

NIA's Premier Industry Manufacturer Program

2023 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 2023. This form outlines all eligible activities and their assigned point value. The form must be completed and submitted to training@insulation.org by **Friday, December 29, 2023**.

- Companies that reach a minimum of **175 points** throughout the 2023 calendar year will be recognized as Premier Industry Manufacturers. Program benefits include:
 - Recognition at NIA's 68th Annual Convention, April 17–19, 2024, at the Naples Grande Beach Resort, in Naples, Florida
 - 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 www.insulation.org/membership/Premier_benefits.

Instructions

Please complete this form and submit it via email no later than **Friday, December 29, 2023**, to 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 Convention. (*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 invited a first-time industry member to NIA's Fall 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): _____

4. **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: _____

5. 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.

6. 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.

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 Rianna Gleeson at 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 68th Annual Convention, April 17–19, 2024, at the Naples Grande Beach Resort, in Naples, Florida.