



*Fall Summit*   
EDUCATE | ENGAGE | ELEVATE

**SPONSORSHIP  
OPPORTUNITIES**

NOVEMBER 14-15, 2018

**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 in the on-site Fall Summit program and *NIA News* post-event article.
- Verbal and PowerPoint 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 and visual 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*

## Keynote Presentation and Breakfast 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 and PowerPoint recognition during the welcome General Session.
- Logo recognition at breakfast tables.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- 1 complimentary Fall Summit registration.

**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 and PowerPoint 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) - SOLD

*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 and PowerPoint 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 web pages 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 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

- Our first 2018 Fall Summit attendee email had 48% open rate and a 17% click rate!
- The 2017 post-event attendee email had a 55% open rate and a 39% click rate.
- The 2017 pre-event attendee email had a 57% open rate and a 44% click rate.
- Convention emails have open rates from 59-82% and click through rates as high as 64%!
- NIA's open rate is significantly higher than the industry average of 20% open rates and 8% click-through rates.



**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.