

## Product Promotion Sponsorship Package (\$4,500)

This package was designed for companies who want to showcase their latest products or innovations to NIA member companies and *Insulation Outlook's* end-user audience. Opportunity will be limited to 1 member-presented product webinar per month.

### Member-Presented Product Webinar

The webinar's content is developed and presented by a NIA member company and hosted and managed on the sponsor's webinar platform. Sponsoring companies can discuss their latest products or services to members and end users as part of this member-presented webinar.

### Package benefits:

- NIA will promote event description, webinar dates, link to registration page, link to company website, and a short company description on our webinar webpage.
- NIA will create 1 marketing email promoting the webinar and your company as the sponsor, which will be sent 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 sponsored content ad with square graphic.
- 1 social media post (on NIA's Facebook and 2 Twitter accounts) promoting the webinar.
- 15 complimentary subscriptions to *Insulation Outlook* Magazine for qualified insulation end-user clients.
- Logo recognition and thank you in the *NIA News* or E-News Bulletin 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 and the company's clients can access the webinar for free with a customized code after the event.

### Print Promotion of the Webinar to Engineers and End Users

*Insulation Outlook* magazine will run an advertisement promoting the webinar and your company as the sponsor in the magazine, either as a full page, 4-color ad on page 3 (of the issue prior to the webinar), or through the Insulation Essentials or Leading Edge 1-page advertorial feature. The sponsor company can choose to submit content/ads or work with NIA's design department. For more on the advertorials, see below.

### Insulation Essentials or Leading Edge Advertorial

The *Insulation Outlook* advertorials are a brand-new industry showcase where you can share company announcements, milestones, and innovations with buyers. In this special section, you have freedom to discuss your company and its products and services directly with *Insulation Outlook's* readers.

Choose an Insulation Essentials or Leading Edge advertorial based on what you want to promote. Both are highly effective in communicating the reasons why industry leaders should be doing business with you. The following benefits are included as part of the package:

- Receive professional editing and design, flowing your content right into the layout of *Insulation Outlook*.
- Establish credibility while reaching a readership of industry decision makers and buyers.
- Excellent placement in the issue you select.