

**NIA**

**69<sup>th</sup> Annual Convention  
Scottsdale, Arizona**



# **NIA's 69<sup>TH</sup> ANNUAL CONVENTION**

**APRIL 28-30, 2025**

**Hyatt Regency Scottsdale  
Resort & Spa at Gainey Ranch  
Scottsdale, AZ**



# NIA's 69<sup>th</sup> Annual Convention Sponsorship Opportunities

NIA has created a number of unique options for advertisers at NIA's 69<sup>th</sup> Annual Convention at the Hyatt Regency Scottsdale Resort & Spa at Gainey Ranch. 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 (\$500)

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](mailto: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

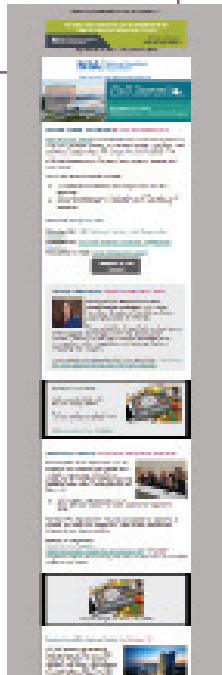
## Event Email Sponsorships

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 email statistics consistently exceed industry standards for open rates and engagement.

- The most recent post-event attendee email open rate was 61% and click rate was 40%.
- The most recent pre-event attendee email open rate was 74% and click rate was 45%.
- The two Convention 2023 promotional emails averaged an open rate of 35% and click rate of 6%.



- **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.

## Digital Convention Sponsorship Package (\$2,250)

Elevate your brand with our digital sponsorship package and strengthen your presence across all digital platforms and connect with attendees through multiple touchpoints.

- One top banner ad (560 x 112 pixels) in the Convention pre-event attendee email blast
- One top banner ad (560 x 112 pixels) in the Convention post-event email blast
- One company banner ad (800 x 133 pixels) in the NIA event app
- Company logo recognition on the Convention website, event app sponsorship page, and on-site signage
- Verbal recognition during a Convention general session



# Sponsorship Packages

## Mobile Meeting App Sponsor (\$13,000)

Limited to 1 opportunity

The Mobile App will be at the center of interaction and information during NIA's 69<sup>th</sup> Annual Convention in 2025. 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

- One complimentary registration.
- 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.
- One event app banner ad in the event app
- 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 or video 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.

## Convention Badge Holder Sponsor (\$7,250)

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.
- 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 or video during the keynote sessions.
- Recognition and "thank you" acknowledgement in the app and *NIA News* post-event article.

## Convention Bag Sponsor (\$5,000)

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.
- 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 or video during the keynote sessions.
- Recognition and "thank you" acknowledgement in the app and *NIA News* post-event article.

## Welcome and Appreciation Evening Sponsor (\$6,750)

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.

- 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 or video during the keynote sessions.
- Recognition and "thank you" acknowledgement in the app and *NIA News* post-event article.



# Sponsorship Packages

## **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.

- 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 or a 8.5x11 marketing table tent card on each table, 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 or video during the keynote sessions.
- Recognition and "thank you" acknowledgement in the app and *NIA News* post-event article.

## **Keynote Presentation Sponsor (\$4,500)**

*Limit One—Tuesday*

The Keynote Speaker presentation is one of the highlights of the Convention, and historically has been the highest attended session.

- 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 or a 8.5x11 marketing table tent card on each table, with NIA's approval).
- Logo recognition on event website and on-site signage.
- Company name and logo included on scrolling PowerPoint slides or video during the keynote sessions.
- Recognition and "thank you" acknowledgement in the app and *NIA News* post-event article

## **General Session and Breakfast Sponsor (\$5,750)**

*Limit One—Wednesday*

The Keynote Speaker Presentation and Breakfast features a full hot breakfast for all attendees.

- Logo recognition on the breakfast tables or the screens in the meeting room.
- 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 or a 8.5x11 marketing table tent card on each table, with NIA's approval).
- Verbal and PowerPoint recognition during the opening keynote session.
- Company name and logo included on scrolling PowerPoint slides or video during the keynote sessions.
- Recognition and "thank you" acknowledgement in the app and *NIA News* post-event article.

## **Hotel Key Card Sponsor (\$4,500)**

*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 cards on the front side and 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 or video slides during the keynote sessions.
- Recognition and "thank you" acknowledgement in the app and *NIA News* post-event article.

## **Dessert Hospitality Suites (\$450)**

*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 2024 with additional details on how to reserve your room and dessert.

# Sponsorship Packages

## Convention Hat Sponsor (\$4,000)

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 or video during the keynote sessions.
- Recognition and “thank you” acknowledgement in the app and *NIA News* post-event article.

## Convention Hand Sanitizer Sponsor (\$4,000)

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.

## Convention Water Bottle Sponsor (\$4,000)

Limited to 1 opportunity

Water bottles are perfect for the sunny and warm Arizona 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 or video during the keynote sessions.
- Recognition and “thank you” acknowledgement in the app and *NIA News* post-event article.

## Convention Notebook Sponsor (\$4,000)

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 or video 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

# Sponsorship Packages

## Registration Desk Sponsor (\$3,500)

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.

## NIA Event App Banner Sponsor (\$500)

Limited to 3 opportunities

Position your company's banner ad prominently at the top of the navigation menu in the NIA event app. Each interactive banner allows app users to click on and visit your company's information page. Availability is limited to one banner per company. App banners will rotate throughout the event.

- One company banner ad (800 x 133 pixels)
- Logo recognition on NIA's event app sponsorship pages.

## Networking Breakfast (\$4,000)

Limited to 1 opportunity

Your logo will be front and center as attendees enjoy breakfast and networking.

- Verbal recognition during reception welcome remarks.
- Logo recognition and special event signage in the room.
- Logo recognition on event website and on-site signage.
- Verbal and PowerPoint recognition during the welcome General Session.
- Company name and logo included on scrolling PowerPoint slide or video during the keynote session.
- Recognition and “thank you” acknowledgement in the app

## NIA New & First Time Member Orientation Sponsor (\$2,000)

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 reception welcome remarks.
- Logo recognition and special event signage in the room.
- Logo recognition on event website and on-site signage.
- Verbal and PowerPoint recognition during the welcome General Session.
- Company name and logo included on scrolling PowerPoint slide or video during the keynote session.
- Recognition and “thank you” acknowledgement in the app



# Sponsorship Packages

## Coffee Break Sponsor (\$1,250)

Limited to 2 small contractor members

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

- Signage will be placed out at one coffee break during the Convention.
- 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 or video during the keynote sessions.
- Recognition and “thank you” acknowledgement in the app and NIA News post-event article.

## Golf Package Sponsor (\$3,250)

Limit two

Receive additional branding exposure during NIA’s Golf Tournament as you entertain clients and potential customers.

- Sponsoring company has opportunity to place out a branded tent on 1 golf hole (TBD by NIA and golf course) during the Golf Tournament.
- Sponsor may offer food and beverages in the designated tent area.
- Sponsor may pass out 1 branded golf theme promotional piece during the tournament only (for example: golf balls, gloves, towels, etc.) and item must be approved by NIA.
- 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 or video during the keynote sessions.

## Golf Tournament Opportunities

Multiple Opportunities

Be a visible part of the Convention’s top competitive event! Sponsorships are on a first-come, first-served basis, so act now! Golf-hole sponsors receive recognition on the designated hole they sponsor.

Longest-Drive Sponsor	\$500	Limit one
Closest-to-the-Pin Sponsor	\$500	Limit one
Individual Golf-Hole Sponsor	\$350	Multiple opportunities

## Promotional Pen (\$1,750)

Limit 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 or video 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](mailto:epenberthy@insulation.org) or 703-464-6422 ext. 114.