

## Sponsorship Opportunities Available at NIA's 62<sup>nd</sup> Annual Convention

NIA has created a number of unique options for advertisers at NIA's 62<sup>nd</sup> Annual Convention at the Sheraton Grand at Wild Horse Pass in Phoenix, Arizona. 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, 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 62<sup>nd</sup> Annual Convention in 2017. 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 November, will be included in (3–5 issues) of *Insulation Outlook*, and will be posted as a PDF of the Convention website page
- Push message sent out to all attendees through the App
- Social media posts 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

#### Keynote Introduction Sponsor (Limit One)

**\$5,500**

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 Vinh Giang.

#### Package Benefits

- General Session recognition—you will be introduced and brought up to the stage to formally introduce the Keynote Speaker (2-minute limit, NIA to provide introduction verbiage)
- Logo recognition provided on PowerPoint and signage outside of the meeting room
- Opportunity to place a brochure or marketing piece at each chair (1–4 page brochure, with NIA's approval)

**Welcome Reception 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)

**President's Dinner Sponsor (Limit One) \$6,500**

Provide attendees with a lasting impression as you take part in the President's Dinner. Be 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 printed program (given to each attendee) and event signage
- Recognition as the portrait sponsor during the reception
  - Event signage
  - Complimentary portrait photos for attendees (1 photo per couple)

**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 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 1 complimentary registration.

**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. **Double your exposure by adding a branded key-card sleeve to the sponsorship for an additional \$1,250.**

**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**

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 4 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 3-Day Convention Rate)* **\$4,300 (3-Day Rate)**

Signage and napkins will be placed out at each continental breakfast and energizing break every day during Convention (3 in total) for maximum exposure. **If the 3-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! There is no Silent Auction event during this year's Convention. 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 2016 with additional details on how to reserve your space.

**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 Devil's Claw course at the Whirlwind Golf Club on Friday, March 31, 2017. Sponsor logo advertising on the golf car GPS system is also included.

- **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 sponsorship is limited to 2 golf tents, one placed on the front 9, and one on the back 9.

**Registration Packet Insert Opportunities (Multiple Opportunities)**

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

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

**We're Flexible. Get Creative!**

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