



Fall Summit 
EDUCATE | ENGAGE | ELEVATE 7 2024

**SPONSORSHIP
OPPORTUNITIES**

OCTOBER 28–29, 2024
MGM NATIONAL HARBOR
NATIONAL HARBOR, MARYLAND (JUST OUTSIDE WASHINGTON, DC)



NIA | National Insulation
Association®

Fall Summit Sponsorship Opportunities

Fall Summit Event Sponsor (\$4,750)

Limited to 2 opportunities

- Logo recognition (including link to company's website) on event website, marketing materials (pre and post event), and on-site signage.
- Company recognition and "thank you" acknowledgment on-site and *NIA News* post-event article.
- Verbal recognition during the Welcome General Session.
- Company name and logo included on the scrolling PowerPoint slides or video during the Keynote Sessions.
- 468 x 60 pixels leaderboard digital ad on NIA's Fall Summit microsite for 1 month (including link to company website) in either October or November OR page curl on Fall Summit homepage for 1 month (October or November).
- One top banner ad (560 x 112 pixels) included in a Fall Summit-focused email (including link to company's website). Email will be sent in either September, October, or November—date TBD.
- One Facebook and Twitter post thanking the sponsor before the event.

Keynote Presentation Sponsor (\$2,250)

Limited to 1 opportunity

- Recognition on event website, marketing materials (pre and post event), and on-site signage.
- Company recognition and "thank you" acknowledgment on-site and *NIA News* post-event article.
- 1 square banner ad (250 x 207 pixels) included in a Fall Summit-focused email (email will be sent in either September, October, or November—date TBD).
- Verbal recognition during the session.
- Logo recognition at luncheon tables.

Optional Add On: Digital banner ad on the Educational Session web page* \$1,000. **Only one spot available*

Keynote Presentation and Breakfast Sponsor (\$3,000)

Limited to 1 opportunity

- Recognition on event website, marketing materials (pre and post event), and on-site signage.
- Company recognition and "thank you" acknowledgment on-site and *NIA News* post-event article.
- 1 square banner ad (250 x 207 pixels) included in a Fall Summit-focused email (email will be sent in either September, October, or November—date TBD).
- Verbal recognition during the Welcome General Session.
- Logo recognition at breakfast tables.

Optional Ad On: Digital banner ad on the Educational Session web page* \$1,000. **Only one spot available*

Network Social Hour Sponsor (\$2,250)

Limited to 2 opportunities

- Recognition on event website, marketing materials (pre and post event), and on-site signage.
- Company recognition and "thank you" acknowledgment on-site and *NIA News* post-event article.
- Verbal recognition during the Welcome General Session.
- Opportunity to provide 1 pull-up banner sign to be placed out at the event

Hotel Key Card Sponsor (\$2,750)

Limited to 1 opportunity

- Branding recognition on the hotel keycards (front of the keycard) that is passed out to all attendees.
- Company recognition on event website, marketing materials (pre and post event), and on-site signage.
- Company recognition and "thank you" acknowledgment on-site and *NIA News* post-event article.
- Verbal recognition during the session Welcome General Session.

Registration Desk Sponsor (\$1,500)

Limited to 1 opportunity

- Logo recognition and special event signage in the registration area (branded recognition will be displayed throughout both days).
- Logo recognition on event website and on-site signage.
- Company name and logo included on the scrolling PowerPoint slides or video during the Keynote Sessions.
- Company recognition and "thank you" acknowledgment on-site and *NIA News* post-event article.

Contractor Recognition Package (\$750)

Must be a contractor member to qualify for this package.
Limited to 5 opportunities

- Company recognition and "thank you" acknowledgment on-site and *NIA News* post-event article.
- Company name and logo included on the scrolling PowerPoint slides or video during the Keynote Sessions.
- One Contractor Services ad in *Insulation Outlook* magazine (ad highlights your company, location, and the services you provide as is designed by NIA).

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.

Mobile Meeting App Sponsor (\$4,000)

Limited to 1 opportunity

- Logo recognition on branded splash page of the app.
- Company logo included with link to their website.
- Verbal and PowerPoint slide recognition during the opening key-note speaker
- Branding on the event website, marketing materials, and on-site program.
- One push message sent out to all attendees through the app.
- 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.
- One digital ad banner on the NIA event app

NIA Event App Banner Ad Sponsor (\$500)

Limited to 3 opportunities

- One company banner ad (800 x 133 pixels)
- Company logo recognition on NIA's event app sponsorship page

Website Sponsorship

Place your ad on the event website during August, September, October, and November (\$3,000)

Select locations and opportunities are limited.

Act today for maximum results.

Event Sponsorship Digital Opportunities

Website and Email—3 months (\$3,000)

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 in October and November on a first-come, first-served basis).

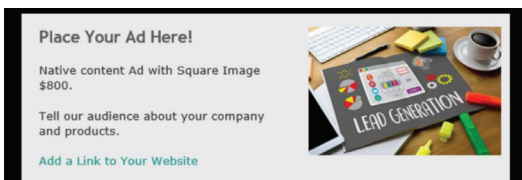
- **Top Banner Ad 560 x 112 pixels (\$750)**



- **Square Banner Ad 250 x 207 pixels (\$500)**



- **Sponsored Content Ad (\$800)**



- **Bottom Banner Ad 560 x 112 pixels (\$500)**

- **Exclusive Email Sponsor (\$1,500)**
(Top Banner and Sponsored Content Ad)

Digital Fall Summit Sponsorship Package (\$2,250)

Limited to 1 opportunity

- One top banner ad (560 x 112 pixels) in the Fall Summit pre-event attendee email blast
- One top banner ad (560 x 112 pixels) in the Fall Summit post-event email blast
- One company banner ad (800 x 113 pixels) in the NIA Event app
- Company logo recognition on the Fall Summit website, event app sponsorship page, and on-site signage
- Verbal recognition during a Fall Summit general session

Email Statistics

- Convention emails have open rates as high as 74% and click through rates as high as 45%.
- The pre-event 2023 Fall Summit attendee email had a 83% open rate and a 51% click rate!
- The 2023 post-event attendee email had a 84% open rate and a 52% click rate!
- NIA's open rate is significantly higher than the industry average of 32% open rates and 3% click-through rates.

