

NIA's Premier Industry Manufacturer Program

2027 Application

A NIA Members-Only Program

NIA's Premier Industry Manufacturer Program

Created by NIA's Associate (Manufacturer) members exclusively for Associate members, NIA's Premier Industry Manufacturer Program recognizes and distinguishes exemplary companies as industry advocates and leaders. Through this program, NIA's Associate members demonstrate to their customers that they are recognized leaders. The 2027 application is based on initiatives and actions conducted between January 1 and December 31, 2026.

Application Process and Eligibility

As a benefit of your membership with NIA there is no cost to participate in this program, and NIA encourages all Associate member companies to apply.

- Applicants must be NIA Associate members in good standing for their application to be considered. (i.e., your company's 2026 NIA membership dues must be paid in full, at the appropriate dues category, by the time your application is submitted). To check your company's membership status, please email rgleeson@insulation.org.
- Once an application is submitted, NIA will track the majority of the point opportunities from January 1 of the application year and will combine this total to the Associate Award Point Questionnaire.
- This form outlines all eligible activities, including their assigned point value on the last two pages. Some point opportunities need to be verified by your company in the questionnaire below and must be completed and submitted to rgleeson@insulation.org by **Thursday, December 31, 2026**, to receive points for these activities.
- Companies that reach a minimum of **175 points** throughout the 2026 calendar year will be recognized as **Premier Industry Manufacturers**. Program benefits include:
 - Recognition at NIA's 71st Annual Convention, April 12–14, 2027, at the Ritz Carlton in Orlando, 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 that 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 application and all **required** supporting documents and submit it no later than **Thursday December 31, 2026**, by emailing it to rgleeson@insulation.org. If the required documents are not included, points will not be counted.

Company Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Primary NIA Contact: _____

Phone: _____ Email: _____

Activities to Be Tracked by Member

1. **My company is a NIA member in good standing (2026 NIA membership dues have been paid).**

- ☐ Yes
☐ No

(To confirm your company's membership dues status, please email rgleeson@insulation.org. Please note that no exceptions will be made to this requirement.)

2. **Is your company a Foundation for Mechanical Insulation Education, Training, and Industry Advancement contributor?** (While these contributions go towards the Foundation for Mechanical Insulation Education, Training, and Industry Advancement, and not to NIA, NIA still recognizes this as part of the Premier Industry Manufacturer™ Award due to its contribution to the insulation industry.)

- ☐ Yes
☐ No
☐ Check here if you would like information on this program.

3. **Have you contributed articles (excluding the "Bad Specs" column) to *Insulation Outlook* magazine that were or will be published in 2026?**

- ☐ Yes
☐ No
☐ Check here if you would like to learn more about contributing articles.

4. **Have you contributed to the "Bad Specs" column for *Insulation Outlook* that was or will be published in 2026?**

- ☐ Yes
☐ No
☐ Check here if you would like to learn more about contributing "Bad Specs" columns.

5. Is your company a current 2026 member in good standing of any of the following regional/national associations? *(check all that apply)* (3 points per association)

- ☐ Central States Insulation Association (CSIA)
- ☐ Eastern States Insulation Contractors Association (ESICA)
- ☐ Midwest Insulation Contractors Association (MICA)
- ☐ Southeastern Insulation Contractors Association (SEICA)
- ☐ Southwest Insulation Contractors Association (SWICA)
- ☐ Western Insulation Contractors Association (WICA)
- ☐ Thermal Insulation Association of Canada (TIAC)

6. My company has recruited a new NIA member in 2026 *(non-member company must become a member in 2026)*. (15 points per company recruited)

- ☐ Yes
- ☐ No

Name of new member company (**required**): _____

7. My company has invited an individual to NIA's Convention for the first time. *(Does not include spouses or guests. Individuals must attend the event. Applicable for up to three people per event.)* (5 points per registrant)

- ☐ Yes
- ☐ No

Name of individual(s) (**required**): _____

8. My company has invited an individual to NIA's Fall Summit for the first time. *(Does not include spouses or guests. Individuals must attend the event. Applicable for up to three people per event.)* (5 points per registrant)

- ☐ Yes
- ☐ No

Name of individual(s) (**required**): _____

9. 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 (**required**): _____

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

- ☐ Yes
- ☐ No

Note: Include a screenshot or email rgleeson@insulation.org (**required**)

11. 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 rgleeson@insulation.org (required)

12. My company shared why it is a member of NIA and the benefits of membership and tagged the National Insulation Association on a social media (LinkedIn or X) post. (5 points per platform, maximum of one post per company per platform)

- ☐ Yes
- ☐ No

Note: Include a link to the post or a screenshot to rgleeson@insulation.org (required)

13. My company or its representatives have shared a NIA social media post (X or LinkedIn). (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 rgleeson@insulation.org or call 703-464-6422, ext. 113.

Winners of the Premier Industry Manufacturer Program will be announced and recognized during NIA's 71st Annual Convention, April 12-14, 2027, at the Ritz Carlton in Orlando, Florida.

Point Opportunities

- No-cost opportunities are noted with an (*) asterisk.. If you are interested in learning more about any of our point opportunities, email Rianna Gleeson at rgleeson@insulation.org.

Attendance at NIA Events and Trainings

- Attendance at the NIA Convention (1–3 registrants) (20 Points)
- More than three registrants at NIA's Convention (10 Points)
- Invite a first-time industry member to Convention* (5 Points)
 - *To qualify, the individual must attend the event. Does not include spouses or guests. Applicable for up to 3 people per event.*
- Attendance at the NIA Fall Summit (1–3 registrants) (15 Points)
- More than three registrants at NIA's Fall Summit (7 Points)
- Invite a first-time industry member to NIA's Fall Summit* (5 Points)
 - *To qualify, the individual must attend the event. Does not include spouses or guests. Applicable for up to three people per event.*
- Attendance at NIA's Understanding Mechanical Insulation Course with a passing grade (10 Points)
 - *Maximum of two people per company*
- Attendance at a NIA's Insulation Energy Appraisal Program Training Class with a passing grade (10 Points)
 - *Maximum of two people per company*
- Attendance at NIA's Thermal Insulation Inspector Certification training class with a passing grade (15 Points)
 - *Maximum of two people per company*
- Successfully Recertify as a Certified Appraiser (7 Points)
 - *One person per company*
- Successfully Recertify as Certified Inspector (7 Points)
 - *One person per company*
- Completion of NIA's Understanding the Submittal Process Course (5 Points)
 - *Maximum of two people per company*
- Completion of NIA's Understanding Specification Course (5 Points)
 - *Maximum of two people per company*
- Completion of NIA's Mechanical Insulation Basics Course (3 Points)
 - *Maximum of five people per company*
- Attend a Webinar* (2.5 Points)
 - *Points allocated per registrant, up to five per company per webinar.*

NIA Membership

- Maintain NIA Membership in Good Standing (25 Points)
- Recruit a New Member* (15 Points)
 - *Non-member companies must become a member.*

NIA Advertising

- *Insulation Outlook Industry Leader* (25 Points)
- *Insulation Outlook Competitive Package* (20 Points)
- *Insulation Outlook Basic Package* (15 Points)
- Three ads or fewer in *Insulation Outlook* (7 Points)
- Buyer's-Guide-Only Advertiser (5 Points)
- Sponsored Eblast (5 Points)
- Digital Website Ad (5 Points)

Convention Sponsor

- Sponsorship—Greater than \$5,500 (20 points)
- Sponsorship—Lower than \$5,500 (10 points)
- Dessert Hospitality Suite Sponsor (5 points)
- Golf Tournament Sponsor (2.5 points)
- Silent Auction Sponsor (10 points)
 - *Every other year opportunity. Not available in 2026.*

Additional Sponsor Opportunities

- Host a Thermal Insulation Inspector Certification course (20 points)
 - *Maximum of one class per year*
- Host an Understanding Mechanical Insulation Course (15 points)
 - *Maximum of one class per year.*
- Sponsor an IEAP course (15 points)
 - *Maximum of one class per year.*
- Sponsor a NIA Webinar (10 Points)
- Fall Summit Sponsor (10 Points)

Foundation for Mechanical Insulation Education, Training, and Industry Advancement Contributor

- Platinum (25 Points)
- Gold Elite (20 Points)
- Gold Plus (15 Points)
- Gold (10 Points)
- Silver (7 Points)
- Bronze (5 Points)

Participation in NIA Programs

- NIA Safety Excellence Award Program Applicant (15 Points)
- Submit a photo of you/your team with your Safety or Premier Industry Manufacturer Award* (10 Points Per Award)
 - *One picture per award per company.*
- Give a presentation or speak at a NIA event* (7 Points)
- Participate as a NIA committee leader or task force* (5 Points)
 - *One person/per company/per committee*
 - *Additional 2.5 points for TIC leadership.*
- Participate in a NIA committee or task force* (2.5 Points)
 - *Maximum of one person/per company/per committee.*
- Participate in the NIA/AMPP joint Standards Committee SC 27, mechanical insulation meetings* (5 Points)
 - *Maximum one person per company.*
- Participate in NIA's Standards Working Group* (5 Points)
 - *Maximum one person per company.*
- Subscriber to NIA's Education Center (20 Points)
- Review an outline or module for NIA's Education Center (2.5 Points)
 - *One person/per company/per module.*
 - *Max of 10 points per year, per company.*
- Complete a Track on NIA's Education Center (5 points)
 - *One person/per company.*
- Complete 5 NIA courses on NIA's Education Center (5 Points)
 - *One person/per company.*
- Complete the Industry Measurement Survey* (10 Points)
 - *Every other year (next opportunity is 2027).*

Industry Memberships

- Central States Insulation Association (CSIA) (3 points)
- Eastern States Insulation Contractors Association (ESICA) (3 points)
- Midwest Insulation Contractors Association (MICA) (3 points)
- Southeastern Insulation Contractors Association (SEICA) (3 Points)
- Southwest Insulation Contractors Association (SWICA) (3 points)
- Western Insulation Contractors Association (WICA) (3 points)
- Thermal Insulation Association of Canada (TIAC) (3 points)

Marketing & Engagement Activities

- Write an original article for *Insulation Outlook** (20 Points)
 - *To qualify, the article must be published in an issue of Insulation Outlook.*
- Write an original article for *NIA News* * (7 Points)
 - *To qualify, the article must be published in an issue of NIA News.*
- Submit a previously published article or blog in *Insulation Outlook** (7 Points)
 - *To qualify, the article must be published in an issue of Insulation Outlook.*
- Contribute to the "Bad Specs" column for *Insulation Outlook* by writing an original article* (15 Points) or being interviewed for the column (10 Points).
 - *To qualify, the article must be published in an issue of Insulation Outlook.*
- Provide an insulation energy appraisal case study for publication* (15 Points)
 - *Case study must be published.*
- Provide a Video Testimonial for NIA* (5 Points)
 - **Maximum of two videos per year, per company.*
- Buy a product from the NIA Online Store (2.5 Points Per Product)
 - *Maximum of five different products.*
- Provide a product review for a NIA product to be used in marketing* (5 Points Per Review)
 - *Maximum of three different product reviews*
- Follow NIA on LinkedIn/X* (2.5 Points Per Platform)
- Share a social media post and tag NIA and share how membership has benefited you.* (5 Points)
 - *Maximum of one post per company, per platform.*
- Share a NIA post (X or LinkedIn)* (2.5 Points)
 - *Maximum of 10 points per company.*
- Share a social media post at Convention or Fall Summit using the hashtag #NIAMeets* (2.5 Points)
 - *Maximum of 1 post per event, per company.*
- Link the Proud Member of NIA Logo in a prominent area on your company's website* (2.5 Points)
- Include the Proud Member of NIA logo and Link in your email signature* (2.5 Points)
 - *One person per company.*
- Include NIA Logo on marketing materials, literature, and/or data sheets* (2.5 Points)
 - *Maximum of 2.5 points per company.*

No-cost opportunities are noted with an () asterisk.