IDEA®27: Igniting Innovation and Industry Connection — INDA Opens Exhibit Space for the World's Premier Nonwovens & Engineered Materials Event

March 23–25, 2027 | Kansas City Convention Center, Missouri

The global nonwovens and engineered materials industry is already setting its sights on **IDEA®27**, INDA's flagship international event that promises to redefine the boundaries of innovation, collaboration, and commercial success. Scheduled from **March 23–25, 2027**, at the **Kansas City Convention Center**, this edition marks a milestone in the evolution of IDEA® — where business, sustainability, and breakthrough technology converge.

Organized by **INDA, the Association of the Nonwoven Fabrics Industry**, IDEA®27 stands as the **largest and most influential gathering** for professionals, innovators, and leaders shaping the future of engineered fabrics across disposable and durable applications.

"IDEA® is where business gets done," affirmed **Tony Fragnito**, INDA President & CEO. "Our move to Kansas City reflects INDA's commitment to listening to our customers — a world-class event in a world-class city that combines affordability, accessibility, and opportunity."

Introducing the "Durables District" — A New Era for Long-Life Nonwovens



A defining feature of IDEA®27 is the launch of the **Durables District**, a dedicated showcase spotlighting innovation in long-life nonwovens and engineered fabrics. Designed to connect manufacturers, machinery suppliers, and solution providers across **automotive, construction, filtration, geotextiles, and industrial sectors**, this new zone gives durable applications the attention and visibility they deserve.

From **next-generation geotextiles** to **smart filtration systems**, exhibitors in the Durables District will be at the epicenter of conversations driving **sustainable durability, circular materials, and high-performance design**.

Strong Demand, High Momentum

Excitement for IDEA®27 is already surging — with **50,000 square feet of exhibit space**

reserved during pre-sales. "Interest has been fantastic," noted **Dan Noonan**, INDA's Director of Business Development & Membership. "Exhibitors see the value in being part of IDEA®. We encourage companies to act fast to secure prime locations before the floor sells out."

The energy is palpable as both global brands and emerging innovators prepare to unveil their latest advancements in nonwovens, engineered materials, and machinery.

Why Kansas City? Innovation Meets Accessibility

In 2027, **Kansas City, Missouri**, will welcome IDEA® for the first time — a move inspired by industry feedback for a **more budget-friendly and connected host city**. Kansas City delivers on every front:

- **Cost-Effective:** Competitive rates for labor, hotels, and dining — enhancing exhibitor ROI.
- **Culinary Excellence:** Recognized by *Forbes* for its dynamic food and hospitality scene.
- **Walkability:** Hotels, restaurants, and the convention center all within easy walking distance.
- **World-Class Host City:** Refreshed infrastructure following the 2026 **FIFA World Cup** and 2027 **NCAA Sweet 16 & Elite 8** events.
- **Vibrant Sports & Entertainment Hub:** Home to the **Kansas City Chiefs, Royals, and Jazz**, ensuring visitors enjoy a complete experience beyond the show floor.

Building on the Success of IDEA®25

The previous edition, **IDEA®25 in Miami Beach**, attracted **over 550 exhibitors** and **5,300 professionals** from across the globe — all united by a shared vision of accelerating innovation in engineered materials. Participants praised its unmatched business value and access to senior decision-makers.

IDEA®27 aims to take that success to even greater heights — leveraging **a new venue**, **a fresh industry focus**, and **the addition of the Durables District** to drive stronger collaborations and more impactful outcomes.

A Future-Ready Platform for a Future-Driven Industry

With sustainability, circularity, and technology converging faster than ever, **IDEA®27** will serve as the industry's launchpad for the next generation of materials and applications.

It's more than an exhibition — it's a **movement shaping the future of performance, efficiency, and environmental responsibility** in nonwovens and engineered fabrics.

"IDEA®27 is not just about showcasing innovations," said Fragnito. "It's about creating the connections that make innovation thrive."

Secure Your Space Today

With record-breaking demand already underway, **exhibit reservations for IDEA®27 are open now**.

To reserve a booth or secure premium placement, visit **http://www.ideashow.org/** or contact INDA's exhibition team at **sales@inda.org**.

Editorial Insight

From **Miami's momentum** to **Kansas City's promise**, IDEA®27 represents a bold step forward — proving once again that when the nonwovens industry gathers under one roof, innovation doesn't just happen; **it accelerates**.

IDEA®27 isn't just the next big event — it's where the future of engineered materials will be imagined, built, and shared.