

# 2025 FALL SUMMIT

Sponsorship Opportunities



# 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 designed by NIA).

## 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.**

### 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).

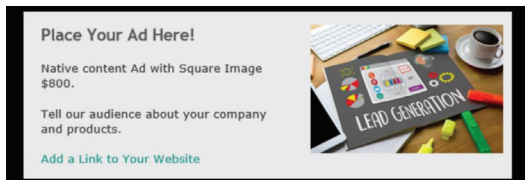
#### Top Banner Ad 560 x 112 pixels (\$750)



#### 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.

