

NIA's 63rd Annual Convention Sponsorship Opportunities

NIA has created a number of unique options for advertisers at NIA's 63rd Annual Convention at the Hyatt Regency Grand Cypress in Orlando, Florida. Be a part of the industry's premier event of the year as NIA brings the best in entertainment, educational sessions, and networking opportunities for attendees. All sponsorship packages include recognition in the Convention program, Convention website, Mobile Meeting App, and scrolling PowerPoint Presentation in the general session.

Sponsorship Packages

Mobile Meeting App Sponsor (Limit One)

\$10,250

The Mobile App will be at the center of interaction and information during NIA's 63rd Annual Convention in 2018. Attendees will be encouraged before and throughout the Convention to download the App, putting your company's name and message in a prime viewing position. Promotion efforts of the App before, during, and after the Convention will maximize your company's brand exposure.

Package Benefits

- Two complimentary registrations.
- Logo recognition on branded splash page of the App.
- Co-branded logo recognition on the top of each screen.
- Customized icon with company logo to be added to the main screen, which will redirect to the company's website.
- Verbal and PowerPoint slide recognition during the opening general session.
- Mobile App product signage placed out at registration.
- Branding on the event website, marketing materials, and on-site program.
- Recognition included in NIA's 8-page Convention Brochure.
 - Brochure will be passed out at NIA's Fall Summit in December, and will be included in (3–4 issues) of *Insulation Outlook*, and will be posted as a PDF of the Convention website page.
- One push message sent out to all attendees through the App (*other push messages will be available to companies to purchase separately*).
- One social media post on Facebook and Twitter (sent out when the App is available for download).
- Information about NIA's Mobile Meeting App will be added to the attendee confirmation emails (once the App is available for download).
- App data analytics and survey results will be sent after Convention.

Convention Badge Holder Sponsor (Limit One)

\$7,000

Attendee name badges are required for all Convention events, so this is a great way to make sure your company has a presence throughout the Convention. This package includes branded name badge holders with company logo and 1 complimentary registration.

Convention Bag Sponsor (Limit One)

\$7,000

Attendees receive Convention bags at registration, carry them throughout the Convention, and take them home—providing lasting exposure for your company logo in 2 or 4 colors. This package includes branded bags with company logo and 1 complimentary registration.

Welcome and Appreciation Evening Sponsor (Limit One)

\$6,500

Sponsorship of this reception puts your company at the forefront of NIA's largest networking event. Be a part of the excitement as attendees kick off the Convention.

Package Benefits

- One complimentary registration.

- Logo exposure on tables and on event signage.
- Logo beverage napkins (1-color).

Farewell Reception and Dinner Sponsor (Limit One) \$6,000

Provide attendees with a lasting impression as you take part in the Farewell Reception and Dinner. Be a part of the farewell event and attendees' fond memories of the Convention.

Package Benefits

- One complimentary registration.
- Reserved VIP table.
- Verbal and PowerPoint recognition during the event.
- Logo recognition on dinner tables and event signage.
- Opportunity to place a brochure or marketing piece at each chair (1–2 page brochure, with NIA's approval).

New for 2018—Keynote Presentation and Breakfast Sponsor (Limit One—Friday) \$5,500

The Keynote Speaker Presentation and Breakfast is new for 2018 and will feature a full hot breakfast for all attendees. This year, NIA's Keynote Speaker is Dennis Snow, Former Walt Disney World Manager, Service Excellence Expert.

Package Benefits

- Logo recognition provided on PowerPoint slide and signage outside of the meeting room.
- Logo recognition on the breakfast tables.
- One reserved table at the front of the room for your staff or potential clients.
- Verbal recognition during this session, and opportunity to introduce the keynote speaker (2-minute limit, NIA to provide introduction verbiage).
- Opportunity to place a brochure or marketing piece at each chair (1–2 page brochure, with NIA's approval).

New for 2018—General Session and Luncheon Sponsor (Limit One) \$4,500

The General Session and luncheon is a new event at the 2018 Convention. This event will include a speaker and a full 3-course lunch for attendees.

Package Benefits

- Logo recognition provided on PowerPoint and signage outside of the meeting room.
- Logo recognition on the luncheon tables.
- One reserved table at the front of the room for your staff or potential clients.
- Verbal recognition during this session, and opportunity to introduce the speaker (2-minute limit, NIA to provide introduction verbiage).

Keynote Speaker Sponsor (Limit One—Thursday) \$3,750

The Keynote Speaker presentation is one of the highlights of the Convention, and historically has been the highest attended session. This year, NIA's Keynote Speaker is Keni Thomas, Ranger in the "Blackhawk Down" mission.

Package Benefits

- Logo recognition provided on PowerPoint slide and signage outside of the meeting room.
- Verbal recognition during this session, and opportunity to introduce the keynote speaker (2-minute limit, NIA to provide introduction verbiage)
- Opportunity to place a brochure or marketing piece at each chair (1-page brochure, with NIA's approval).

Hotel Key Card Sponsor (Limit One) \$3,750

Your logo can be the first thing Convention attendees see when they check in at the hotel, and their key cards will be a constant reminder of your company every time they enter their rooms. Sponsor receives recognition on the front of the keycards. **For an additional \$1,250 you can double your exposure by branding the front of the key card sleeve.**

Convention Hat Sponsor (Limit One) **\$3,750**
Have your logo on the head of every Convention attendee with a co-branded Convention hat.

Convention Water Bottle Sponsor (Limit One) **\$3,750**
Water bottles are perfect for the sunny and hot Florida weather. Have your logo co-branded on a water bottle that is passed out to every Convention attendee.

Convention Notebook Sponsor (Limit One) **\$3,250**
Your logo will be printed on notebooks inserted into every Convention bag! When attendees get home and review what they have learned, your business's logo will be front and center.

Registration Desk Sponsor (Limit One) **\$3,250**
Welcome attendees to the industry event of the year and leave them with a memorable first impression. This package includes logo recognition and event signage in the registration area. Branding recognition will be display throughout all 3 days of Convention to allow for maximum exposure.

First-Timers and VIP Reception Sponsor (Limit One) **\$3,250**
Be a part of first-time attendees' or new members' memories of their first Convention! The package includes recognition during reception welcome remarks and event signage.

Continental Breakfast and Coffee Break Sponsor **\$1,600 (Daily Rate)**
(Daily Rate or 2-Day Convention Rate) **\$2,850 (2-Day Rate)**
Signage and napkins will be placed out at each continental breakfast and energizing coffee break during the Convention (2 in total) for maximum exposure. **If the 2-day Convention option is chosen, your package also includes branded cups placed out at each function.**

NIA Member Orientation Sponsor (Limit One) **\$1,650**
Take part as new and current NIA members learn about NIA's activities and how to get involved. This package includes your logo on event signage and verbal recognition during welcome remarks.

Dessert Hospitality Suites (Multiple Opportunities) **\$350**
Take part in one of the most decadent events of Convention by hosting a dessert hospitality suite! During this year's event NIA will host the Silent Auction. The price listed here is to reserve the room; sponsors will work directly with the hotel to order food and beverages for this event. A separate mailing will be sent out in December 2017 with additional details on how to reserve your room and dessert.

Golf Tournament Opportunities (Multiple Opportunities)
Be a visible part of the Convention's top competitive event! Sponsorships are on a first-come, first-served basis, so act now! Golf-hole sponsors receive logo recognition on sponsorship flags at designated holes on The New Course at the Villas of Grand Cypress Golf Course on Thursday, April 19, 2018.

- **Hole-in-One Sponsor** **\$850 Limit one**
- **Longest-Drive Sponsor** **\$400 Limit one**
- **Closest-to-the-Pin Sponsor** **\$400 Limit one**
- **Individual Golf-Hole Sponsor** **\$250 Multiple opportunities**

Golf Package Sponsor (Limit Two) **\$3,000**
The sponsoring company has the opportunity to place out a branded tent on 1 golf hole (TBD by NIA and the golf course) during NIA's Golf Tournament. Sponsor may offer food and beverages in the designated tent area—which will be available to all golf tournament participants—in addition to being able to pass out 1 branded golf theme promotional piece during the tournament only (for example: golf balls, gloves, towels, etc.), this item must be approved by NIA. This sponsorship is

limited to 2 golf tents, one placed on the front 9, and one on the back 9.

Registration Packet Insert Opportunities

- **Promotional Pen (Limit One)** **\$1,250**
- **Packet Insert Sponsor (Multiple Opportunities)**

Submit your 1- to 4-page document to NIA for review, and then send your document to the Convention hotel. *The sponsor is responsible for ensuring the hotel receives the material by the NIA-specified date.* NIA will insert the piece into the registration packet for you!

- **Four-page literature insertion for** **\$850**
March/April 2018 *Insulation Outlook* advertisers
- **Four-page literature insertion for** **\$1,850**
Insulation Outlook non-advertisers

Sponsorship Add-On Opportunities

New for 2018—Push notification **\$250 per message**

A push notification is a message that is sent to all attendees who have download the Convention App. Alerts display at the top and center of the screen. The message length is limited to 140 characters. This opportunity may be added on to any Convention sponsorship package (limit of 1 push message per sponsor company). Three opportunities available, one per day (Wednesday, Thursday, or Friday) first-come, first served.

New for 2018—Escalator Marquee Branding

Unique Opportunity available at the Hyatt Regency Grand Cypress

This opportunity is available to Convention Sponsors or March/April 2018 Advertisers. Companies have the opportunity to place a digital ad above the escalator marquee that leads to NIA's meeting space. The final ad must be approved by NIA. The size of the screen that the ad will be displayed on is 10 feet wide by 5.5 feet tall. Ads will be rotated every 8 seconds and consist of a total of 6 ads per day (including ads from the hotel). For more information and for specs of this advertising opportunity please email epenberthy@insulation.org.

- \$450 (1 day rate)
- \$750 (2 day rate)
- \$1,000 (3 day rate)

We're Flexible. Get Creative!

Suggest your own package—we love considering new ideas. Contact Erin Penberthy at epenberthy@insulation.org or 703-464-6422, ext. 114.