



WORLD OF WIPES®

INTERNATIONAL CONFERENCE

JUNE 7-10, 2016
SHERATON GRAND CHICAGO

SPONSORSHIPS & RECOGNITION LEVELS

Through these opportunities, you can engage with thousands of professionals in the wipes supply chain. From an exciting Welcome Reception at the The Ivy Room to exceptional networking opportunities during the Breakfast Connections - WOW 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 \$ sector. Please note, all sponsors receive logo recognition on the WOW 2016 website and in the event program. Sponsorship is available to WOW attendees only.

WELCOME RECEPTION | \$20,000

Welcomes attendees to WOW with a reception on Tues. June 7, as Title Sponsor. This single sponsorship includes the distribution of promotional items to all reception attendees. (Sponsor is required to provide the promotional items, INDA staff will distribute). Also includes an illuminated company logo during reception. All benefits of Platinum level sponsorship are included.

INTERNET (WI-FI) | \$10,000

Get maximum exposure of your brand to attendees by having your corporate name entered as the password to access the Wi-Fi network on all three days of the event (Tues, June 8 - Fri. June 10). All benefits of Gold level sponsorship are included.

COFFEE BREAKS | \$2,500 (JUNE 8) | \$2,500 (JUNE 9) | \$1,000 (JUNE 10)

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

WATER BOTTLE PROMOTION | \$5,000

Highlight your corporate logo, brand and message on reusable water bottles. Sponsor to provide water bottles, INDA staff will distribute the water bottles to each attendee. All benefits of Bronze level sponsorship are included.

ICE CREAM BREAK | \$5,000

Associate your brand with the refreshing enjoyment of ice cream to leave a lasting impression on attendees. This sponsorship includes ice cream bars, company recognition on signage and napkins, display of two banner displays in the eating area during the ice cream break. All benefits of Bronze level sponsorship are included. Sponsorship is per day (Tues, June 8 or Wed. June 9).

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. Sponsor is responsible for providing wipe stands, dispensers, wipes and replenishment.

BREAKFAST CONNECTIONS | \$2,500

An ideal opportunity to promote your company to a highly engaged audience during the daily continental breakfast. Sponsorship is per day (Tues., June 8, Wed., June 9 or Thur., June 10), and includes company recognition on signage and napkins, and two banner displays during the breakfast.

GOODIE BAGS

Highlight your company name and brand image with this opportunity to provide product samples, promotional gift, or other items to each attendee. (Sponsor must provide pre-filled bags that are either sealed or have the contents covered). Price varies per day, and includes an INDA App alert to all attendees as a reminder to retrieve the goodie bag of the day!

WEDNESDAY, JUNE 8 \$2,000

THURSDAY, JUNE 9 \$1,000

FRIDAY, JUNE 10 \$500

FIRST TIME ATTENDEE RECEPTION | \$2,500

Welcome attendees who have never attended WOW. This sponsorship includes the distribution of promotional items to all attendees of this reception. (Sponsor is required to provide the promotional items, INDA staff will distribute). Also included is an email message to all invited guests of this reception, company recognition on signage at the event, recognition as a sponsor on the WOW 2016 website, and recognition as a sponsor in the on-site directory.

ADVERTISING

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

Full page, 4/C advertisement in on-sight program \$1,400

Half-page, 4/C advertisement in on-sight 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

WOW recognizes multiple levels of sponsorships; all event advertising and sponsorships are selected individually and may be combined to achieve a specific sponsor level and thereby receive the added sponsorship benefits of the below tiers once that spending is achieved. All tiered sponsor logos are recognized on the WOW website and in the event program.

The total sponsorship contributions qualifies my company for:

PLATINUM SPONSOR | \$20,000

- Video or PowerPoint on the INDA WOW website
- Three-PPT slides presented during WOW intermissions
- Table Top Advertisements – Tent cards (3-sided) reception display
- Sponsored email message to INDA WOW attendees
- Full page 4/C advertisement on inside front or back cover of on-site program
- Complimentary Welcome Reception passes (10)
- Posting of one company banner display in high traffic area

GOLD SPONSOR | \$10,000

- Sponsored email message to INDA WOW attendees
- Full page 4/C advertisement in on-site program
- Three-PPT slides presented during WOW intermissions
- Posting of one company banner display in high traffic area

SILVER SPONSOR | \$7,500

- Three-PPT slides presented during WOW intermissions
- One-half page 4/C advertisement in on-site program
- Posting of (1) company banner display in high traffic area

BRONZE SPONSOR | \$5,000

- Three-PPT slides presented during WOW intermissions
- Posting of one company banner display in high traffic area