



The Premier Event for Absorbent  
Hygiene & Personal Care Markets

## **SPONSORSHIPS & RECOGNITION LEVELS**

**OCTOBER 26-29, 2015, RENAISSANCE VINOY,  
ST. PETERSBURG, FLORIDA**

Through these opportunities, you can engage with thousands of professionals in the absorbent hygiene and personal care markets. From an exciting Welcome Reception at the St. Petersburg Museum of Fine Arts surrounded by art masterpieces to making new business connections during a daily continental breakfast – Hygienix presents a wide variety of sponsorships to leverage your marketing and public relation efforts. Here are the many creative ways your company may gain recognition from the largest segment of the nonwovens markets. All sponsors receive logo recognition on the Hygienix2015 website and in the event program.

### **WELCOME RECEPTION | \$20,000**

Welcomes attendees to Hygienix with a reception on Mon., Oct. 26 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, Oct. 27 – Thur., Oct. 29). All benefits of Gold level sponsorship are included.

### **COFFEE BREAKS | \$2,500 (OCT. 27) | \$2,500 (OCT. 28) | \$1,000 (OCT. 29)**

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-Up displays in the coffee break area, company recognition on signage, coffee sleeves and napkins, and exclusive distribution of company/product literature during coffee breaks.

**SOLD OUT**

### **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-Up displays in the eating area during the ice cream break. All benefits of Bronze level sponsorship are included. Sponsorship is per day (Tues, Oct. 27 or Wed. Oct. 28). **SOLD OUT FOR TUES. OCT. 27**

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

Increase your company exposure by displaying your hand sanitizing wipes in a highly visible location in the Hygienix 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 captive audience during the daily continental breakfast. Sponsorship is per day (Tues., Oct. 27, Wed., Oct. 28 or Thur., Oct. 29), and includes company recognition on signage and napkins, and two Banner-Up 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!

**TUESDAY, OCTOBER 27**                      **\$2,000**

**WEDNESDAY, OCTOBER 28**                **\$1,000**

**THURSDAY, OCTOBER 29**                **\$500**

## **FIRST TIME ATTENDEE RECEPTION | \$2,500**

Welcome attendees who have never attended either VISION or INSIGHT to the Hygienix debut. 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 Hygienix 2015 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 Hygienix intermissions **\$800**

Sponsored email message to INDA Hygienix attendees **\$500**

Posting of one company Banner-Up display in high traffic area (limited availability) **\$500**

Hygienix 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 Hygienix website and in the event program.

The total sponsorship contributions qualifies my company for:

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### **PLATINUM SPONSOR | \$20,000**

- Video or PowerPoint on the INDA Hygienix website
- Three-PPT slides presented during Hygienix intermissions
- Table Top Advertisements – Tent cards (3-sided) reception display
- Sponsored email message to INDA Hygienix 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-Up display in high traffic area

### **SILVER SPONSOR | \$7,500**

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

### **GOLD SPONSOR | \$10,000**

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

### **BRONZE SPONSOR | \$5,000**

- Three-PPT slides presented during Hygienix intermissions
- Posting of one company Banner-Up display in high traffic area

