



## Be the Wipes Change Agent

**WOW**  
WORLD OF WIPES®  
INTERNATIONAL CONFERENCE

June 12-15, 2017  
Gaylord Opryland Resort  
Nashville, TN

### SPONSORSHIPS

Engage with thousands of professionals in the entire wipes supply chain. From an exciting Welcome Reception on the stage of the Grand Ole Opry to exceptional networking opportunities during the Breakfast Connections – WOW 2017 presents a wide variety of sponsorships to leverage your marketing and public relations efforts. Here are the many creative ways your company may gain recognition from this multi-billion dollar sector. Please note, all sponsors receive logo recognition on the WOW 2017 website and in the event program. Sponsorships are available to WOW participants only.

#### WELCOME RECEPTION | \$10,000

Celebrate your corporate brand. Welcome participants to WOW with a reception on Mon. June 12 with your corporate name or product brand as the Title Sponsor. This single sponsorship includes the distribution of promotional items to hundreds of reception participants. (The sponsor is required to provide the promotional items, INDA staff will distribute your items). The Welcome Reception includes the display of your company logo during the reception. Additional benefits include a video or PowerPoint presentation on the WOW website, three PowerPoint slides shown during conference intermissions, a full page advertisement in the on-site event program, posting of your company's vertical banner on-site, a sponsored email message to participants, and 10 complimentary passes to the Welcome Reception.

#### INTERNET (WI-FI) | \$5,000 **SOLD OUT**

Get maximum exposure of your corporate brand to WOW participants by having your corporate name entered as the password to access the Wi-Fi network on all three days of the event (Tues., June 13– Thur., June 15). Sponsorship includes a full-page advertisement in the on-site event program, three PowerPoint slides shown during conference intermissions, posting of your company's vertical banner, on-site and a sponsored email message to participants.

#### COFFEE BREAKS | \$2,500 (JUNE 13) | \$2,500 (JUNE 14) | \$1,000 (JUNE 15)

Enhance your corporate or product brand and gain name recognition on literally thousands of coffee sleeves and napkins used by participants during daily sponsored coffee breaks. Sponsorship includes coffee, tea, soft drinks, two vertical banner displays in the coffee break area, corporate recognition on signage, coffee sleeves and napkins, and exclusive distribution of company/product literature during coffee breaks.

### BREAKFAST CONNECTIONS | \$2,500 (JUNE 13) | \$2,500 (JUNE 14) | \$1,000 (JUNE 15)

An ideal opportunity to promote your company to a highly engaged audience during the daily continental breakfast. Sponsorship is per day (Tues., June 13, Wed., June 14, or Thur., June 15), and includes company recognition on signage and napkins, and two vertical banner displays during the breakfast.

### ICE CREAM BREAK | \$2,500

Associate your brand with the refreshing enjoyment of ice cream to leave a lasting positive impression on participants. This sponsorship includes ice cream bars, company recognition on signage and napkins, and display of two vertical banner displays in the eating area during the ice cream break. Sponsorship is per day (Tues., June 13 or Wed., June 14).

### FIRST TIME PARTICIPANT RECEPTION | \$2,500

Welcome first-time WOW participants. Let your company representatives be the first to greet new industry professionals, make introductions, and exchange business cards. This sponsorship includes the distribution of promotional items to all participants of this reception. (The sponsor is required to provide the promotional items, INDA staff will distribute the item). Also included is an email message to all invited guests of this reception, and company recognition on signage at the event.

### CONFERENCE PAPERS PASSWORD | \$2,500

Connect your corporate brand to hundreds of WOW participants for a full year. After the conference is over, your branded password welcomes WOW 2017 participants and purchasers of the World of Wipes® International Conference presentations for twelve months.

### WATER BOTTLE PROMOTION | \$2,500

Promote your corporate logo, brand, and message on reusable water bottles. The sponsor is required to provide water bottles, and INDA staff will distribute the water bottles to each participant.

### GIFT BAGS \$2,000 (JUNE 13) | \$1,000 (JUNE 14) | \$500 (JUNE 15)

Highlight your company name and brand with this opportunity to provide product samples, promotional gift, or other items to each participant. (The sponsor must provide pre-filled bags that are sealed or have the contents covered). INDA will send an App alert to all participants as a reminder to retrieve the gift bag of the day!

### HAND SANITIZING DISPLAY | \$3,000

Increase your company exposure by displaying your hand sanitizing wipes in a highly visible location in the WOW conference area. The sponsor is responsible for providing wipe stands, dispensers, wipes, and replenishment.

To become a sponsor: contact Joe Tessari, Associate Director-Exhibit Sales, INDA  
jtessari@inda.org, tel. +1 919.459.3729,  
or fax 855.766.3016.



**Association of the  
Nonwoven Fabrics Industry**  
ADVANCING NONWOVENS WORLDWIDE®

## ADVERTISING

Full page, 4/C advertisement in the on-site event program (inside front or back cover)  
\$1,600

Full page, 4/C advertisement in the on-site event program \$1,400

Half-page, 4/C advertisement in the on-site event program \$700

### Other Promotions

Three-PPT slides presented during WOW intermissions \$800

Sponsored email message to INDA WOW attendees \$500

Posting of one company banner display in high traffic area (limited availability) \$500

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