

Member-Presented Webinars (\$2,000)

- A webinar that is presented by a NIA member company.
- The content is created by the member company (*NIA does not endorse the webinar content or accuracy of content*).
- Webinar is promoted by NIA through our website, electronic and print marketing materials, social media, as well as the industry calendar of events.
- Webinar recordings is posted on NIA's Vimeo On Demand training portal.
- Webinar is hosted and managed on the sponsors webinar platform.

Sponsoring Benefits include:

Pre-Webinar

- 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, event description, and link.
- 1 social media post (on NIA's Facebook, LinkedIn, both Twitter accounts) promoting the webinar.
- 15 complimentary subscriptions to *Insulation Outlook Magazine* for your clients. (Insulation contractors that are not members are not eligible.)

Post Webinar

- Logo recognition, on-demand recorded webinar link, and thank you in the E-News Bulletin issue that follows the webinar (timing dependent on *ENB* 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.