

LIVE EDGE

POWERED BY NWFA UNIVERSITY

TRAVEL HALTED? TRADE SHOWS CANCELED? YOUR AUDIENCE IS ONLINE NOW MORE THAN EVER.

THE NWFA AND *HARDWOOD FLOORS* MAGAZINE CAN HELP CONNECT YOUR PRODUCTS AND SERVICES WITH AN ENGAGED AUDIENCE OF WOOD FLOORING PROFESSIONALS.

TECH TUESDAYS

Tech Tuesdays are focused, one-hour technical discussions among wood flooring industry experts. These events occur twice per month, and are moderated by Brett Miller, the NWFA's Vice President of Technical Education and Certification.

Sponsorship includes:

- Company logo on promotion materials leading up to Tech Tuesday live date.
- Company sponsor mention at beginning and end of the presentation.
- Sponsoring company may provide one Tech Tuesday panelist to assist in answering technical questions, in a generic, non-biased format (no sales pitches allowed).
- Recorded and housed on NWFAU and NWFA LiveEdge.
- Registration list given to sponsoring company.
- Promotion via NWFA and *Hardwood Floors* magazine social media.
- Registration invitation link to share with potential customers and staff.

RATE: Please contact for rate.

WEBINAR WEDNESDAYS

Webinar Wednesdays include a 45-minute industry-related presentation topic chosen by the sponsoring company followed by 15 minutes of Q&A time. Webinars are technical in nature and can be used to fulfill continuing certification units (CCUs) for NWFA Certified Professionals. All webinars are hosted on the second and fourth Wednesday of the month at 2:00 p.m. CST. They are recorded and added to NWFA University (NWFAU) for future viewing as well.

Sponsorship includes:

- Webinar topic and subject matter of your choosing.
- Promotion of sponsored webinar via NWFA website and e-newsletter.
- Registration list given to sponsoring company.
- Registration and recorded webinar managed by NWFA staff.
- Recorded and housed on NWFAU and NWFA LiveEdge.
- Promotion via NWFA and *Hardwood Floors* magazine social media.
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PRODUCT THEATER THURSDAYS WITH **hardwood floors**

THE MAGAZINE OF THE NATIONAL WOOD FLOORING ASSOCIATION

Product Theater Thursdays offer a product or service demonstration that reaches wood flooring professionals. This unique opportunity allows you to present your products as an industry expert and a solutions provider.

Premium Demo Package includes:

- 15 to 20 minute demo or presentation and 15 minute Q&A.
- Listed on hardwoodfloorsmag.com and in HFM e-newsletter prior to demo date.
- Video hosted on NWFAU and NWFA LiveEdge webpage after the event.
- One HFM e-newsletter sponsored video showing the demo.
- One half-page print ad in one issue of *Hardwood Floors* magazine in 2021.
- One 30-second audio commercial spot on NWFA Wood Talk Podcast.
- Promotion via NWFA and *Hardwood Floors* magazine social media.
- Registration list given to sponsoring company.
- Registration invitation link to share with potential customers and staff.

RATE: Please contact for rate.



**CONTACT US TODAY
FOR AVAILABLE DATES
AND RESERVATION OPPORTUNITIES.**



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