



**NIA** | 67<sup>th</sup> Annual Convention  
Maui, Hawaii

# SPONSORSHIP OPPORTUNITIES



[www.insulation.org/convention2023](http://www.insulation.org/convention2023)



**NIA** | National Insulation  
Association®

# NIA's 67<sup>th</sup> Annual Convention Sponsorship Opportunities

NIA has created a number of unique options for advertisers at NIA's 67<sup>th</sup> Annual Convention at the Hyatt Regency Maui Resort & Spa in Maui, Hawaii. 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.

## Contractor Recognition Package

### Contractor Recognition Package (\$500)

*Must be a contractor member to qualify for this package.*

*Limited to 5 opportunities.*

- Company recognition and "thank you" acknowledgment in the app and *NIA News* post-event article.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- One Contractor Services ad in the Convention double issue of *Insulation Outlook* magazine (*ad highlights your company, location, and the services you provide and is designed by NIA*).

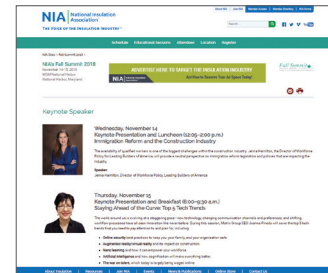


## Website Sponsorship

### Place your ad on the event web pages December–March (\$1,000–\$3,000)

*Opportunities are limited.*

*Act today for maximum results.*



## Event and *Insulation Outlook* Sponsorship

### Maximize your branding to attendees:

- Place your ad in the Convention issue of *Insulation Outlook* or polybag your brochure to all or part of the circulation list.
- One Top Banner Ad 560 x 112 pixels (\$750) in the Convention email blast.
- Online company logo sponsor recognition.
- Company recognition in the app.

Email [publisher@insulation.org](mailto:publisher@insulation.org) for more information.



# Event Sponsorship Digital Opportunities

## Website and Email—3 months (\$4,000)

Opportunity includes a website ad and 2 top banner ads

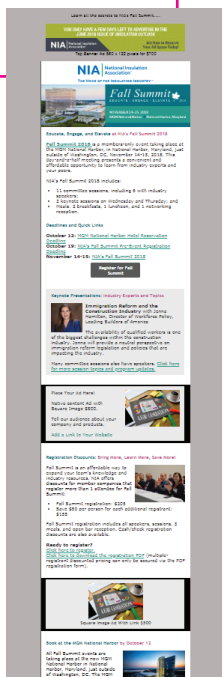
## Event Email Sponsorships

All opportunities include a link your company's website (limited opportunities, available on a first-come, first-served basis). There are multiple general and targeted email options.

## Email Statistics

NIA's email statistics consistently exceed industry standards for open rates and engagement.

- The most recent post-event attendee email open rate was 68% and click rate was 10%.
- The most recent pre-event attendee email open rate was 80% and click rate was 46%.
- The four Convention 2022 promotional emails averaged an open rate of 38% and click rate of 6%.



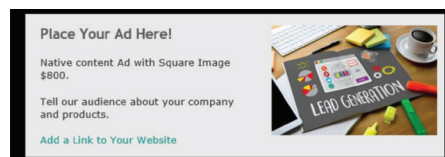
## • Top Banner Ad 560 x 112 pixels (\$750)



## • Square Banner Ad 250 x 207 pixels (\$500)



## • Sponsored Content Ad (\$800)



## • Bottom Banner Ad 560 x 112 pixels (\$500)

## • Exclusive Email Sponsor

(Top Banner Ad and Square Banner Ad) (\$1,500)

## • Special Attendee Email (Top Banner Ad)

560 x 112 pixels (\$1,000) Must be a Convention Package Sponsor to purchase this opportunity.

# Sponsorship Packages

## Mobile Meeting App Sponsor, \$13,000

Limited to 1 opportunity

The Mobile App will be at the center of interaction and information during NIA's 67<sup>th</sup> Annual Convention in 2023. 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. The app will be the only source of information for attendees when on-site. Promotion efforts of the app before, during, and after the Convention will maximize your company's brand exposure.

## Package Benefits

- One complimentary registration.
- 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 keynote session.
- Branding on the event website, marketing materials, and on-site program.
- 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).
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- Recognition and "thank you" acknowledgment in the NIA News post-event article.
- App data analytics and survey results will be sent after Convention.

# Sponsorship Packages

## Convention Badge Holder Sponsor (\$7,250)

*Limited to 1 opportunity*

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.

- Branded name badge holders (2 sided) with company logo.
- One complimentary registration.
- Logo recognition on event website and on-site signage.
- Verbal and PowerPoint recognition during the opening keynote session.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- Recognition and “thank you” acknowledgement in the app and *NIA News* post-event article.

## Convention Bag Sponsor (\$4,500)

*Limited to 1 opportunity*

Attendees receive Convention bags at registration, carry them throughout the Convention, and take them home—providing lasting exposure for your company.

- Branded bags, 1 color, 1 logo.
- Logo recognition on event website and on-site signage.
- Verbal and PowerPoint recognition during the opening keynote session.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- Recognition and “thank you” acknowledgement in the app and *NIA News* post-event article.

## Welcome and Appreciation Evening Sponsor (\$6,750)

*Limited to 1 opportunity*

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.

- Logo exposure on tables and on event signage.
- Full color logo beverage napkins.
- Logo recognition on event website and on-site signage.
- Verbal and PowerPoint recognition during the opening keynote session.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- Recognition and “thank you” acknowledgement in the app and *NIA News* post-event article.

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

*Limited to 1 opportunity*

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.

- 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).
- Logo recognition on event website and on-site signage.
- Verbal and PowerPoint recognition during the opening keynote session.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- Recognition and “thank you” acknowledgement in the app and *NIA News* post-event article.

## Keynote Presentation and Breakfast Sponsor (\$5,750)

*Limit One—Friday*

The Keynote Speaker Presentation and Breakfast features a full hot breakfast for all attendees.

- Logo recognition on the breakfast tables or the screens in the meeting room.
- One reserved table at the front of the room for your staff or potential clients.
- Logo recognition on event website and on-site signage.
- 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).
- Verbal and PowerPoint recognition during the opening keynote session.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- Recognition and “thank you” acknowledgement in the app and *NIA News* post-event article.



# Sponsorship Packages

## General Session and Luncheon Sponsor (\$4,750)

*Limit One—Wednesday*

This event will include a speaker and a full 3-course plated lunch for attendees.

- 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).
- Logo recognition on event website and on-site signage.
- Verbal and PowerPoint recognition during the opening keynote session.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- Recognition and “thank you” acknowledgement in the app and *NIA News* post-event article.

## Keynote Presentation Sponsor (\$4,000)

*Limit One—Thursday*

The Keynote Speaker presentation is one of the highlights of the Convention, and historically has been the highest attended session.

- 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).
- Logo recognition on event website and on-site signage.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- Recognition and “thank you” acknowledgement in the app and *NIA News* post-event article.

## Hotel Key Card Sponsor (\$4,000) *Limited to 1 opportunity*

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.

- Branded key card and key card sleeves, front side, full color.
- Logo recognition on event website and on-site signage.
- Verbal and PowerPoint recognition during the opening keynote session.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- Recognition and “thank you” acknowledgement in the app and *NIA News* post-event article.

## Convention Hat Sponsor (\$4,000)

*Limited to 1 opportunity*

Have your logo on the head of every Convention attendee with a co-branded Convention hat.

- Co-branded hat (provided by sponsor).
- NIA will place hat in the bags that are passed out to each attendee.
- Logo recognition on event website and on-site signage.
- Verbal and PowerPoint recognition during the opening keynote session.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- Recognition and “thank you” acknowledgement in the app and *NIA News* post-event article.

## Convention Hand Sanitizer Sponsor (\$4,000)

*Limited to 1 opportunity*

Help attendees stay healthy at NIA’s Convention as the hand sanitizer sponsor.

- Branded hand sanitizer (provided by sponsor).
- NIA will place the hand sanitizer in the bags that are passed out to each attendee.
- NIA will place out a large hand sanitizer at NIA’s registration desk for attendees.
- Logo recognition on event website and on-site signage.
- Verbal and PowerPoint recognition during the opening keynote session.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- Recognition and “thank you” acknowledgement in the app and *NIA News* post-event article.





# Sponsorship Packages

## Convention Water Bottle Sponsor (\$4,000)

*Limited to 1 opportunity*

Water bottles are perfect for the sunny and warm Texas weather. Have your logo co-branded on a water bottle that is passed out to every Convention attendee.

- Co-branded water bottle (provided by sponsor).
- NIA will place the water bottle in the bags that are passed out to each attendee.
- Logo recognition on event website and on-site signage.
- Verbal and PowerPoint recognition during the opening keynote session.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- Recognition and “thank you” acknowledgement in the app and *NIA News* post-event article.

## Convention Notebook Sponsor (\$4,000)

*Limited to 1 opportunity*

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.

- Co-branded notebook (provided by sponsor).
- NIA will place the notebook in the bags that are passed out to each attendee.
- Logo recognition on event website and on-site signage.
- Verbal and PowerPoint recognition during the opening keynote session.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- Recognition and “thank you” acknowledgement in the app and *NIA News* post-event article.

## Registration Desk Sponsor (\$3,500)

*Limited to 1 opportunity*

Welcome attendees to the industry event of the year and leave them with a memorable first impression.

- Logo recognition and special event signage in the registration area (branded recognition will be displayed throughout all 3 days of Convention to allow for maximum exposure).
- Logo recognition on event website and on-site signage.
- Verbal and PowerPoint recognition during the opening keynote session.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- Recognition and “thank you” acknowledgement in the app and *NIA News* post-event article.

## First-Timers and VIP Reception Sponsor (\$3,250)

*Limited to 1 opportunity*

Be a part of first-time attendees’ or new members’ memories of their first Convention!

- Verbal recognition during reception welcome remarks.
- Logo recognition on event website and on-site signage.
- Verbal and PowerPoint recognition during the opening keynote session.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- Recognition and “thank you” acknowledgement in the app and *NIA News* post-event article.

## Exclusive Website Opportunity—Only One Available! (\$2,000)

Post your ad on the popular First Timers Tips and FAQs web page. Start now and get all the pre-event traffic!

## Networking Breakfast and Coffee Break Sponsor (\$3,250)

*Limited to 1 opportunity*

Your logo will be front and center as attendees enjoy energizing breakfasts and coffee breaks throughout the event.

- Signage will be placed out at each continental breakfast and coffee break during the Convention.
- Logo 1-color napkins.
- Logo 1-color coffee cup sleeves.
- Logo recognition on event website and on-site signage.
- Verbal and PowerPoint recognition during the opening keynote session.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- Recognition and “thank you” acknowledgement in the app and *NIA News* post-event article.



# Sponsorship Packages

## Dessert Hospitality Suites (\$400)

*Multiple opportunities*

Take part in one of the most decadent events of Convention by hosting a dessert hospitality suite! 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 communication will be sent out in December 2021 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 recognition on the designated hole they sponsor.

Longest-Drive Sponsor	\$500	Limit one
Closest-to-the-Pin Sponsor	\$500	Limit one
Individual Golf-Hole Sponsor	\$350	Multiple opportunities

## Golf Package Sponsor (\$3,250)

*Limit two*

Receive additional branding exposure during NIA's Golf Tournament as you entertain clients and potential customers.

- Sponsoring company has opportunity to place out a branded tent on 1 golf hole (TBD by NIA and golf course) during the Golf Tournament.
- Sponsor may offer food and beverages in the designated tent area.
- Sponsor may pass out 1 branded golf theme promotional piece during the tournament only (for example: golf balls, gloves, towels, etc.) and item must be approved by NIA.
- Logo recognition on event website and on-site signage.
- Verbal and PowerPoint recognition during the opening keynote session.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- Recognition and "thank you" acknowledgement in the app and *NIA News* post-event article.

## Promotional Pen (\$1,750)

*Limited to 1 opportunity*

Have your logo on pens that are passed out to each attendee, which they can use during the event and take home after.

- Co-branded pens (provided by sponsor).
- NIA will place the pens in the bags that are passed out to each attendee.
- Logo recognition on event website and on-site signage.
- Verbal and PowerPoint recognition during the opening keynote session.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- Recognition and "thank you" acknowledgement in the app and *NIA News* post-event article.

## Registration 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**

State-of-the-Industry *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.**