



2026
U.S. CELEBRATION
OF WORLD
STANDARDS DAY

An Electrifying Future Powered by Standards

SPONSORSHIP OPPORTUNITIES

Tuesday, December 8, 2026 | Top of the Hill Conference Center | Washington DC

The 2026 U.S. Celebration of World Standards Day (WSD) brings congressional staff, federal decision-makers, and the standardization community together to explore how private-sector-led standards are addressing national priorities.

THE EVENTS

Congressional Briefing. A high-level panel on Capitol Hill priorities, such as U.S. leadership in critical and emerging technologies, critical minerals, data centers, and artificial intelligence.

WSD Showcase. An interactive space highlighting standards-based solutions in these areas.

WSD Celebration. Presentation of the Ronald H. Brown Standards Leadership Award and WSD Paper Competition award, followed by a networking reception.

The WSD planning committee is co-chaired by the American National Standards Institute (ANSI) and the National Institute of Standards and Technology (NIST). NEMA is the 2026 WSD administering organization.

WSD is a widely attended event that is co-sponsored and attended by federal government agencies to recognize and honor the many contributions of the U.S. standards and conformity assessment community.

WSD SHOWCASE GUIDELINES

Register. Briefly describe your organization's showcase and the national priority or emerging technology area(s) it will address.

Address a national priority. Each showcase should connect to one or more of the areas driving policy conversations on the Hill—critical and emerging technologies, critical minerals, data centers, artificial intelligence, electrification, cybersecurity and data privacy, etc.

Tell a story. Show the challenge or goal, the standards-based solution, and the outcome it made possible. Where possible, share data.

Make it visual and interactive. Include a demonstration, data visualization, short video, or hands-on element. The emphasis is on education, not giveaways (sponsors are encouraged to wait until the WSD Networking Reception to distribute any promotional items).

Staff your table throughout. Attendees move through the showcase space over the course of the day, so tables should be staffed for the full event.

SCHEDULE AT A GLANCE *Registration required for all events*

CONGRESSIONAL BRIEFING AND SHOWCASE

No fee to attend

11:30am–12:15pm	Lunch and WSD Showcase
12:15pm–1:00pm	Congressional Briefing: Opening Panel and Q&A
1:00pm–2:00pm	WSD Showcase

WSD CELEBRATION

Admission ticket required

2:00pm–2:30pm	WSD Celebration and Presentations
2:30pm–4:00pm	WSD Networking Reception

The WSD Showcase will remain open through the conclusion of the event.

SPONSOR BY NOVEMBER 6 AT **WSD-US.ORG**

SPONSORSHIP TIERS



HERO
\$8,000



CHAMPION
\$6,500



ADVOCATE
\$5,000



SUPPORTER
\$3,500



CONTRIBUTOR
\$1,800



FRIEND
\$950

WSD Showcase Table ¹	Premium placement	Yes	Yes	Yes	—	—
WSD Celebration Admission Tickets	16	12	8	4	3	2
Hospitality Sponsorship ²	Grab-and-Go Lunch	Closing Reception and Bar	Refreshment Breaks	Refreshment Breaks	—	—
Boxed Lunch Insert ³	Yes	Yes	—	—	—	—
Digital Ad	Included	\$250 add-on	\$250 add-on	\$250 add-on	\$250 add-on	\$250 add-on
WSD Event Page	Logo	Logo	Logo	Logo	Logo	Logo
15" Digital Display at Registration	Logo	Logo	Logo	—	—	—
Rotating Display during WSD Program	Logo	Logo	Logo	Logo	Logo	Logo
Shared Event Signage	Logo	Logo	Logo	Logo	Logo	Name
Printed WSD Program	Logo	Logo	Logo	Logo	Logo	Name

¹ WSD Showcase tables are included at the Supporter level and above, subject to availability. Up to 13 tables are available.

² Hospitality sponsorships are recognized with on-site signage during the sponsored element (i.e. lunch, break, closing reception). Where more than one sponsor holds a given tier, recognition is shared on group signage.

³ Boxed lunch insert: Single informational item. Promotional items are discouraged; please refer to ethics rules pertaining to congressional gifts: ethics.house.gov/gifts

Single Admission: \$250 if purchased in addition to a sponsorship tier | **\$300** without a sponsorship tier | **\$65** for government employees