

# Sponsorship Opportunities

MARY KAY

NU SKIN  
THE DIFFERENCE DEMONSTRATE

TEAM NATIONAL  
**N**

HERBALIFE.

Amway™

USANA  
NATURE'S BOUNTY

INFO TRAX

iacono™  
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EVENT  
PRODUCTION

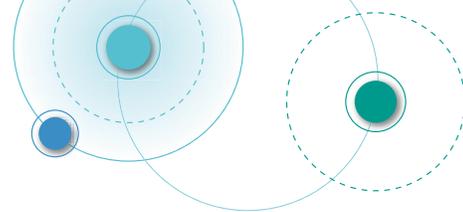
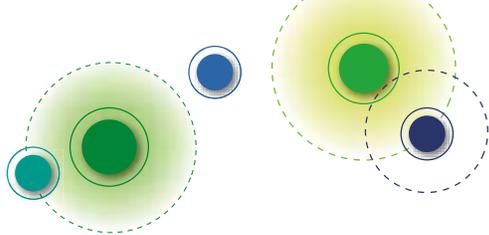
4Life  
TOGETHER, BUILDING PEOPLE™

TheConnection  
Event/Trade Shows

ARBONNE.



2015  
Direct Selling Association  
Annual Meeting



## Premium Partnership Packages

Would your company find value in being a primary sponsor of DSA's 2015 Annual Meeting? Now's your chance! DSA has assembled seven sponsorship packages—Diamond, Pearl, Emerald, Platinum, Gold, Silver and Bronze—to give a select number of members the opportunity to partner with us to produce the industry's premier annual event. In exchange for your generous sponsorship dollars, your company will be able to take advantage of a benefits package filled with many ways to further enhance the Annual Meeting experience. All packages include the following benefits:

- Logo in the meeting program
- Link with logo on sponsor page of Annual Meeting website
- VIP seating at General Sessions
- Ability to provide a gift item at your sponsored event
- Logo recognition during general sessions

These packages are extremely limited, so please review the information below and contact DSA as soon as possible to secure a premium package for your company.

### Diamond Partnership (\$50,000)

This opportunity isn't a sponsorship—it's a partnership through which your company sponsors the keynote speaker. Because of your contribution, the Opening General Session will be an unforgettable experience. In addition to the benefits listed above, your company will also receive:

- The opportunity for a company executive to introduce the keynote speaker
- Eight registrations for the meeting
- One reserved table at the Award's Gala
- Logo/link recognition on Annual Meeting homepage

**FULFILLED BY** - *Mary Kay Inc.*

### Pearl Partnership (\$40,000)

The Award's Gala will celebrate Annual Meeting with class and pizzazz, and your company can host this spectacular event. The company that takes advantage of this partnership will be at the forefront of this momentous occasion and play a critical role in opening the door to the next year. In addition to the benefits listed above, your company will also receive:

- The opportunity for a company executive to welcome Gala attendees from the stage
- Seven registrations for the meeting
- One reserved table at the Award's Gala
- Logo/link recognition on Annual Meeting homepage

### Emerald Sponsorship (\$25,000)

Emerald sponsors are companies that generously support our industry through this special sponsorship that welcomes attendees to the Annual Meeting by sponsoring the Opening Reception. In addition to the benefits listed above, your company will also receive:

- Five registrations for the meeting
- One reserved table at the Award's Night Gala
- Logo/link recognition on Annual Meeting homepage

**FULFILLED BY** - *Herbalife*

**FULFILLED BY** - *Nu Skin Enterprises*

### Platinum Sponsorship (3 packages, \$15,000 each)

This package gives your company the opportunity to sponsor one of the General Sessions of DSA's choice. In addition to the benefits listed above, your company will also receive:

- Five registrations for the meeting
- One reserved table at the Award's Night Gala
- Banner ad on Annual Meeting web page

**FULFILLED BY** - *4Life Research*

**FULFILLED BY** - *Amway*

**FULFILLED BY** - *USANA Health Sciences, Inc.*

### Gold Sponsorship (3 packages, \$12,000 each)

This package gives your company the opportunity to sponsor breakfast or lunch on either Monday or Tuesday (choice of events comes in order of package selection). In addition to the benefits listed above, your company will also receive:

- Three registrations for the meeting
- Banner ad on Annual Meeting web page

**FULFILLED BY** - *Arbonne International, LP*

**FULFILLED BY** - *My Digital Clients*

### Silver Sponsorship (4 packages, \$10,000 each)

This package gives your company the opportunity to sponsor a morning or afternoon Refreshment Break on either Monday or Tuesday (choice of events comes in order of package selection). In addition to the benefits listed above, your company will also receive:

- Two registrations for the meeting

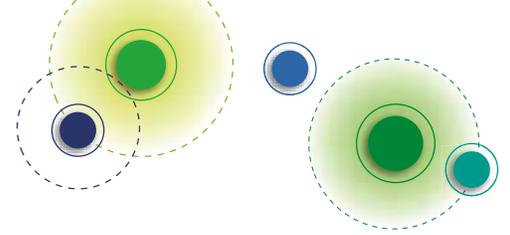
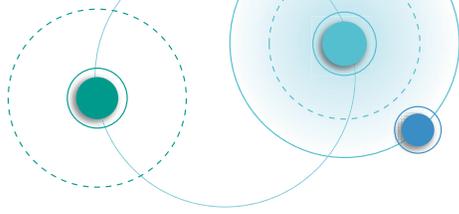
**FULFILLED BY** - *Team National*

**FULFILLED BY** - *The Connection*

### Bronze Sponsorship (5 packages, \$8,000 each)

This package gives your company the opportunity to sponsor a bank of workshops or the Awards Gala entertainment. In addition to the benefits listed above, your company will also receive one registration for the meeting.

**FULFILLED BY** - *InfoTrax Systems*



## **À la Carte Opportunities**

If one of the sponsorship packages doesn't quite hit the mark for your company, consider sponsoring just an element or two of the Annual Meeting experience. Your company logo will be paired with the item of choice, when and where applicable, making the branding opportunity irresistible. (*Selection is on a first-come, first-served basis.*)

### **\$15,000**

**New! WiFi Provider:** Help meetings attendees enhance their experience by enabling them to stay connected at all times. Be the sole provider of wireless Internet access in the conference space and have your company's name be the WiFi password that each attendee will use to obtain access.

### **\$8,000**

**Room Keys:** Have your company name and logo imprinted on all attendees' hotel room keys and your company will be on their minds any time they head to their rooms.

**FULFILLED BY** - *Iacono Productions*

**Registration Bags:** A guaranteed way to reach each delegate, your logo will be on each bag for all attendees to see, no matter which event they're attending.

**FULFILLED BY** - *Shaklee Corp.*

**New! Mobile Device Chargers:** Be on the minds of every attendee each time they need to recharge during the meeting by sponsoring individual mobile charging devices to be distributed at registration. This sponsorship includes your company logo on each charger, and signage at the registration desk.

**FULFILLED BY** - *Rodan + Fields*

**Nametag Lanyards:** Have your company name displayed on every meeting attendee with this sponsorship! Each attendee will be offered a lanyard with your company name as well as DSA's on it to clip to their meeting nametag, providing your company with exposure at every event.

**FULFILLED BY** - *Merit Payment Solutions*

**Onsite Program:** This resource is one of the most referenced of the meeting. Provide your colleagues with a quick way to know where to go next, and your company's name will be in the hands of every attendee from start to finish!

**FULFILLED BY** - *Antuit*

**Signage:** Prove your company to be unforgettable! This sponsorship allows your company to have its name and logo on signage throughout the meeting.

**FULFILLED BY** - *ProPay Inc.*

**Email Promotional:** Sponsor the email marketing messages for the Annual Meeting and reach all DSA member executives with just one click! Your ad will appear on four messages.

### **\$8,000 (cont'd.)**

**Workshop A/V:** Every attendee knows how powerful a presentation can be with simple audio/visual assistance, from PowerPoint, to microphones and everything in between. Sponsor this element of DSA's Annual Meeting and your company's logo will appear on all workshop signs, in recognition of your contribution to the success of our program.

**Beverage Sponsors:** Host your colleagues and keep the drinks flowing as the branded bar sponsor at your choice of the Opening Reception or the Awards Gala reception/dinner. Special recognition will highlight your company's generosity to all attendees on wrapped branding around the bar, branded cocktail napkins and on signage at the reception.

### **\$6,000**

**CEO Breakfast:** Sponsor this networking opportunity and have breakfast with direct selling CEOs at this exclusive event! This sponsor will be recognized during the breakfast, have an opportunity to attend this special networking hour and provide a small gift item to each breakfast attendee.

**FULFILLED BY** - *Thatcher Technology Group, LLC*

**E-Program:** An indispensable source for all conference information, the Annual Meeting final program offers maximum visibility! Complete with your company name and logo listed as appropriate, this sponsorship will bring you guaranteed visibility in front of your colleagues.

**New Members' Reception:** Host our new direct selling members on Sunday afternoon and be one of the first to welcome them to the Annual Meeting.

**FULFILLED BY** - *Hyperwallet Systems, Inc.*

**Awards Gala Flowers:** Say it with flowers at the Awards Gala by sponsoring the centerpiece at each table. You'll receive acknowledgment in the Awards Banquet program and make a special night even more memorable for everyone.

**Awards Gala Program:** Provide your colleagues with the program of events for this very elegant affair. Your company's name will be spotlighted on every table.

**FULFILLED BY** - *Initials, Inc.*

**Attendee List:** Have your company name and logo imprinted on the onsite attendee list, which is a valuable networking tool for every attendee. Don't miss your chance to sponsor the most requested item at the meeting!



## **\$6,000 (cont'd.)**

**Registration:** Have your company logo on the signage at the registration desk for every attendee to see when they register!

**New! Media Center:** Be the sole provider of a brand new addition to the DSA Annual Meeting, a media center designed to give attendees the chance to share their experience at the meeting using social media as well as a live photo booth.

**FULFILLED BY** - *Iacono Productions*

## **\$4,000**

**Promotional:** Publicity and promotion are two pivotal factors in any successful meeting. By sponsoring this key element, you will distinguish your company as an industry leader to hundreds of direct selling executives, before the event even begins.

## **A Special Opportunity!**

**Monday Night Dine-Arounds:** Partner with DSA and sponsor an event on the famous San Antonio River Walk on Monday night! DSA will promote your event to meeting attendees and provide transportation to and from the River Walk. This is a true partnership that will better connect attendees with one another—and with your company. Contact Britta for more information!

**Ready to be involved and support this information-packed conference?  
Contact Britta Shillingsburg ([bshillingsburg@dsa.org](mailto:bshillingsburg@dsa.org)) at 202-452-8866 to reserve your opportunity.**

**You will receive an invoice for the sponsorship(s) you have chosen.**



**DIRECT SELLING ASSOCIATION**