
- Confirmation of applicable terms

WHAT THE FEE COVERS

- Reserved program timeslot
- Room appropriate to the anticipated audience, subject to final venue allocation
- Standard in-room AV and technical support, subject to confirmation
- Listing in the meeting program and app
- Approved pre-meeting promotional support
- Lead retrieval available separately for consent-based badge scans
- Lunch is included for sponsored lunch symposia; breakfast is not included for breakfast sessions.

Important cost note

Speaker fees, registration, travel, accommodation, non-standard AV, recording, branding, special equipment, production, and catering for the breakfast sessions not included in the fee are covered by the sponsor unless agreed otherwise in writing.

Submission and approval deadlines will be confirmed with the final program timeline.

Symposia terms and conditions

01	Time-slot allocation	Special time slots are designated and allocated on a first-come, first-served basis.
02	Faculty & topics	The supporting company may select the Symposium speakers and topics.
03	Speaker expenses	In addition to the Symposium fee, the company covers all speaker registration, accommodation, and travel expenses—even when a speaker was already invited by the Meeting.
04	Session costs	All self-organized Symposium costs are paid by the sponsor, including faculty remuneration, travel and accommodation, plus technical and audio-visual facilities beyond the standard lecture-hall provision.
05	Program approval	The Symposium Program requires approval by the WSM Scientific Program Committee. If it is not approved, either party may cancel without penalty or damages, and neither party will have claims, demands, or suits against the other.
06	Identification	Symposia are non-accredited, promotional educational opportunities and will be clearly identified as “Sponsored Symposium”.

A central place for direct engagement



All listed exhibition fees cover reserved floor space only. Booth construction and shell scheme are not included and must be arranged and paid for separately through the appointed contractor. Contractor details, order deadlines, and technical specifications will be provided in the Exhibitor Manual.

 SIZE (W × D)	 AREA	 SPACE-ONLY FEE	 BADGES
2 × 2 m	4 m ²	USD 3,000	2
3 × 2 m	6 m ²	USD 4,500	2
4 × 2 m	8 m ²	USD 6,500	3
6 × 2 m	12 m ²	USD 8,500	4

- By invitation only, a limited number of participation opportunities may be offered to eligible Egyptian-owned companies that do not represent, distribute for, or operate on behalf of an international company or brand. Eligibility, availability, and pricing are determined at the organizers' sole discretion.

Exhibition fees include floor space, company listing, and stated badges only. Booths: maximum 2 m depth and 3 m height. The 10 m² (5 × 2 m) configuration is reserved for selected sponsorship packages. Construction and venue services are ordered separately.

All fees exclude 14% Egyptian VAT; VAT will be added to the invoice.

Exhibition planning is underway

DETAILED FLOOR PLAN TO FOLLOW

The exhibition layout and technical specifications are being developed for the Cairo venue. Confirmed plans, access information, and partner options will be shared in a dedicated exhibitor update.

Share your requirements

- Sponsors may discuss preferred space requirements and objectives with the WSM Office at meeting@issm.info. Requests will be recorded without committing either party to a specific location.
- All proposed configurations must maintain a maximum booth depth of 2 m. Priority follows partnership level, confirmation date, operational feasibility, and final venue availability.

What partners will receive

AFTER VENUE CONFIRMATION

- Confirmed floor plan and 2 m-depth booth configurations
- Space-allocation process and deadlines
- Venue access, height limits, and technical specifications
- Hospitality-room availability
- Lead-retrieval options, data handling, and pricing
- Contractor and onsite service information
- A dedicated exhibitor update will be issued when venue planning is finalized.

Individual visibility opportunities

Add targeted visibility to a package or select individual items. Exclusive opportunities are limited and subject to organizer approval. Available digital performance metrics will be included in the post-meeting report.

 Meeting lanyard - exclusive	USD 10,000	 App launch screen options	SEE PAGE 21
 Wi-Fi sponsor - exclusive	USD 7,500	 Registration area branding	USD 7,500
 Delegate bag branding - exclusive*	USD 5,000	 Notepads and pens*	USD 4,000
 Dedicated sponsor email	USD 3,000	 Rotating app banner	SEE PAGE 21
 Full-page program ad	USD 2,500	 Push notification	SEE PAGE 21
 Delegate bag insert	USD 1,500	 Sponsored company listing	SEE PAGE 21

The meeting program and exhibit guide will include sponsor and exhibitor information, the available floor plan, sponsored-session listings, and a program overview. Formats, artwork specifications, deadlines, and premium positions will be confirmed before booking.

**Production, artwork, supplier, packing, and freight costs are excluded unless expressly stated.*

All fees exclude 14% Egyptian VAT; VAT will be added to the invoice.

Connect beyond the program

Hospitality creates approved, high-value moments to welcome delegates, build relationships, and host focused conversations outside the accredited scientific program.

SIGNATURE HOSPITALITY MOMENT

Welcome Reception partner

USD 15,000

Prominent recognition at the reception and in related communications, plus two delegate registrations. Catering and production enhancements are separate.

RECOGNITION

Reception and related communications

ACCESS

Two delegate registrations

CONNECTION

A natural opening-night touchpoint

Additional ways to connect

EMERGING COMMUNITY

Young Clinicians Reception partner

USD 7,500

Connect with emerging professionals and the next generation of the sexual medicine community. Final format and capacity remain subject to program confirmation.

SHARED BREAK

Coffee-break partner

USD 5,000 per break

Recognition and approved branding at the selected break. Production, catering upgrades, and branding materials are ordered separately.

PRIVATE FORMAT

Hospitality rooms

DETAILS TO FOLLOW

Private meeting or product-presentation rooms may be offered if suitable space is available. Sizes, dates, inclusions, and fees follow venue allocation.

All hospitality activities require prior approval, must comply with venue and industry requirements, and must remain outside accredited scientific sessions.

All fees exclude 14% Egyptian VAT; VAT will be added to the invoice.

Be present in every app moment

Four placements follow the delegate journey — from opening the meeting app to discovering sponsors and acting on timely messages.



DELEGATE JOURNEY

Four moments to be seen.

- 1 OPEN
Launch
- 2 EXPLORE
Banner
- 3 DISCOVER
Listing
- 4 RESPOND
Notification

OPEN

App launch screen

USD 7,500 non-exclusive
| USD 12,500 exclusive

Full-screen sponsor artwork appears when delegates open the app. Timing, frequency, and artwork specifications are confirmed with the platform.

EXPLORE

Rotating app banner

USD 3,500

High-traffic banner placement links to an approved sponsor profile, website, or meeting page and rotates with other banners.

DISCOVER

Sponsored company listing

USD 2,500

An enhanced sponsor profile includes logo, company description, contact details, and approved documents or links.

RESPOND

Push notification

USD 1,500 each

An organizer-scheduled message reaches a selected audience. Timing, length, links, and content remain subject to approval and platform capability.

Digital delivery depends on app adoption, device settings, platform availability, and approved content deadlines. WMSM does not guarantee impressions, clicks, downloads, leads, or sales results and does not provide attendee or session-attendance lists.

All fees exclude 14% Egyptian VAT; VAT will be added to the invoice.



Tell us what you want to achieve

Not every partner has the same objectives. The WSMO Office can combine sessions, workshops, exhibition, hospitality, digital visibility, and compliant lead capture in a tailored proposal, subject to scientific, ethical, and operational approval.

■ Launch or explain an innovation

Combine an industry session, exhibition space, app visibility, and a targeted email.

■ Build regional relationships

Combine exhibition space, hospitality, networking support, and regional sponsor recognition.

■ Support education and talent

Consider workshops, abstract awards, or young clinician activities with appropriate safeguards.

■ Measure and demonstrate reach

Receive available registration, session-attendance, email, app, and compliant lead-capture results in a post-meeting report.

Custom packages are priced according to the selected scope. Recognition follows the total contracted value.

All fees exclude 14% Egyptian VAT; VAT will be added to the invoice.

Discuss sponsorship and exhibition opportunities

To request a package, exhibition space, sponsored session, visibility item, or hospitality opportunity, contact the WMSM Office directly. Early contact is recommended for limited and priority opportunities.

CONTACT THE WMSM OFFICE
meeting@issm.info

For questions, call +31 75 647 6372 or visit www.wmsm.info.

- 1

Company and contact details

Legal name, contact person, email, phone, billing address, and tax information.
- 2

Opportunities of interest

Preferred package, exhibition-space size, session, app, advertising, delegate-bag, visibility, or hospitality items.
- 3

Session proposal, if applicable

Proposed title, format, speakers, objectives, and preferred date or time.
- 4

Review and confirmation

The WMSM Office will review availability and issue the formal agreement and invoice.

Please send your request directly to meeting@issm.info.



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**LET'S BUILD A PARTNERSHIP
THAT FITS YOUR GOALS.**

meeting@issm.info
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www.wmsm.info

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