

Sponsorship Guidelines and Policies

To maintain the integrity, value, and mission of NIA's offerings, all advertising, sponsorships, and promotional placements must adhere to the following guidelines. By participating in any NIA promotional opportunity (including print, digital, email, or in-person event promotions), sponsors agree to the terms below.

Eligibility and Membership Requirement

- NIA Membership Required: All companies or products promoted through NIA materials (including, but not limited to, registration inserts, app ads, email promotions, and event sponsorships) must be active NIA member companies in good standing.

Content Review and Approval

- All promotional content, creative assets, and insert materials are subject to review and approval by NIA. NIA reserves the right to reject any material deemed inappropriate, inaccurate, or inconsistent with NIA's mission.
- Materials must not contain false or misleading claims or violate any applicable laws or industry regulations.
- Any material referencing non-member companies, products, or services will not be accepted.

Deadlines and Delivery

- All sponsorship materials must be submitted by the specified deadlines provided by NIA staff. Late materials may result in placement delays or forfeiture of the reserved space without refund.
- For physical inserts or giveaways (such as registration bag inserts), sponsors must follow provided shipment and labeling instructions, to ensure materials are provided by the required deadline dates. If materials are not received by the deadline dates (with the required quantities) they may not be able to be included in NIA's attendee bag.

Design and Format Requirements

- Materials must meet the format and resolution standards outlined in NIA's art specifications (provided separately). Digital files must be high-resolution, and print-ready.
- For inserts or printed handouts, NIA must receive a sample proof prior to final printing. Printing requirements and costs are incurred by the sponsoring company.

Brand Consistency

- Use of NIA's name, logos, or event branding must be pre-approved. Sponsors may not imply endorsement by NIA unless explicitly granted in writing.

Event-Specific Policies

- For any events, sponsors must follow any additional event-specific policies related to setup, timing, on-site distribution, and logistics.