Get the most of your Sponsorship at INS

**Mission:** lead generation, lead capture & visibility

Here's everything you need to know 😎
Price & features

SPONSORSHIP

Member price: 1.550€*

*only available for companies attending in-person

This document will give you all the details and features included in the sponsorship package
Features included

Onsite: Your logo in the programme, on the participation list, on the screen in the conference room

Your logo on the EDANA website

Your logo in all promotional emails sent by EDANA (up to 10,000 contacts)

Your logo on the EDANA website

Your logo + promo ad on the home page of the online platform

Your logo in the onboarding emails sent from Swapcard

Analytics + stats provided

Lead capture – get access to nominative data of who viewed and click on your ad/logo
Online features explained
Your promo ad on the home page + interstitial screen

Availability

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 redirected 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 receive 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

1  Promo ad (web)
2  Interstitial (mobile)
## Your logo on the home page

<table>
<thead>
<tr>
<th>Visibility</th>
<th>Display your company logo on the event home page, below the banner ad.</th>
</tr>
</thead>
<tbody>
<tr>
<td>In practice</td>
<td>Attendees see your logo. When they click on your ad, they are redirected 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.</td>
</tr>
<tr>
<td>Statistics</td>
<td>Post-event, we provide you information about the attendees who clicked on your promo ad</td>
</tr>
</tbody>
</table>
| Format      | Width: 400x200 px
Size: no more than 1MB |
Your logo on the promotional emails sent by EDANA

Visibility

Feature your logo on the promotional emails sent by EDANA to nonwovens professionals - 10.000+ 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

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 4 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.