NCA WEBINAR SPONSORSHIP
Increase Your Visibility with the NCA’s Webinar Program

Sponsorship Benefits

- Name/logo/web link displayed on opening and closing presentation slides.
- Verbal acknowledgement of company description and web link made by the NCA at the opening and closing of the webinar.
- The verbal and visual acknowledgements listed above will be captured during the recording process and will have a permanent presence on the on-demand video recording.
- A permanent position on the webinar’s homepage on the NCA website (your URL and logo will be linked back to your company website)
- Acknowledgement on all webinar marketing emails (recognition of your sponsorship will receive over 20,000 impressions during the email marketing campaign for the webinar!)
- Opportunity to be featured in the NCA’s blog, The First Pull, in a sponsor spotlight. The article will also be posted in social media and in email distribution.

Demographics

Each webinar attracts between 100 -120 participants. NCA webinar attendance demographics show:

- 84% of webinar attendees can be identified as industry executives and decision makers.
- Nearly 30% of webinar attendees are Vice Presidents or Presidents/CEOs. This shows that the topics and the quality of information presented allows decision makers to stay ahead of market trends and to prepare for any shifts in the industry landscape.

The opportunity to sponsor an NCA webinar is a sound investment in order to gain recognition from a variety of businesses as well to showcase your brand.

 ADDITIONAL INFORMATION
⇒ NCA Member: $600 & Non-Members: $1200
⇒ Heighten awareness of your company.
⇒ Length of webinar: 45 min – 1 hour (30-45 min presentation with 15 min Q&A)
⇒ Webinars offered free for NCA members and $199 for Non-members

SUBMISSION: Interested in sponsoring a future webinar? Sponsorship and materials must be received at least two weeks prior to webinar date.

For submissions* or additional info, contact Terri Bartlett or Matt Cariani. Ask about discounts for sponsoring 3 or more webinars.

Email: trbartlett@ncausa.org or mcariani@ncausa.org
Phone: (212) 766-4007

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