Fall Summit Sponsorship Opportunities

**Fall Summit Event Sponsor ($4,750)**  
*Limited to 2 opportunities*

- Logo recognition (including link to company’s website) on event website, marketing materials (pre and post event), and on-site signage.
- Company recognition and “thank you” acknowledgment in the on-site Fall Summit program and NIA News post-event article.
- Verbal recognition during the welcome General Session.
- Company name and logo included on scrolling PowerPoint slides during the Keynote Sessions.
- 468 x 60 pixels leaderboard digital ad on NIA’s Fall Summit microsite for 1 month (including link to company website) in either October or November OR page curl on Fall Summit homepage for 1 month (October or November).
- One top banner ad (560 x 112 pixels) included in a Fall Summit–focused email (including link to company’s website). Email will be sent in either September, October, or November—date TBD.
- One Facebook and Twitter post thanking the sponsor before the event.

**Keynote Presentation and Luncheon Sponsor ($2,750)**  
*Limited to 1 opportunity*

- Recognition on event website, marketing materials (pre and post event), and on-site signage.
- Company recognition and “thank you” acknowledgment in the on-site Fall Summit program and NIA News post-event article.
- 1 square banner ad (250 x 207 pixels) included in a Fall Summit–focused email (email will be sent in either September, October, or November—date TBD).
- Verbal recognition during the session.
- Logo recognition at luncheon tables.
- Company name and logo included on scrolling PowerPoint slides during the Keynote Sessions.

**Optional Add On:** Digital banner ad on the Educational Session web page* $1,000. *Only one spot available*

**Network Social Hour Sponsor ($2,000)**  
*Limited to 1 opportunity*

- Recognition on event website, marketing materials (pre and post event), and on-site signage.
- Company recognition and “thank you” acknowledgment in the on-site Fall Summit program and NIA News post-event article.
- Verbal recognition during the welcome General Session.
- Logo recognition on reception tables.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.

**Hotel Key Card Sponsor ($1,750)**  
*Limited to 1 opportunity*

- Branding recognition on the hotel keycards (front of the keycard) that is passed out to all attendees.
- Company recognition on event website, marketing materials (pre and post event), and on-site signage.
- Recognition and “thank you” acknowledgment in the on-site Fall Summit program and NIA News post event article.
- Verbal recognition during the session welcome general session.
- Company name and logo included on scrolling PowerPoint slides during the Keynote Sessions.

**Contractor Recognition Package ($750)**  
*Must be a contractor member to qualify for this package. Limited to 5 opportunities*

- Company recognition and “thank you” acknowledgment in the on-site Fall Summit program and NIA News post-event article.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- One Contractor Services ad in 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 website for 1–3 months ($1,500–$4,500)
Select locations and opportunities are limited.
Act today for maximum results.

**Event Sponsorship Digital Opportunities**

**Website and Email—2 months ($4,000)**
Opportunity includes a website ad and 2 top banner ads

**Event Email Sponsorships**
All opportunities include a link to your company’s website (limited opportunities, available in October and November on a first-come, first-served basis).

- **Top Banner Ad 560 x 112 pixels ($700)**

- **Square Banner Ad 250 x 207 pixels ($500)**

- **Native Text Ad with Square image ($800)**

- **Bottom Banner Ad 560 x 112 pixels ($500)**

- **Exclusive Email Sponsor (Top Banner Ad and Square Banner Ad) ($1,500)**

**Email Statistics**

- The pre-event 2018 Fall Summit attendee email had a 72% open rate and a 68% click rate!
- The 2018 post-event attendee email had a 57% open rate and a 52% click rate!
- Convention emails have open rates from 33-80% and click through rates as high as 68%!
- NIA’s open rate is significantly higher than the industry average of 20% open rates and 7% click-through rates.

**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.