

NHCAA

# Partner Webinar

NHCAA Partner Webinars are well attended, garnering 1,000 registrations with a 67% participation rate. The Partner is responsible for providing a short abstract, title, and all speaker information. The Partner is also responsible for utilizing their own registration and webinar platform(s). This allows the Partner to capture all contact information on each registrant while using the webinar platform you and your team are most comfortable with.

## Webinar Materials to be Provided by Partner

Ideally, promotion should begin 4-6 weeks leading up to the webinar. Partners responsibilities include:

- Webinar Title – catchy, no longer than 6-8 words
- 150-200 word Description – Please include: topics covered, who should attend, any benefits of attending. Be specific to attract relevant registrants and to reach your target audience. Bulleted lists are encouraged.
- Speaker(s) Information – Name, job title, company affiliation, and headshot (optional)
- Complimentary registration platform for ALL participants
- Partner must provide NHCAA with a link to the webinar registration in advance of the Webinar

## NHCAA Responsibilities

- NHCAA will consult, upon request, with Partner on content and learning objectives to encourage maximum participation
- NHCAA will ensure Partner logo recognition on all promotional materials
- NHCAA will include a minimum of **4** promotional ads in the NHCAA e-newsletter: “NHCAA SmartBrief”
- NHCAA will send **1** email advertising the webinar to the NHCAA Marketing List (10k+ distribution)
- NHCAA will offer **1** CPE hour to webinar participants  
NHCAA will provide a link to the Partner for attendees to complete a webinar attestation and evaluation

## Partnership Fee

Partner will pay a “Partnership Fee” of **\$6,000 (member)** or **\$7,500 (non-member)** for the Partnership and will host the webinar utilizing proprietary platform of Partner’s Choice.

## NHCAA Suggestions

- NHCAA strongly suggests that the Partner not use speakers with “sales” or “marketing” in title, and that the focus of the webinar not be a direct marketing pitch.
- Co-presenter from client company or other industry experts are highly encouraged.

NHCAA

# Partner Webinar

## Request Form

**Pricing:** NHCAA Member - \$6000    Non-member - \$7500

Contact Person	
Name	
Title	
Organization	
Phone Number	
Email	

Dates for Hosting Partner Webinar – TUESDAY ONLY		
Month requested	Option 1 (date)	Option 2 (date)

Proposed Webinar Topic	
Title	
Description <i>(150-200 words)</i>	
Speakers <i>(Name and title)</i>	
Additional information	

Logistics	
Will you provide an opt out list for marketing emails?	YES // NO If yes, the list will be needed 6 weeks in advance of the webinar.