

2017 NAHQ Sponsorship Opportunities (Not conference related)

Sponsorship Opportunity	CE Hours	Access to Registrants/ Attendees	Cost to Sponsor	Cost to Consumer	Reach	Sponsor & NAHQ-Driven Marketing
Webinars— Industry Insights	0	NAHQ will send one promotional e-mail on behalf of the sponsor to all attendees after the webinar.	\$15,000	Free	<ul style="list-style-type: none"> Average registration = 2,000 Average attendance = 1,000 Promotion distributed to more than 27,000 	Marketing by sponsor and NAHQ can include <ul style="list-style-type: none"> reciprocal links and logo placement on NAHQ and sponsor's website at least one social media post to Facebook and LinkedIn inclusion in eNews, upcoming events e-blast, and the NAHQ Events Calendar acknowledgment (verbal and visual) during the webinar one follow-up e-mail to attendees that includes the sponsor's logo and link.
Webinars—NAHQ Learning Labs	1	The sponsor does not have access to registrants/attendees.	\$3,000	Members: Free Nonmembers: \$89	<ul style="list-style-type: none"> Anticipated attendance of 200–800* Promotion distributed to more than 27,000 NAHQ contacts 	Marketing by NAHQ can include <ul style="list-style-type: none"> logo and link placement on website at least one social media post to Facebook and LinkedIn inclusion in eNews, upcoming events e-blast, and the NAHQ Events Calendar acknowledgment (verbal and visual) during the webinar.
White papers or case studies	0	The sponsor does not have access to white paper viewers.	\$2,500	Free	Reach is a new feature and is dependent on views to each relevant Web page and topic.	Marketing by NAHQ can include <ul style="list-style-type: none"> placement on an appropriate NAHQ Web page one promotion in eNews about the white paper.
eNews advertising**	0	The sponsor does not have access to eNews recipients.	Each issue can have up to 2 ads at \$3,200 apiece per month. The exclusive monthly rate is \$5,000.	Free	More than 27,000 per month**	NAHQ will post the most recent issue of eNews on the NAHQ website. NAHQ does not provide any additional marketing.

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eNews Spotlight article/link	0	The sponsor does not have access to eNews recipients.	Packaged with eNews advertisement (\$5,000)	Free	More than 27,000 per month**	NAHQ will post the most recent issue of eNews on the NAHQ website. NAHQ does not provide any additional marketing.
Digital website advertising	0	The sponsor does not have access to advertising viewers.	\$1,500*** for 30 days	Free	About 4,200	NAHQ will post the advertisement on the NAHQ website. NAHQ does not provide any additional marketing.
Mailing labels	0	The sponsor will receive postal mailing addresses in a digital format.	Range depends on how many names and the demographics (\$200–\$1,400)	Free	Up to about 7,000 individuals	n/a

* NAHQ has recently launched a new member benefit making all Learning Labs free to members.

**NAHQ is currently redesigning eNews, which may have an impact on increased distribution, frequency, and price.

***Pricing may depend on where advertising is placed on the website and how it is displayed (e.g., banner ad or rotating image).

For sponsorship opportunities at NAHQ Next, our annual conference, please visit www.nahq.org/exhibit.

For further information, contact
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