

# ENGINEERING GROWTH



Grow your advantage and your contact list when you join **more than 470 industry peers** for World of Wipes® 2018.

**KEYNOTE SPEAKER:**

Consumer Psychologist, **Kit Yarrow, Ph.D.** deciphers Gen Z-preferences and motivations for buying.  
*(see page 2 for details)*

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The Ultimate Wipes  
Boot Camp!

**June 4 - 5, 2018**

Renaissance Chicago  
O'Hare Suites  
Chicago IL

*(see page 4 for details)*

# STAY AHEAD OF THE GROWTH CURVE.

TAP INTO THE INDUSTRY'S LEADING EXPERTS WITH THE TOPICS THAT MATTER MOST TO YOUR BUSINESS.

## CONSUMER INSIGHTS

Learn the latest international consumer trends to leverage your wipes marketing strategies.



## FLUSHABILITY

Get the 411 on the many moving parts, hear about the GD4 and Code of Practice launch, understand the gap between Wastewater and industry, and consider the potential path to resolution.



## PACKAGING

Understand consumer wants and point of purchase drivers, make that instant connection with material innovations, and increase your product's success on the shelf.



## SUSTAINABILITY

Enhance your wipes with innovative functionality, advance your products with green chemistries, and discover the trends and possibilities for a winning experience.

## ACTIVE INGREDIENTS

Dive into new FDA rules for OTC topical antimicrobial products, analyze the reorganization of the 1994 Tentative Final Monograph, and examine the implications for manufacturers of hand hygiene products.

## INSTITUTIONAL WIPES

Glean new opportunities, learn about the need for single-use vs. reusables for high-touch healthcare surfaces, and explore the evolution of disinfectants in infection prevention.



# SOME OF THE BIGGEST WOWS AT WOW18!

**KEYNOTE SPEAKER:** Kit Yarrow, Ph.D., details essential strategies for effectively marketing to Gen Z the misunderstood and vexing generation.

**PRESERVATIVES:** World-renowned expert, David Steinberg, President, Steinberg & Associates will present the current consumer view and manufacturers indicators.

**TOP BEAUTY TRENDS:** Cosmetic innovator, Arlette Palo, Principal, Arlette Palo Beauty Innovation Consulting, LLC, will share where to win in wipes innovation, consumer behaviors and in beauty wipes category performance.

**SPUNLACE INNOVATIONS:** Matthew Tipper, Ph.D., Operations Director, Nonwoven Innovation & Research Institute, will present the processes and parameters for low cost solutions for high and low wet strength for use and disposal.

**CONSUMPTION JUNCTION:** Annie Weisbrod, Ph.D., Principal Scientist, The Procter & Gamble Company, reveals the significant trends and possibilities as consumers purchase more goods and the impact on status quo and innovation.

**NANO WIPES:** Sunghyun Nam, Research Materials Engineer, Southern Regional Research Center, will present new research using cotton fibers as a nanoengineering tool producing silver nanoparticles as a powerful antimicrobial wipes agent.

**SINGLE-USE VS. LAUNDERED:** Matthew Schiering, Principal, Sheer Strategy, will reveal data and insights into the structure and performance of laundered towels in healthcare for high touch surfaces versus the cleaning and disinfectant efficacy of single-use wipes.



# MINGLE. MEET. MAKE OPPORTUNITIES.

## FIBERS & FABRICS

Capitalize on new innovative fibers, visualize methods for incorporating cotton costs effectively, and take your wipes to the next level.



## PRESERVATIVES

Gain keen insights into product stability regulations for the US and EU, learn about the FDA and consumer views towards preservatives, and explore the ramifications for your products.

## MARKET DATA

Identify and quantify the drivers behind industry growth, understand the differences in regional and generational cleaning habits and practices, and glimpse into the future.



## SUBSTRATE INNOVATION

Consider new processes and technologies to strengthen your wipes business, delve into sustainability's impact on innovation, and realize the benefits for environmentally-conscious consumers.

## BREAKFAST CONNECTIONS

Start your day with a continental breakfast each morning before the conference and engage face-to-face connections with your customers, business prospects and peers. INDA's staff can help make any introductions you need – just ask us.

## COFFEE BREAKS

Build your new relationships during several morning and afternoon coffee breaks for maximum face-to-face engagement.



## TABLETOP DISPLAYS AND RECEPTIONS

Get in front of senior wipes leaders, innovators, and prospective customers from all over the world. Exchange ideas, collaborate and discover new business opportunities.

See compelling new wipes products and services on display at the wipes industry's most innovative tabletop display on Tuesday and Wednesday evenings (June 5-6), 5 – 7 pm. Enjoy a cocktail reception and hors d'oeuvres.



## TUESDAY, JUNE 5

### WELCOME RECEPTION

**6 – 8 PM** | The Signature Room at the 95th®  
875 N. Michigan Ave., The John Hancock Center

Kick off WOW 2018 with Chicago's most stunning panoramic city view of the miracle mile from atop the 95th floor of the iconic John Hancock Center. Enjoy upscale bites and refreshments while you create new relationships and reconnect with peers at this complimentary welcome reception. **RSVP Required.**



## Did you know?

A World of Wipes® tabletop display has proven to be one of the most cost effective ways to reach out to hundreds of wipes senior leaders in one place at one time to promote your brand, products, and yourself. Tabletop displays are limited. Please reserve your space quickly.

For tabletop reservation details contact Joe Tessari: +1 919 459 3729, [jtessari@inda.org](mailto:jtessari@inda.org)



## KEYNOTE ADDRESS

### Gen Z Deciphered: Insights and Strategies for Marketers

**Kit Yarrow, Ph.D.,**  
Professor Emeritus, Golden Gate University

Consumer psychologist, Kit Yarrow, will present key psychological differences between Gen Z and other generations providing you with the marketing strategies you need to connect with this often misunderstood and vexing generation.



## WELCOME

**Dave Rouse**  
President, INDA

## CONSUMER TRENDS & MARKET DATA



### The Beauty of Wipes

**Arlette Palo**  
Principal, Arlette Palo Beauty Innovation Consulting, LLC.

Tap into the top global beauty wipes trends. You'll learn "how to play" and "where to win" in beauty with wipes in all distribution points. Find out how beauty consumer's behavior is driving category performance, innovation and product segmentation.



### Fostering Independence & Health: Wipes for an Aging Population

**James Selm**  
Assistant Product Manager, Suominen

Discover how the wipes industry will meet the needs and demands of the fast-growing 65+ age population and the growing Baby Boomers who are caring for them. Discover the opportunities flushable wipes offer in helping elder-care facilities to prevent pipes clogged with baby wipes that were never fit for the task.



### Quantifying the Nonwoven Wipes Markets: Known Knowns, Unknown Knowns and Unknown Unknowns

**Brad Kalil**  
Director of Market Research & Statistics, INDA

Identify market growth opportunities and the drivers behind 34 wipes categories. Key findings from INDA's recently released North American Nonwovens Industry Outlook report quantify the wipes market and the overall supply-demand balance of the nonwovens market.



### Wet Wipes: An Evolution Over Four Decades and a Peek Going Forward

**Lorraine Crosbie**  
Business Unit Director and Innovation Process Manager, Rockline Industries

Consumer cleaning habits and practices have changed dramatically since the introduction of the first wipe product. Understand how wipes products have normalized the convenience factor for consumers over the past four decades. Gain insights into generational and regional behaviors that drive purchasing decisions.

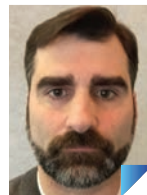
## PRESERVATIVES & ACTIVE INGREDIENTS: THE WORKHORSES WITHIN



### Product Stability and Preservation of Wipes: The Good, the Bad, and the Ugly

**David Steinberg**  
President, Steinberg & Associates

Product stability, (excepting foods and drugs) is voluntary in the United States, and mandatory in the European Union, yet critical for both. One indicator of wipes success is what the Food and Drug Administration says about preservatives in over-the-counter drugs. Learn what's happening to preservatives due to consumer and marketers of finished goods.



### The FDA Issues New Rules for OTC Topical Antimicrobial Products: What's Next for Wet Wipe Manufacturers?

**Hans Hummel**  
Global Marketing Manager, Hygiene & Preservation - Marketing, Lonza Inc.

Investigate the market disruption due to FDA's proposed and final rulemakings for a range of over-the-counter hand soaps, sanitizers, and sanitizing wipes. Learn about challenges and how to overcome them for companies that are already in the market, those that plan to enter these markets, and supply chain.



### Alternative Preservative Technology to the Rescue!

**David Koehl**  
Global Business Manager - Home & Personal Care, Troy Corporation

Find your next solution to increasing regulatory constraints and shifting consumer tastes with alternative preservative technologies. Discover how creative suppliers are developing new materials that still provide the stringent protections required by regulators and consumers. Listen to how your products could benefit from these alternative materials.



WORLD OF WIPES INNOVATION  
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## DINE WITH INDUSTRY THOUGHT LEADERS\*

Dining with industry thought leaders provides an opportunity for WOW participants to meet with decision makers from select areas of the value chain in a relaxed atmosphere. You'll learn what these decision makers are watching, buying or simply interested in learning more about. It's an excellent opportunity for business owners, marketing and sales, and business development professionals to gain valuable insights through the exchange of thought-provoking conversation.

Select your table and reserve your seat at one of Chicago's quintessential restaurants and join six of your industry peers. Tables are hosted by one of the Industry Thought Leaders below:

**Monica Becker**, Co-Director & Project Lead, Innovation, Green Chemistry & Commerce Counsel

**Rick Morgan**, Global Marketing Director Infection Prevention, Diversey, Inc.

**Arlette Palo**, Principal, Arlette Palo Beauty Innovation Consulting, LLC

**David Steinberg**, President, Steinberg & Associates

**Annie Weisbrod**, Ph.D., Principal Scientist, The Procter & Gamble Company

**Kit Yarrow**, Ph.D. Professor Emeritus, Golden Gate University

**\* OPTIONAL EVENT. SEPARATE FEE. PRE-REGISTRATION REQUIRED. SPACE IS LIMITED.**

» For full details on Dining with Thought Leaders visit [www.inda.org/events/wow18](http://www.inda.org/events/wow18)

THURSDAY

JUNE 7



## SUBSTRATE INNOVATION: REVOLUTIONARY FIBERS & FABRIC PERFORMANCE



### Developments in Microfiber and Microfilament Wipes

**Jonathan Layer**

Business Development Manager - Americas, Mogul South Carolina Nonwovens Corporation

Capitalize on the benefits of microfiber performance and the consumer perception surrounding these materials. Acquire crisp insights for how the marketplace defines and applies microfibers. Learn about the technologies and advances that can make these materials a viable commercial alternative and grow the category.



### Sustainable Wipes: The Natural Choice Impacting Our Future

**Santosh Chavan**

Vice President - Global Product Development, Jacob Holm & Sons AG

Defining sustainability beyond a buzz word can lead to different interpretations. Gain some clarity on what makes a product sustainable along with trends, industry perceptions, and consumer expectations. Understand how sustainability factors into purchasing decisions of Millennials and how to tap into environmentally-conscious consumers.



### Approaches for Improving the Wet Strength and Dispersibility of Wetlaid Spunlace Wipes

**Matthew Tipper, Ph.D.**

Business Director, Nonwovens Innovation & Research Institute (NIRI)

Explore how a focused spunlace process and fibre composition of wetlaid fabrics with high wet strength and dispersibility are surpassing current commercial performance for flushable wipes. Discern how fibre dimension, blend composition, spunlace pressure profile, jet diameter and spacing provides an alternative cost solution while maintaining wet strength.



### New Lyocell Fibers for Wet Wipe Applications

**Martina Opietnik, Ph.D.**

Project Manager - Product R&D/Global R&D, Lenzing Aktiengesellschaft

Discover how innovative fibers significantly increased the quat release properties for disinfecting and hard surface cleaning wipes. Traditional cellulosic fibers have limitations due to their properties and characteristics. Dive into the science to see how this new advancement can accommodate up to 100% cellulosic materials in wipes.



### Non-Chemical Method for Improved Whiteness of Greige Cotton

**Michael Easson, Ph.D.**

Research Chemist, U.S. Department of Agriculture

Explore new possibilities with Greige cotton. With the advent of a new processing method, Greige cotton can be "whitened" without wet chemical treatments. Hear full details about this innovative mechanical heathering method, how it could open up new markets, and be a cost efficient alternative material.



### Nanoengineered Cotton Wipes

**Sunghyun Nam**

Research Materials Engineer, U.S. Department of Agriculture

Create synergy with nanotechnology and cotton in wipes. Recent research shows that cotton fibers can be used as a nanoengineering tool to produce silver nanoparticles which are powerful antimicrobial agents. Learn how these innovative fibers can enhance performance and efficacy in your next gen cleaning or disinfecting wipes.

## THE ULTIMATE WIPES BOOT CAMP!

# June 4 - 5

Monday: 9:00 am - 4:45 pm  
Tuesday: 9:00 am - 4:30 pm

### RENAISSANCE CHICAGO O'HARE SUITES

8500 West Bryn Mawr Avenue  
Chicago, Illinois 60631



WIPES Academy registrants receive a \$250 discount off the WOW full conference registration fee. **Pre-registration is required.**



#### INSTRUCTOR:

Rob Johnson, PE, Principal  
Smith, Johnson & Associates

Come to the conference early for an in-depth education on wipes. INDA's WIPES Academy is co-located in Chicago with the World of Wipes® (WOW) International Conference. Led by industry expert Rob Johnson, PE, Principal, Smith, Johnson & Associates, the Academy is the first and only comprehensive basic wipes training for the entire wipes supply chain.

From Wipes materials, design, and production to cost implications and packaging, the two-day WIPES Academy focuses on the most important consumer wipes segments while introducing and highlighting the importance of every major facet of the multi-billion dollar wipes sector.

This course is essential for technical and management professionals, especially those who are either new to wipes or have deep experience in a specific discipline and desire a broadened understanding of wipes. There are a limited number of seats available in the course, so register today to ensure your participation.

**PLEASE NOTE:** Registrants are recommended to have completed the Professional Development Center's Elementary Nonwovens Training Course or have two to four years' experience of basic nonwoven fabrics knowledge. **Seating is limited.**



## POINT OF PURCHASE DECISION DRIVERS: PACKAGING & SUSTAINABILITY



### Packaging for the Future of Wet Wipes

**John Wilson**  
Marketing Manager, Bemis Company, Inc.

Uncover data showing how packaging drives purchasing decisions more than traditional marketing channels. With the explosion of online sales, products have seconds to capture consumers' attention and packaging can make or break the success of your product. Learn about format shifts that can help you respond to changing market needs.



### Status Quo, Innovation, and Actual Sustainability

**Annie Weisbrod, Ph.D.**  
Principal Scientist,  
The Procter & Gamble Company

What is The Great Acceleration and are we approaching carrying capacity? How will increased consumer purchases drive trends and possibilities for our future? How will the hygiene industry be affected by 'business as usual' and stakeholder opinions? Listen to fresh insights into what's next for status quo and innovation.



### The Hunt for Sustainable, Green Chemistries for Wipes

**Monica Becker**  
Co-Director & Collaborative Innovation Project Lead, The Green Chemistry & Commerce Council

Incorporate up-to-the-minute findings in your next project plans. Project results from consumer packaged goods leaders and preservative supplier heavyweights including Johnson & Johnson, Procter and Gamble, Unilever, Dow, Lonza and Symrise provide forward thinking on criteria, safety, and performance effectiveness in preservative technologies for personal care and household products.



### The Future of Fragrance: Functional Sustainability

**Tom Meyer**  
Vice President, Innovation & Sustainability,  
Chemia Corporation

Consumers can intensely connect with products on many sensory levels. Using fragrances can evoke beautiful experiences or even enhance the attractiveness of a product. In this age of sustainability, hear how fragrances will take things a step further by infusing innovative functionality into products.

### A Paradigm for Sustainable Wipes

**Martin Wolf**  
Director of Product Sustainability & Authenticity  
Seventh Generation



### Global Wipes Marketplace: Trends, Challenges and Opportunities in Retail and Institutional Settings

**Siana Jannesari**  
Tissue and Hygiene Analyst,  
Euromonitor International

In this multi-billion dollar market, wipes have only realized 10% of their potential. With increasing innovation and segmentation, the industry can expand even further into niche markets. Explore new opportunities, including away-from-home (AFH) space, in developed and emerging markets. Discover the trends and challenges in retail and AFH sectors.



### The Evolution of Disinfectants in Healthcare Infection Prevention

**Rick Morgan**  
Global Marketing Director,  
Infection Prevention, Diversey, Inc.

Disinfecting products are more important than ever as insurance reimbursement rates are tied to infection rates and patient satisfaction. With increasing evidence that pathogens are transmitted from surfaces, disinfecting products need to adapt and evolve to protect patients' lives. Understand how the environment, products, processes, and protocols interact for safer healthcare.



### Get Your Score Up, from the Floor Up! The Case for Single-Use Disposables (vs. Laundered Towels) to Address High-Touch Healthcare Surfaces

**Matt Schiering**, Principal, Sheer Strategy

Get the facts behind a landmark investigation into reusable, laundered microfiber textiles used in healthcare. Examine the microscopic structure of reusables before and after laundering. Quantify the bioburden recovered from these products and if they have efficacy to treat high-touch surfaces. Learn how single-use disposables can carve into this market space.

## PROGRESS ON THE FLUSHABILITY ISSUE



### Flushability Overview

**Dave Rouse**  
President, INDA

The gap between wastewater operators and the flushable wipes supply chain has many moving parts. Gain a clear grasp of the changes within the flushable wipes industry including the Code of Practice, new Fourth Edition Guidance Document, key areas of activity, and the potential path to resolution.

### New Fourth Edition Guidance Document

**Jim Loftus, Ph.D.**  
Director of Education and Technical Affairs, INDA

### Persuading People Not to Flush: Communicating the Industry's Flushable Wipes Message

**Ken Champa**  
Senior Brand Manager Cottonelle, Kimberly-Clark

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NEXT WORLD OF WIPES  
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SOPHISTICATION IN WIPES.**

Moderator: Dave Rouse, INDA President

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**Dawn Huston**, Director of Product Marketing, Chicopee, a Berry Global brand accepting 2017 World of Wipes Innovation Award®.





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## ABOUT INDA

INDA, the Association of the Nonwoven Fabrics Industry, serves hundreds of member companies in the nonwovens/engineered fabrics industry on a global scale. INDA events have helped members connect, learn, innovate and develop their businesses. INDA's educational courses, market data, test methods, consultancy and issue advocacy help members succeed by providing information to better plan and execute business strategies. For more information, visit [inda.org](http://inda.org), or download the INDA mobile app to receive immediate updates.

**PLEASE NOTE: the program schedule is subject to change.**

## WOW COMMITTEE MEMBERS

INDA gratefully acknowledges and thanks the contributions of the following individuals for their support and development of the 2018 World of Wipes® program:

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Kimberly-Clark Corporation

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Suominen

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### **Weini Girmai**

Sr. Account Executive  
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Director Of Product  
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### **Robert Johnson**

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### **John Wilson**

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Uniquetex, LLC  
USDA Agricultural Research Service  
Valmet, Inc.  
Vi-Jon, Inc.  
Virox Technologies  
**Voith Paper GmbH & Co. KG**  
**Wacker Chemical Corporation**  
Walgreens  
Walmart  
Water Environment Federation  
**WaterPura, LLC**  
Web Industries, Inc.  
Well-Kept  
Welspun India Limited  
Weyerhaeuser Co.  
Wool C&Tech Corp.  
WorldWide USA  
Yes To, Inc.  
Youngrowth Group  
Zoetis, Inc.  
Zonion Creative

Companies listed in **bold blue** attended both 2016 and 2017 conferences.



# ACCOMMODATIONS

## WOW 2018 HOTEL INFORMATION



**Sheraton Grand Chicago**  
301 East North Water Street  
Chicago, IL 60611 USA

### About the Sheraton Grand Chicago

The Sheraton Grand Chicago overlooks the Chicago River, the hotel is within walking distance of Navy Pier, Magnificent Mile, the Art Institute, the Loop Business District, shopping, dining, and entertainment.

To make hotel reservations:  
[inda.org/events/wow18/hotel.html](http://inda.org/events/wow18/hotel.html)

### Sheraton Grand Chicago Fees

\$285.00 per night (plus tax).

There is an additional fee for more than two people per room.

## WIPES ACADEMY HOTEL INFORMATION

**Renaissance Chicago O'Hare Suites**  
8500 West Bryn Mawr Avenue  
Chicago, IL 60631 USA

**Fees:** Rate \$249 per night (plus tax).

To make hotel reservations:  
[inda.org/cgi-bin/hotel\\_registration.cgi?ConferenceID=wtc1812018](http://inda.org/cgi-bin/hotel_registration.cgi?ConferenceID=wtc1812018)

Rates for the Sheraton Grand Chicago and the Renaissance Chicago O'Hare Suites are non-commissionable. Room reservations may be made at this rate as long as rooms are available in the group block. We have a limited amount of rooms and reservation requests are processed in the order in which are received, so we encourage you to please submit your request as soon as possible. Submitting your hotel reservation prior to the event cut-off date does not guarantee a room will be available in the group block at the group rate.

## INDA IS CHANGING TO SERVE YOU BETTER!

Take advantage of the INDA negotiated discount hotel rate. First, register to participate at the World of Wipes® and/or WIPES Academy. Once you're registered, you'll receive a secure and unique WOW confirmation code. This code is required to book your hotel room. Only registered WOW and/or WIPES Academy participants with a confirmation code may reserve discounted hotel rooms.

**Register by May 10, 2018 to obtain your discount.**

To register visit:  
[inda.org/events/wow18/index.html](http://inda.org/events/wow18/index.html)

### Should you need to change and cancel your hotel reservation:

**You may cancel your hotel reservation  
without penalty until May 10, 2018.**

*After May 10, 2018, you will be responsible for 100% of the hotel fees plus applicable taxes for the full stay if you cancel your hotel reservation.*

### Hotel Questions?

Contact Andreana Leach  
[aleach@inda.org](mailto:aleach@inda.org), +1 919 459 3724



# REGISTRATION FORM



**Tuesday - Friday | June 5 - 8, 2018 | Sheraton Grand Chicago | Chicago, Illinois USA**

To register for WOW 2018, please complete the form below. Copy this form for additional registrations, or register online at [inda.org](http://inda.org). By registering early, you qualify for significant savings from the regular registration fee.

Last Name/Surname \_\_\_\_\_ First Name \_\_\_\_\_  
 Job Title \_\_\_\_\_ Organization \_\_\_\_\_  
 Address \_\_\_\_\_ Website \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_  
 Telephone \_\_\_\_\_ Mobile \_\_\_\_\_ Email \_\_\_\_\_

INDA will publish your email address on the official event attendee list. **If you do not wish** to have your email address published, please check the box

Please make selections in each section for us to process your registration.

**Your Organization's Primary Affiliation with the Nonwovens Industry (check all that apply):**

- Nonwoven Producer/Supplier
- Converter/Fabricator/End Product Manufacturer
- Brand Owner/Brand Marketer
- Machinery/Equipment Manufacturer/Supplier
- Supplier of Adhesives, Binders & Chemicals
- Supplier of Resins, Fibers & Pulps
- Supplier of Paper & Packaging
- Supplier of Other Materials (Films, Tapes, Netting)
- Supplier of Services (Transportation, Logistics, Software)
- Wholesaler/Retail Distributor
- Third Party Testing, R&D, Pilot Lines
- Consulting
- Association
- Academic Institution
- Government
- Press/Publishing
- Other

**Primary Title or Job Function (check only one):**

- Principal/CEO/President/Senior Leadership
- New Business/Product Development/Tech. Scout
- Director/Division Management
- Manufacturing/Production/Operations Management
- Quality Control/Assurance Engineering
- Research & Development
- Purchasing
- Account Manager/Sales Management
- Consultant
- Marketing/Product Management
- Engineering/Applications/Process
- Financial Accounting/Comptroller/Business Analyst
- Office Manager/Administrative Assistant
- Human Resources
- Information Systems
- Press/Editorial
- Press/Other than Editorial
- Government
- Academic - Faculty
- Academic - Student

**Registration Fees\***

	By April 30, 2018		After April 30, 2018	
	Member	Non-Member	Member	Non-Member
<input type="checkbox"/> Full Conference	<input type="checkbox"/> \$ 1,450	<input type="checkbox"/> \$ 2,070	<input type="checkbox"/> \$ 1,745	<input type="checkbox"/> \$ 2,485
<input type="checkbox"/> Networking Registration, (Coffee Breaks and Receptions only)	<input type="checkbox"/> \$ 695	<input type="checkbox"/> \$ 945	<input type="checkbox"/> \$ 815	<input type="checkbox"/> \$ 1,095
<input type="checkbox"/> WIPES Academy Training Course, June 4-5, 2018	<input type="checkbox"/> \$ 1,895	<input type="checkbox"/> \$ 2,695	<input type="checkbox"/> \$ 1,895	<input type="checkbox"/> \$ 2,695
<input type="checkbox"/> Welcome Reception, Tuesday, June 5, (RSVP needed, no additional cost)	<input type="checkbox"/> \$ 0	<input type="checkbox"/> \$ 0	<input type="checkbox"/> \$ 0	<input type="checkbox"/> \$ 0
<input type="checkbox"/> Dine with Industry Thought Leaders, Wednesday, June 6, 2018	<input type="checkbox"/> \$ 150	<input type="checkbox"/> \$ 150	<input type="checkbox"/> \$ 150	<input type="checkbox"/> \$ 150

\* Discount Pricing:

- First-time attendees or attendees who haven't attended since 2014 receive special discount pricing
- Company large group discounts with three or more
- WIPES Academy registrants receive a \$250 discount off WOW full conference Member/Non-Member registration fees

**Payment (full payment must accompany this registration)**

- MasterCard    VISA    AMEX    Check/Money Order (in U.S. funds and drawn on U.S. bank, payable to INDA)

Total Enclosed \$ \_\_\_\_\_ Card # \_\_\_\_\_ Card Expires \_\_\_\_/\_\_\_\_/\_\_\_\_ CVV Code \_\_\_\_\_  
(month) (year)

Billing Zip Code \_\_\_\_\_ Phone or Email \_\_\_\_\_ Signature \_\_\_\_\_

**PLEASE NOTE:** By registering for WOW 2018, you are agreeing to receive email and direct mail communications from INDA, and you are also giving us permission to use your image in any photography promoting the event and our association.

- Wire Transfer (for instructions, please contact Tracie Leatham, [tleatham@inda.org](mailto:tleatham@inda.org), or call +1 919 459 3726). For all wire transfers, please reference WOW 2018 and attach confirmation.

- Please check here if you have a disability that requires special assistance or accommodation to fully participate.

NOTE: Please attach a written description of your needs. INDA must receive all special assistance requests by April 30, 2018 to make accommodations.

**NOTE:** Cancellations must be in writing and received by INDA before April 30, 2018. No refunds for cancellations received after April 30, 2018.

Pre-register online at [inda.org](http://inda.org) or send this form with payment or credit card information to the following address:

**WOW 2018/INDA**  
 PO Box 1288  
 Cary, NC 27512-1288

**Phone:** +1 919 459 3726  
**Domestic Fax:** 866 847 7922  
**International Fax:** +1 919 636 7908  
[tleatham@inda.org](mailto:tleatham@inda.org)



[inda.org](http://inda.org)



# WOW

WORLD OF WIPES®  
INTERNATIONAL CONFERENCE

RETURN SERVICE REQUESTED

**June 5 - 8, 2018**

Sheraton Grand Chicago  
Chicago, Illinois USA

Full conference and  
registration details inside.



**REGISTER TODAY!**

THE WORLD OF WIPES® IS  
CHANGING AND **GROWING**  
BY THE MINUTE.



Gain the contacts and market  
information you need to grow  
along with it!



**TAKE ADVANTAGE OF EARLY REGISTRATION  
FEES BEFORE APRIL 30, 2018 AND SAVE!**