



Fall Summit 
EDUCATE | ENGAGE | ELEVATE / 2024

**SPONSORSHIP
OPPORTUNITIES**

OCTOBER 28–29, 2024
MGM NATIONAL HARBOR
NATIONAL HARBOR, MARYLAND (JUST OUTSIDE WASHINGTON, DC)



NIA | National Insulation
Association®

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 on-site and *NIA News* post-event article.
- Verbal recognition during the Welcome General Session.
- 468 x 60 pixels leaderboard digital ad on NIA's Fall Summit microsite for 1 month (including link to company website) in either September or October QR page curl on Fall Summit homepage for 1 month (September or October).
- 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 Sponsor (\$2,250)

Limited to 1 opportunity

- Recognition on event website, marketing materials (pre and post event), and on-site signage.
- Company recognition and "thank you" acknowledgment on-site 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.

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

Keynote Presentation and Breakfast Sponsor (\$3,000)

Limited to 1 opportunity

- Recognition on event website, marketing materials (pre and post event), and on-site signage.
- Company recognition and "thank you" acknowledgment on-site 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 Welcome General Session.
- Logo recognition at breakfast tables.

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

Network Social Hour Sponsor (\$2,250)

Limited to 2 opportunities

- Recognition on event website, marketing materials (pre and post event), and on-site signage.
- Company recognition and "thank you" acknowledgment on-site and *NIA News* post-event article.
- Verbal recognition during the Welcome General Session.
- Opportunity to provide 1 pull-up banner sign to be placed out at the event

Hotel Key Card Sponsor (\$2,750)

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.
- Company recognition and "thank you" acknowledgment on-site and *NIA News* post-event article.
- Verbal recognition during the session Welcome General Session.

Registration Desk Sponsor (\$1,500)

Limited to 1 opportunity.

- Logo recognition and special event signage in the registration area (branded recognition will be displayed throughout both days).
- Logo recognition on event website and on-site signage.
- Verbal and PowerPoint recognition during the opening keynote session.
- Company name and logo included on scrollign PowerPoint slides during the keynote session.
- Recognition and "thank you" acknowledgement in the app and *NIA News* post-event article.

Contractor Recognition Package (\$750)

Must be a contractor member to qualify for this package.

Limited to 5 opportunities

- Company recognition and "thank you" acknowledgment on-site 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).

Mobile Meeting App Sponsor (\$4,000)

Limited to 1 opportunity

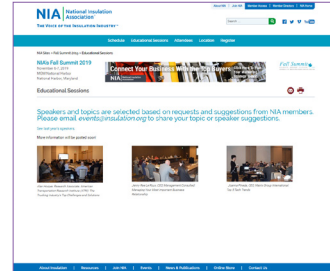
- Logo recognition on branded splash page of the app.
- Company logo included with link to their website.
- Verbal and PowerPoint slide recognition during the opening key-note speaker.
- Branding on the event website, marketing materials, and on-site program.
- One push message sent out to all attendees through the app.
- 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.

Website Sponsorship

Place your ad on the event website during August, September, October, and November (\$3,000)

Select locations and opportunities are limited.

Act today for maximum results.



Event Sponsorship Digital Opportunities

Website and Email—3 months (\$3,000)

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 in October and November on a first-come, first-served basis).

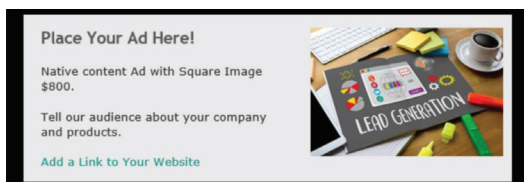
- **Top Banner Ad 560 x 112 pixels (\$750)**



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



- **Sponsored Content Ad (\$800)**

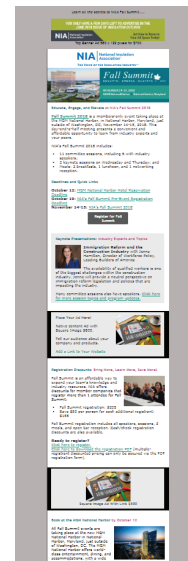


- **Bottom Banner Ad 560 x 112 pixels (\$500)**

- **Exclusive Email Sponsor (\$1,500)**
(Top Banner and Sponsored Content Ad)

Email Statistics

- Convention emails have open rates as high as 74% and click through rates as high as 45%.
- The pre-event 2023 Fall Summit attendee email had a 83% open rate and a 51% click rate!
- The 2023 post-event attendee email had a 84% open rate and a 52% click rate!
- NIA's open rate is significantly higher than the industry average of 32% open rates and 3% 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.