Get the most of your Sponsorship at INS - limited to 5 sponsors

Mission: lead generation, lead capture & visibility

Immersive Sponsoring and Networking experience at our virtual & hybrid shows Through an event and matchmaking platform, powered by AI

Here's everything you need to know
Price & features

SPONSORSHIP

Member price: 1.200€
Non-member price: 1.700€

This document will give you all the details and features included in the Exhibitor stand.

You can also check this video that will explain all the features:
https://www.youtube.com/watch?v=W1ZmgWd1JM4
Features included in one look

- Promo ad on the home page + splash screen
- Your logo on the home page
- Your logo on the EDANA website
- Your logo in the onboarding emails sent from Swapcard
- Your logo in all promotional emails sent by EDANA
- Pop-up message to attendees + push notification
- Analytics + stats provided
- Lead capture – get access to nominative data of who viewed and click on your ad/logo
Features explained
Your promo ad on the home page + interstitial screen

Availability
5 companies max. – each company ad will be displayed randomly (rolling system)

Visibility
Promo ad – for the Web Application:
Display a promotional ad of your company or services and appears on the right-hand side of the event home page. This ad can be static or in a GIF format.

Interstitial screen – for the Mobile Application:
The promotional ad displays upon opening the event on the Mobile App.
Your promo ad on the home page + interstitial screen

In practice

Promo ad – for the Web Application:
Attendees see your ad. When they click on your ad, they are redirect to your company page in the platform or to your website.
On average, companies that purchase this sponsoring option and that own a Company Space are 4 times more likely to be bookmarked by attendees and receives twice as many meeting requests than other companies.

Interstitial screen – for the Mobile Application:
On average, the Mobile App is downloaded by 30% to 40% of registered attendees which makes it possible to reach a large volume of attendees.

Statistics

Post-event, we provide you information about the attendees who clicked on your promo ad

Format

Promo ad – for the Web Application:
Width: 1080x360 px
Size: no more than 300ko

Interstitial screen – for the Mobile Application:
Width: 1080 x 1920
Format: PNG or JPEG
# Your logo on the home page

<table>
<thead>
<tr>
<th>Availability</th>
<th>15-20 companies max <em>(to avoid impacting the user experience)</em></th>
</tr>
</thead>
<tbody>
<tr>
<td>Visibility</td>
<td>Display your company logo on the event home page, below the banner ad.</td>
</tr>
</tbody>
</table>
| In practice           | Attendees see your logo. When they click on your ad, they are redirect to your company page in the platform or to an external url.
On average, the company that purchases this sponsoring option is 2 times more likely to be bookmarked by attendees and receives an average of 1.2 times more meeting requests than other companies. |
| Statistics            | Post-event, we provide you information about the attendees who clicked on your promo ad |
| Format                | Width: 400x200 px  
Size: no more than 1MB |
Your logo on the promotional emails sent by EDANA

**Availability**
5 companies max *(to avoid impacting the user experience)*

**Visibility**
Feature your logo on the promotional emails sent by EDANA to nonwovens professionals - 8,500+ contacts

**In practice**
These emails are sent to nonwovens professional to share updates about the event (programme, keynote/speakers announcement, extra features, speaker/expert interviews...) and to invite them to register to the event.

At least 8 emails are sent before the event, meaning they reach a high number of nonwoven professionals.

When a contact clicks on your logo, they are redirected to your website
Your logo on the onboarding emails

Availability
5 companies max (to avoid impacting the user experience)

Visibility
Feature your logo on the emails sent to attendees by the event platform before the event

In practice
These emails allow each attendee to connect to the application (web and mobile) and prepare for their event.

At least 6 emails are sent to registrants before the event, meaning they reach a high number of attendees.

When an attendee clicks on your logo, they are redirected to your website.
2 promotional popup messages + push notifications sent to attendees

**Availability**
5 companies max. (2 popup messages and push notifications throughout the event)

**Visibility**

**Popup message – for the Web Application:**
Attendees using the Web App receive a popup message on their screen.

**Push notifications – for the Mobile Application:**
Attendees who have downloaded the Mobile App receive a push notification on their smartphones.

**In practice**
You define the content, date and time of the ‘alert’. Examples of types of messaging include highlighting your company and its solution, announcing a demo of your product at your (virtual) booth or your webinar, offering a discount available during the event, etc. When an attendee clicks on the message or notification, they are redirected to your company page or to your website.

These messages can be sent to all attendees or targeted to specific groups of attendees.

**Statistics**
Post-event, we provide you information about the attendees who clicked on your notifications.

**Format**
We recommend 140 characters as a suitable length for your message.