

## Member-Presented Webinars

*(Special Introductory Price: \$1,500)*

- A webinar that is presented by a NIA member company.
- The content is created by the member company (*NIA does not endorse the webinar for content or accuracy*).
- Webinar would be promoted by NIA through our website, electronic and print marketing materials, social media, as well as the industry calendar of events.
- Opportunity would be available to all member types.
- Webinars would be complimentary, and available to NIA members and non-members.
- Webinar recordings would be posted on NIA's Vimeo On Demand training portal.
- Webinar is hosted and managed on the sponsors webinar platform, allowing them to collect contact information.

## Sponsoring Benefits include:

### Pre-Webinar

- Promote event description, webinar dates, link to registration page, link to company website, and a short company description on the NIA webinar webpage.
- NIA will send 1 specific marketing email to NIA's membership database via Microsoft Outlook.
- Recognition with logo in promotion of the webinar in 1 issue of *NIA News* (timing dependent on *NIA News* schedule).
- Event will be listed on NIA's Industry event calendar, *NIA News*, and *Insulation Outlook's* calendar of events.
- A link to the industry calendar will be included in NIA's monthly Electronic News Bulletin (ENB).
- 1 banner ad to promote the webinar will be included in NIA's electronic news bulletin (ENB).
- 1 social media post (Facebook and 2 Twitter accounts) promoting the webinar.
- 15 complimentary subscriptions to *Insulation Outlook Magazine* for qualified insulation end-user clients.

### Post Webinar

- Logo recognition and thank you in the *NIA News* issue that follows the webinar (timing dependent on *NIA News* schedule).
- Webinar will be posted on NIA's Vimeo On Demand training site and NIA members can access the webinar complimentary with a customized code.
- Sponsor company will be given long-term recognition on NIA's Vimeo On Demand page.