

## NIA's Premier Industry Manufacturer Program

### 2021 Member Point-Tracking Form

### NIA's Premier Industry Manufacturer Program

With the help of our Associate (Manufacturer) Committee, NIA has created the Premier Industry Manufacturer Program. This program recognizes and distinguishes exemplary manufacturing companies as industry advocates and leaders. Through this program, NIA's Associate members demonstrate to customers that their company is a recognized leader amongst their peers.

### Member Point-Tracking Activities

NIA will track the majority of the point opportunities available to NIA Associate member companies. The activities listed below require the individual member company to complete this form to receive points for these activities in 2021. This form outlines all eligible activities and their assigned point value. The form must be completed and submitted to [training@insulation.org](mailto:training@insulation.org) by **Friday, December 31, 2021**. Due to the effects of COVID-19 on our in-person events and training opportunities, we have added additional point opportunities for 2021. See page 3.

- Companies that reach a minimum of **175 points** throughout the 2021 calendar year will be recognized as Premier Industry Manufacturers. Program benefits include:
  - Recognition at NIA's 66<sup>th</sup> Annual Convention, March 30–April 1, 2022, at the JW Marriott San Antonio Hill Country Resort & Spa, in San Antonio, Texas.
  - Companies will have access to the **Premier Industry Manufacturer** name designation and logo for the year they receive the designation. The logo can be added to marketing and promotional materials, email signatures, and the company's website.
  - Companies who achieve the recognition will be promoted on NIA's website and in marketing materials.
  - For a full list of program benefits, please visit [http://insulation.org/membership/Premier\\_benefits/](http://insulation.org/membership/Premier_benefits/).

### Instructions

Please complete this form and submit it via email no later than **Friday, December 31, 2021**, to [training@insulation.org](mailto:training@insulation.org) or by mailing it to the address below:

National Insulation Association (NIA)  
Attn: Erin Penberthy  
516 Herndon Parkway, Suite D  
Herndon, VA 20170

## Section 1: General Information

Company Name: \_\_\_\_\_

Recognition Program Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Section 2: Activities to Be Tracked by Member

1. **My company has recruited a new NIA member (*non-member company must become a member*). (15 points per recruited company)**

- Yes  
 No

Name of new member company: \_\_\_\_\_

2. **My company has invited a first-time industry member to NIA's Spring Summit. (*Does not include spouses or guests. Individual must attend the event. Applicable for up to three people per event.*) (5 points per registrant)**

- Yes  
 No

Name of individual(s): \_\_\_\_\_

3. **My company has linked the Proud Member of NIA logo in a prominent area on our company's website. (2.5 points)**

- Yes  
 No

List the specific URL where the logo is located: \_\_\_\_\_

4. **My company has included the Proud Member of NIA logo and link in our email signature (*one person per company*). (2.5 points)**

- Yes  
 No

Note: Include a screen shot or email [training@insulation.org](mailto:training@insulation.org).

5. **My company has included the Proud Member of NIA logo on marketing materials, literature, and/or data sheets (*one item per company*). (2.5 points)**

- Yes
- No

Note: Send a copy of the material with the NIA logo to [training@insulation.org](mailto:training@insulation.org).

### **New Opportunities for 2021**

6. **My company provided special assistance during the COVID-19 pandemic. (10 points total per company)**

- Made masks, gowns, or other PPE equipment
- Made disinfectants
- Performed COVID-19 cleanup
- Conducted training for COVID-19 safety protocols
- Participated in a community program for pandemic recovery
- Other, please specify: \_\_\_\_\_

7. **My company has shared a NIA social media post (Twitter, LinkedIn, or Facebook). (2.5 points per share, maximum of 10 points per company)**

- 1 share—2.5 points
- 2 shares—5 points
- 3 shares—7.5 points
- 4+ shares—10 points

## **Questions**

If you have any questions regarding the member point-tracking process or the Premier Industry Manufacturer Program, please contact Aimee Doyle at [training@insulation.org](mailto:training@insulation.org) or call 703-464-6422, ext. 113.

*Winners of the Premier Industry Manufacturer Program will be announced and recognized during NIA's 66<sup>th</sup> Annual Convention, March 30–April 1, 2022, at the JW Marriott San Antonio Hill Country Resort & Spa, in San Antonio, Texas.*