

## 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, 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.)
- 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 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, as a half page full color ad. Optional upgrades to full page ad or advertorial available.