



**Association of the
Nonwoven Fabrics Industry**
ADVANCING ENGINEERED MATERIAL SOLUTIONS



TO WHOM IT MAY CONCERN:

EVERY YEAR, INDA, ASSOCIATION OF THE NONWOVEN FABRICS INDUSTRY HOLDS AN INTERNATIONAL CONFERENCE SPECIFICALLY FOCUSED ON THE DISPOSABLE WIPES INDUSTRY AND IS THE ONLY ONE OF ITS TYPE IN NORTH AMERICA. THIS YEAR, THE WORLD OF WIPES® CONFERENCE WILL BE HELD FROM JULY 12-15, 2021 AT THE ATLANTA MARRIOTT MARQUIS IN ATLANTA, GEORGIA. THE WORLD OF WIPES® CONFERENCE TYPICALLY ATTRACTS MORE THAN 400 PARTICIPANTS FROM 17 DIFFERENT COUNTRIES. WHILE THE WORLD OF WIPES® CONFERENCE IS PRIMARILY AN EDUCATIONAL EVENT, IT ALSO OFFERS AN OPPORTUNITY TO EXHIBIT AND THE CONFERENCE OFTEN FEATURES OVER 50 EXHIBITORS.

THE WORLD OF WIPES® CONFERENCE IS A MAJOR EVENT FOR THE WIPES INDUSTRY AND HAS A SIGNIFICANT ECONOMIC IMPACT ON THE US ECONOMY. THE DISPOSABLE WIPES INDUSTRY TOUCHES MANY OF THE CRITICAL INFRASTRUCTURE SECTORS IDENTIFIED BY THE CYBERSECURITY & INFRASTRUCTURE SECURITY AGENCY, INCLUDING CHEMICAL, COMMERCIAL FACILITIES, EMERGENCY SERVICES, FOOD & AGRICULTURE, HEALTHCARE & PUBLIC HEALTH AND WATER & WASTEWATER SYSTEMS. IN ADDITION, ACCORDING TO A REPORT BY OXFORD ECONOMICS (SEE ATTACHED), EVERY \$1 SPENT AT A FACE-TO-FACE MEETING OR BUSINESS EVENT GENERATES AN ADDITIONAL \$1.60 FOR THE US ECONOMY, FOR A TOTAL IMPACT OF \$2.60.

THE WORLD OF WIPES® CONFERENCE OFFERS PARTICIPANTS A TREMENDOUS OPPORTUNITY TO LEARN ABOUT THE INNOVATIONS, TECHNOLOGICAL DEVELOPMENTS, TRENDS, INDUSTRY OUTLOOK, GROWTH OPPORTUNITIES, AND SUSTAINABILITY/ ENVIRONMENTAL STEWARDSHIP RELEVANT TO THE DISPOSABLE WIPES INDUSTRY. ATTENDING THE CONFERENCE GIVES THE PARTICIPANTS A UNIQUE OPPORTUNITY TO ENGAGE IN COMMERCE WITH BUSINESS PARTNERS, SUPPLIERS AND CUSTOMERS WITHIN THEIR TARGET INDUSTRY.

ACCORDINGLY, IT IS OUR OPINION THAT INDIVIDUALS ATTENDING THE WORLD OF WIPES® INTERNATIONAL CONFERENCE ARE PROVIDING EXECUTIVE DIRECTION OR VITAL SUPPORT FOR CRITICAL INFRASTRUCTURE SECTORS, OR DIRECTLY LINKED SUPPLY CHAINS; AND/OR ARE PROVIDING VITAL SUPPORT OR EXECUTIVE DIRECTION FOR SIGNIFICANT ECONOMIC ACTIVITY IN THE UNITED STATES AND THUS THEIR ENTRY INTO THE UNITED STATES FOR PURPOSES OF ATTENDING THE WORLD OF WIPES® WOULD BE IN THE NATIONAL INTEREST AS DETERMINED BY THE UNITED STATES SECRETARY OF STATE.

YOURS TRULY,

DAVID ROUSSE,
PRESIDENT

The Invisible Industry Delivering Big for the U.S. Economy: Face-To-Face Meetings and Business Events

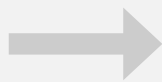
A new report by Oxford Economics affirms that face-to-face meetings and business events not only play a critical role in connecting people and driving business results, they also support 5.9 million jobs and hundreds of billions of dollars in annual revenue.

The Multiplier Effect

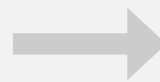
Every dollar spent on face-to-face meetings and business events generates an additional \$1.60 for the U.S. economy -
an increase of 160%.



\$1
Direct
impact



\$1.60
Indirect
and induced
impacts



\$2.60
Total
economic
impact

Spending and jobs associated with planning, producing and attending an event

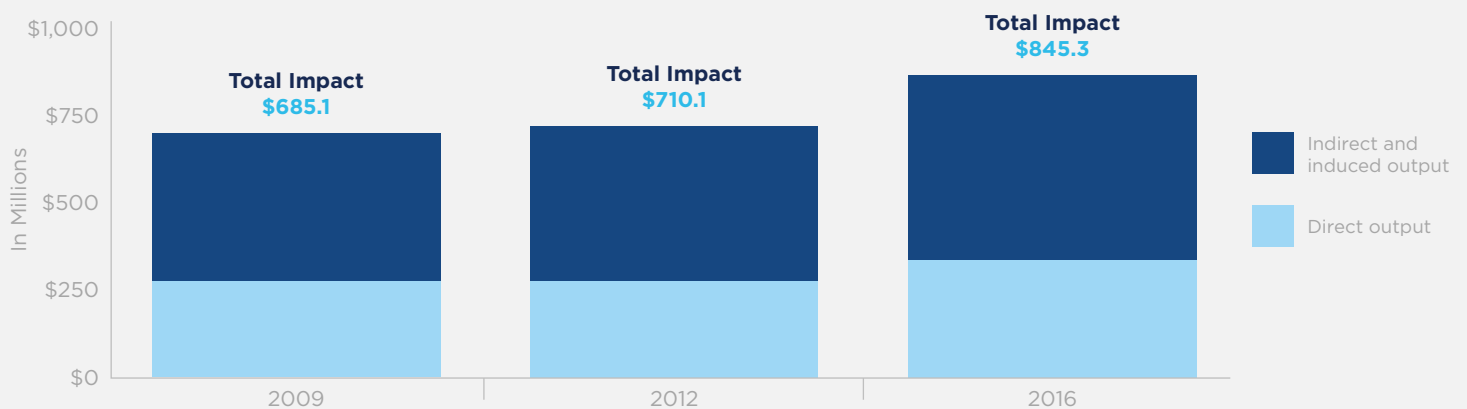
Spending associated with downstream or "supply chain" costs as well as spending by industry employees that supports the broader economy

The combination of direct impact, indirect and induced impacts

In 2016, 1.9 million meetings were held in the United States, generating \$845 billion in economic impact.

Growing Year-Over-Year

The economic impact generated by meetings is shared across a variety of industries. Meetings direct spending has expanded 23% since 2009, primarily due to increases in the number of meeting participants.



Want to learn more about the economic impact of face-to-face meetings?
Find the full report [here](#).

