

## SPONSORSHIP OPPORTUNITIES

Through these opportunities, you can engage with thousands of professionals in the absorbent hygiene and personal care markets. From an exciting Welcome Reception 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 can gain recognition from the largest segment of the nonwovens markets. All sponsors receive logo recognition on the Hygienix 2017 website and in the event program.

**To discuss sponsorship opportunities, contact: Joe Tessari, [jtessari@inda.org](mailto:jtessari@inda.org), +1 919 459 3729.**

### **WELCOME RECEPTION | MEMBER \$15,000 | NON-MEMBER \$19,500**

Welcome participants to Hygienix with a reception on Mon., Nov. 6 as the Title Sponsor. This single sponsorship includes the distribution of promotional items to all reception participants. (Sponsor is required to provide the promotional items, INDA staff will distribute.) Also includes an illuminated company logo during reception.

### **INTERNET (WI-FI) | MEMBER \$5,000 | NON-MEMBER \$6,500**

Get maximum exposure of your brand to attendees by having your company name entered as the password to access the Wi-Fi network on all three days of the event (Tues., Nov. 7 – Thur., Nov. 9).

### **COFFEE BREAKS | MEMBER \$2,500, NON-MEMBER \$3,250 (NOV. 7)**

### **MEMBER \$2,500, NON-MEMBER \$3,250 (NOV. 8) | MEMBER \$1,000, NON-MEMBER \$1,300 (NOV. 9)**

Enhance your company or product brand and gain name recognition on literally thousands of coffee sleeves and napkins used by participants during the coffee breaks sponsored each day. Sponsorship includes coffee, tea, soft drinks, two standing 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.

### **CONFERENCE PAPERS PASSWORD | MEMBER \$2,500, NON-MEMBER \$3,250**

Highlight your corporate logo, brand and message and select the password that gives conference participants access to conference papers for a full year.

### **ICE CREAM | MEMBER \$5,000, NON-MEMBER \$6,500**

Associate your brand with the enjoyment of cool, refreshing ice cream to leave a lasting impression on participants. This sponsorship includes assorted ice cream flavors, company recognition on signage and napkins, display of two standing banner displays in the eating area during the break. Sponsorship is per day (Tues., Nov. 7 or Wed., Nov. 8).

## **BREAKFAST CONNECTIONS | MEMBER \$2,500, NON-MEMBER \$3,250**

Create an ideal opportunity to promote your company to a captive audience during the daily continental breakfast. Sponsorship is per day (Tues., Nov. 7, Wed., Nov. 8, or Thur., Nov. 9), and includes company recognition on signage and napkins, and two standing banner displays during the breakfast.

## **GIFT BAGS**

Highlight your company name and brand image with this opportunity to provide product samples, promotional gift, or other items to each participant. (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 gift bag of the day!

**TUESDAY, NOVEMBER 7**                      **MEMBER \$2,000, NON-MEMBER \$2,600**

**WEDNESDAY, NOVEMBER 8**                **MEMBER \$1,000, NON-MEMBER \$1,300**

**THURSDAY, NOVEMBER 9**                 **MEMBER \$500, NON-MEMBER \$650**

## **PROMOTIONAL EMAILS | INDA MEMBERS: \$500, NON-MEMBERS: \$650**

Highlight your attendance, your company, and your innovative products at Hygienix by taking advantage of INDA's email capabilities to all registered attendees. Choose INDA as your third-party conduit for sending your message two weeks prior to the event, or two weeks after the event. Take advantage of a highly targeted audience of professionals with INDA's capabilities. An HTML file, subject line and email address and a nominal sponsorship fee are all that's required to connect your message to every registered attendee.

## **VERY IMPORTANT NEWCOMER ROOM (VIN) | MEMBER \$ 3,000, ~~MEMBER \$3,690~~**

The VIN Room offers a quiet, comfortable space in which Hygienix first time participants can relax, and re-charge. Meet and connect with first time participant professionals in a relaxed setting while enjoying light refreshments. The VIN Room will be open from 9 am – 4 pm on Tues., November 7th and Wed., November 8th and offers a unique opportunity to engage face-to-face and make lasting business relationships. This sponsorship offers multiple opportunities for messaging and company promotion, including recognition with on-site signage, event program, and Hygienix website.

## **ADVERTISING**

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

**MEMBER \$1,600, NON-MEMBER \$2,080**

Full page, 4/C advertisement in on-site event program

**MEMBER \$1,400, NON-MEMBER \$1,820**

### **Other Promotions**

Three-PPT slides presented during Hygienix intermissions

**MEMBER \$800, NON-MEMBER \$1,040**

Sponsored email message to INDA Hygienix Participants

**MEMBER \$500, NON-MEMBER \$650**

Posting of one company standing banner display in high traffic area (limited availability)

**MEMBER \$500, NON-MEMBER \$650**



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