

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 two e-communications 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 two e-communications 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.
Career Center 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 Career Center page 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. For sponsorship opportunities at NAHQ Next, our annual conference, please visit www.nahq.org/exhibit.

For further information, contact
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