



SPONSORSHIP OPPORTUNITIES

www.insulation.org/convention2021



NIA | National Insulation Association®

NIA's 65th Annual Convention Sponsorship Opportunities

NIA has created a number of unique options for advertisers at NIA's 65th Annual Convention at the MGM National Harbor, in National Harbor, Maryland. Be a part of the industry's premier event of the year as NIA brings the best in entertainment, educational sessions, and networking opportunities for attendees.

Contractor Recognition Package

Contractor Recognition Package (\$1,000)

Must be a contractor member to qualify for this package.

Limited to 5 opportunities.

- Company recognition and "thank you" acknowledgment in the app and *NIA News* post-event article.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- One Contractor Services ad in the Convention double issue of *Insulation Outlook* magazine (ad highlights your company, location, and the services you provide and is designed by NIA).



Website Sponsorship

Place your ad on the event web pages December–March (\$1,000–\$3,000)

Opportunities are limited.

Act today for maximum results.



Event and *Insulation Outlook* Sponsorship

Maximize your branding to attendees:

- Place your ad in the Convention issue of *Insulation Outlook* or polybag your brochure to all or part of the circulation list.
- One Top Banner Ad 560 x 112 pixels (\$750) in the Convention email blast.
- Online company logo sponsor recognition.
- Company recognition in the app.

Email publisher@insulation.org for more information.

Event Sponsorship Digital Opportunities

Website and Email—3 months (\$4,000)

Opportunity includes a website ad and 2 top banner ads

Event Email Sponsorships

All opportunities include a link your company's website (limited opportunities, available on a first-come, first-served basis). There are multiple general and targeted email options.

Email Statistics

- NIA's open rate is significantly higher than the industry average of 21% for open rates and 7% for click-through rates.
- The most recent post-event attendee email open rate was 63% and click rate was 50%.
- The most recent pre-event attendee email open rate was 79% and click rate was 68%.
- The first 2020 Convention eblast had a 29% open rate and 14% click rate.
- The 3 Convention 2020 promotional emails averaged a 26% open rate and a 13% click rate.



Top Banner Ad 560 x 112 pixels (\$750)



Square Banner Ad 250 x 207 pixels (\$500)



Sponsored Content Ad (\$800)



Bottom Banner Ad 560 x 112 pixels (\$500)

Exclusive Email Sponsor

(Top Banner Ad and Square Banner Ad) (\$1,500)

Special Attendee Email (Top Banner Ad)

560 x 112 pixels (\$1,000) Must be a Convention Package Sponsor to purchase this opportunity.

Sponsorship Packages

Mobile Meeting App Sponsor, \$12,750

Limited to 1 opportunity

The Mobile App will be at the center of interaction and information during NIA's 65th Annual Convention in 2021. Attendees will be encouraged before and throughout the Convention to download the app, putting your company's name and message in a prime viewing position. The app will be the only source of information for attendees when on-site. Promotion efforts of the app before, during, and after the Convention will maximize your company's brand exposure.

Package Benefits

- Two complimentary registrations.
- Logo recognition on branded splash page of the app.
- Co-branded logo recognition on the top of each screen.
- Customized icon with company logo to be added to the main screen, which will redirect to the company's website.

- Verbal and PowerPoint slide recognition during the opening keynote session.
- Branding on the event website, marketing materials, and on-site program.
- One push message sent out to all attendees through the app (other push messages will be available to companies to purchase separately).
- One social media post on Facebook and Twitter (sent out when the app is available for download).
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- Recognition and "thank you" acknowledgment in the NIA News post-event article.
- App data analytics and survey results will be sent after Convention.

Sponsorship Packages

Convention Badge Holder Sponsor (\$7,000)

Limited to 1 opportunity

Attendee name badges are required for all Convention events, so this is a great way to make sure your company has a presence throughout the Convention.

- Branded name badge holders (2 sided) with company logo.
- One complimentary registration.
- Logo recognition on event website and on-site signage.
- Verbal and PowerPoint recognition during the opening keynote session.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- Recognition and “thank you” acknowledgement in the app and *NIA News* post-event article.

Convention Bag Sponsor (\$7,000)

Limited to 1 opportunity

Attendees receive Convention bags at registration, carry them throughout the Convention, and take them home—providing lasting exposure for your company.

- Branded bags, 1 color, 1 logo.
- One complimentary registration.
- Logo recognition on event website and on-site signage.
- Verbal and PowerPoint recognition during the opening keynote session.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- Recognition and “thank you” acknowledgement in the app and *NIA News* post-event article.

Welcome and Appreciation Evening Sponsor (\$6,500)

Limited to 1 opportunity

Sponsorship of this reception puts your company at the forefront of NIA's largest networking event. Be a part of the excitement as attendees kick off the Convention.

- One complimentary registration.
- Logo exposure on tables and on event signage.
- Full color logo beverage napkins.
- Logo recognition on event website and on-site signage.
- Verbal and PowerPoint recognition during the opening keynote session.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- Recognition and “thank you” acknowledgement in the app and *NIA News* post-event article.

Farewell Reception and Dinner Sponsor (\$6,000)

Limited to 1 opportunity

Provide attendees with a lasting impression as you take part in the Farewell Reception and Dinner. Be a part of the farewell event and attendees' fond memories of the Convention.

- One complimentary registration.
- Reserved VIP table.
- Verbal and PowerPoint recognition during the event.
- Logo recognition on dinner tables and event signage.
- Opportunity to place a brochure or marketing piece at each chair (1–2 page brochure, with NIA's approval).
- Logo recognition on event website and on-site signage.
- Verbal and PowerPoint recognition during the opening keynote session.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- Recognition and “thank you” acknowledgement in the app and *NIA News* post-event article.

Keynote Presentation and Breakfast Sponsor (\$5,500)

Limit One—Thursday

The Keynote Speaker Presentation and Breakfast features a full hot breakfast for all attendees. This year, NIA's Keynote Speaker is Andrew Tarvin, Humor Engineer.

- Logo recognition on the breakfast tables.
- One reserved table at the front of the room for your staff or potential clients.
- Logo recognition on event website and on-site signage.
- Verbal recognition during this session, and opportunity to introduce the Keynote Speaker (2-minute limit, NIA to provide introduction verbiage).
- Opportunity to place a brochure or marketing piece at each chair (1–2 page brochure, with NIA's approval).
- Verbal and PowerPoint recognition during the opening keynote session.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- Recognition and “thank you” acknowledgement in the app and *NIA News* post-event article.

Sponsorship Packages

General Session and Luncheon Sponsor (\$4,500)

Limit One—Tuesday

This event will include a speaker and a full 3-course plated lunch for attendees.

- Logo recognition on the luncheon tables.
- One reserved table at the front of the room for your staff or potential clients.
- Verbal recognition during this session, and opportunity to introduce the speaker (2-minute limit, NIA to provide introduction verbiage).
- Logo recognition on event website and on-site signage.
- Verbal and PowerPoint recognition during the opening keynote session.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- Recognition and “thank you” acknowledgement in the app and *NIA News* post-event article.

Keynote Presentation Sponsor (\$3,750)

Limit One—Wednesday

The Keynote Speaker presentation is one of the highlights of the Convention, and historically has been the highest attended session. This year, NIA’s Keynote Speaker is Jimmy Yearly, Grammy Nominated Songwriter.

- Logo recognition provided on PowerPoint slide and signage outside of the meeting room.
- Verbal recognition during this session, and opportunity to introduce the keynote speaker (2-minute limit, NIA to provide introduction verbiage)
- Opportunity to place a brochure or marketing piece at each chair (1-page brochure, with NIA’s approval).
- Logo recognition on event website and on-site signage.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- Recognition and “thank you” acknowledgement in the app and *NIA News* post-event article.

Hotel Key Card and Key Card Sleeve Sponsor (\$5,000)

Limited to 1 opportunity

Your logo can be the first thing Convention attendees see when they check in at the hotel, and their key cards will be a constant reminder of your company every time they enter their rooms.

- Branded key card and key card sleeves, front side, full color.
- Logo recognition on event website and on-site signage.
- Verbal and PowerPoint recognition during the opening keynote session.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- Recognition and “thank you” acknowledgement in the app and *NIA News* post-event article.

Convention Hat Sponsor (\$3,750)

Limited to 1 opportunity

Have your logo on the head of every Convention attendee with a co-branded Convention hat.

- Co-branded hat (provided by sponsor).
- NIA will place hat in the bags that are passed out to each attendee.
- Logo recognition on event website and on-site signage.
- Verbal and PowerPoint recognition during the opening keynote session.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- Recognition and “thank you” acknowledgement in the app and *NIA News* post-event article.

Convention Hand Sanitizer Sponsor (\$3,750)

Limited to 1 opportunity

Help attendees stay healthy at NIA’s Convention as the hand sanitizer sponsor.

- Branded hand sanitizer (provided by sponsor).
- NIA will place the hand sanitizer in the bags that are passed out to each attendee.
- NIA will place out a large hand sanitizer at NIA’s registration desk for attendees.
- Logo recognition on event website and on-site signage.
- Verbal and PowerPoint recognition during the opening keynote session.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- Recognition and “thank you” acknowledgement in the app and *NIA News* post-event article.



Sponsorship Packages

Convention Water Bottle Sponsor (\$3,750)

Limited to 1 opportunity

Water bottles are perfect for the sunny and warm Hawaii weather. Have your logo co-branded on a water bottle that is passed out to every Convention attendee.

- Co-branded water bottle (provided by sponsor).
- NIA will place the water bottle in the bags that are passed out to each attendee.
- Logo recognition on event website and on-site signage.
- Verbal and PowerPoint recognition during the opening keynote session.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- Recognition and “thank you” acknowledgement in the app and *NIA News* post-event article.

Convention Notebook Sponsor (\$3,250)

Limited to 1 opportunity

Your logo will be printed on notebooks inserted into every Convention bag! When attendees get home and review what they have learned, your business’s logo will be front and center.

- Co-branded notebook (provided by sponsor).
- NIA will place the notebook in the bags that are passed out to each attendee.
- Logo recognition on event website and on-site signage.
- Verbal and PowerPoint recognition during the opening keynote session.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- Recognition and “thank you” acknowledgement in the app and *NIA News* post-event article.

Registration Desk Sponsor (\$3,250)

Limited to 1 opportunity

Welcome attendees to the industry event of the year and leave them with a memorable first impression.

- Logo recognition and special event signage in the registration area (branded recognition will be displayed throughout all 3 days of Convention to allow for maximum exposure).
- Logo recognition on event website and on-site signage.
- Verbal and PowerPoint recognition during the opening keynote session.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- Recognition and “thank you” acknowledgement in the app and *NIA News* post-event article.

First-Timers and VIP Reception Sponsor (\$3,250)

Limited to 1 opportunity

Be a part of first-time attendees’ or new members’ memories of their first Convention!

- Verbal recognition during reception welcome remarks.
- Logo recognition on event website and on-site signage.
- Verbal and PowerPoint recognition during the opening keynote session.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- Recognition and “thank you” acknowledgement in the app and *NIA News* post-event article.

Exclusive Website Opportunity—Only One Available! (\$2,000)

Post your ad on the popular First Timers Tips and FAQs web page. Start now and get all the pre-event traffic!

Continental Breakfast and Coffee Break Sponsor (\$2,850)

Limited to 1 opportunity

Your logo will be front and center as attendees enjoy energizing breakfasts and coffee breaks throughout the event.

- Signage will be placed out at each continental breakfast and coffee break during the Convention.
- Logo 1-color napkins.
- Logo 1-color coffee cup sleeves.
- Logo recognition on event website and on-site signage.
- Verbal and PowerPoint recognition during the opening keynote session.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- Recognition and “thank you” acknowledgement in the app and *NIA News* post-event article.



Sponsorship Packages

NIA New Member Roundtable Sponsor (\$1,650)

Limited to 1 opportunity

Take part as new and current NIA members learn about NIA's activities and how to get involved.

- Verbal recognition during orientation welcome remarks.
- Logo recognition on event website and on-site signage.
- Verbal and PowerPoint recognition during the opening keynote session.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- Recognition and "thank you" acknowledgement in the app and *NIA News* post-event article.

Exclusive Website Opportunity—Only One Available! (\$2,000)

Post your ad on the popular First Timers Tips and FAQs web page. Start now and get all the pre-event traffic!

Dessert Hospitality Suites (\$350)

Multiple opportunities

Take part in one of the most decadent events of Convention by hosting a dessert hospitality suite! The price listed here is to reserve the room; sponsors will work directly with the hotel to order food and beverages for this event. A separate communication will be sent out in December 2020 with additional details on how to reserve your room and dessert.

Promotional Pen (\$1,250)

Limited to 1 opportunity

Have your logo on pens that are passed out to each attendee, which they can use during the event and take home after.

- Co-branded pens (provided by sponsor).
- NIA will place the pens in the bags that are passed out to each attendee.
- Logo recognition on event website and on-site signage.
- Verbal and PowerPoint recognition during the opening keynote session.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- Recognition and "thank you" acknowledgement in the app and *NIA News* post-event article.

Registration Packet Insert Sponsor

Multiple opportunities

Submit your 1- to 4-page document to NIA for review, and then send your document to the Convention hotel. *The sponsor is responsible for ensuring the hotel receives the material by the NIA-specified date.* NIA will insert the piece into the registration packet for you!

Four-page literature insertion for

\$850

State-of-the-Industry *Insulation Outlook* advertisers

Four-page literature insertion for

\$1,850

Insulation Outlook non-advertisers



We're Flexible. Get Creative!

Suggest your own package—we love considering new ideas.

Contact Erin Penberthy at epenberthy@insulation.org or 703-464-6422 ext. 114.