



*Fall Summit*   
EDUCATE | ENGAGE | ELEVATE

**SPONSORSHIP  
OPPORTUNITIES**

**OCTOBER 25–26, 2023**  
**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.
- Company name and logo included on the scrolling PowerPoint slides or video 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.

- Verbal recognition during the Welcome General Session.
- Logo recognition at breakfast tables.
- Company name and logo included on the scrolling PowerPoint slides or video during the Keynote Sessions.
- 1 complimentary Fall Summit registration.

**Optional Ad 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 on-site and *NIA News* post-event article.
- Verbal recognition during the Welcome General Session.
- Logo recognition on reception tables.
- Company name and logo included on the scrolling PowerPoint slides or video during the Keynote Sessions.

## 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 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.
- Company name and logo included on the scrolling PowerPoint slides or video during the Keynote Sessions.

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

## Hotel Key Card Sponsor (\$2,250)

*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.
- Company name and logo included on scrolling PowerPoint slides or video during the Keynote Sessions.

## 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 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).

## Fall Summit Hand Sanitizer Sponsor (\$1,750)

*Help attendees stay healthy at NIA's Fall Summit as the hand sanitizer sponsor. Limited to 1 opportunity.*

- Branded hand sanitizer (provided by sponsor).
- NIA will place the hand sanitizer out at NIA's registration desk for attendees to pick up when they check-in for the event.
- NIA will place out a large hand sanitizer at NIA's registration desk for 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.
- Company name and logo included on the scrolling PowerPoint slides or video during the Keynote Sessions.

# 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.



## 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).

# 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).

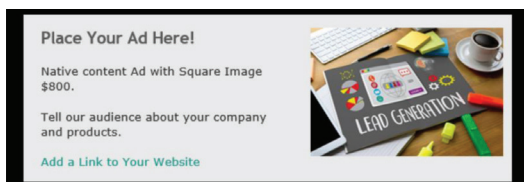
- **Top Banner Ad 560 x 112 pixels (\$750)**



- **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 72% and click through rates as high as 40%.
- The pre-event 2019 Fall Summit attendee email had a 65% open rate and a 78% click rate!
- The 2019 post-event attendee email had a 65% open rate and a 32% click rate!
- NIA’s open rate is significantly higher than the industry average of 17% open rates and 9% 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.