

Working with NABIP on Sponsored Webinars

The opportunity to sponsor a NABIP webinar provides visibility to prospective clients through NABIP's promotions, recognition through your connection with NABIP, and engagement with attendees during your presentation. NABIP boasts active members in all 50 states that engage with national programs.

Contact Name: _____

Sponsoring Company: _____

Speaker Name: _____

Speaking Topic: _____

Provide an outline/description of what you intend to discuss in your webinar presentation

Target Presentation Date (Month): _____

Here is an outline of the expectations and the process of sponsoring a NABIP webinar:

1. Before signing a sponsorship agreement with NABIP, an outline of the webinar topic must be submitted. NABIP gets sponsorship requests regularly, and it is our responsibility to you and our members that the webinar topic is timely, informative, and appealing. We want our sponsors to have high engagement and attendance. If the topic submitted was previously covered or the content requires adjustment to meet our members' needs and interests, NABIP will submit a change request.
 - a. Important: NABIP webinars are intended to educate members on topics from running your own business to compliance requirements. They are not an opportunity to promote a product or service. NABIP expects that the content will be educational. Your expertise in your area of business and visibility that you receive from sponsoring a webinar will lead to connecting with NABIP members and creating mutually beneficial relationships.
2. After an outline is agreed upon by both parties, a date is determined, and an agreement form is signed.
3. Three weeks before the live or pre-recorded webinar, the finalized description to be used in promotional materials is due. Along with the description, NABIP will need the company logo and URL to be linked to the logo.
4. NABIP starts promoting its webinars two weeks in advance. Here is a list of our promotional efforts.

- a. Before the webinar:
 - i. Two all-member emails
 - ii. Two social media posts
 - iii. Inclusion in one Daily Newswire email to all members
 - iv. Inclusion in the Events section of the NABIP website
 - v. One alert on the NABIP 365 app

 - b. After the webinar:
 - i. Survey to attendees
 - ii. An email is sent one day after the webinar to all registrants on how to access the webinar recording on the NABIP website.
 - iii. Inclusion in one Daily Newswire email to all members promoting the webinar recording.
 - iv. Optional: In addition to the webinar sponsorship and on your behalf, NABIP will send a marketing email to attendees. The content must be pre-approved and distributed by NABIP.
5. One week before the webinar, the presentation slides are due for review in addition to the presenter's headshot and bio.

- a. Guidelines: The sponsor can have its logo prominent on the title and closing slide. The sponsor may have a small logo in the bottom corner throughout the presentation. The closing slide may contain contact information and a link to the sponsor's website for more details.

If you are interested in sponsoring a NABIP webinar or have questions, please contact **Danielle Lucifero** at danielle.lucifero@wearemci.com or (443) 689-7014.

Disclosure: NABIP produced webinar programs and promotion surrounding webinars are NABIP proprietary materials/content exclusive to NABIP members. Webinars produced by NABIP may not be redistributed, published or shared outside of NABIP's intended use. The intent of these webinars is to provide NABIP members access to industry experts partnering to support agents/brokers professional development.

Speaker's Code of Conduct: NABIP and affiliated chapters do not, in any way, endorse speakers, companies or topics. We do welcome new ideas that will improve our industry but ask that our speakers be respectful of others in attendance at our events. As a selected speaker, you agree to uphold this code of conduct and understand that, if you do not; you could be asked to end the session and not asked again to be a speaker. Due to Antitrust law, there should be no recommendations that relate to selecting certain products, medical providers, insurers or other vendors, particularly as based on price. Names of specific vendors, products, medical providers or insurers should not be used at all.