



2017

DSA ANNUAL MEETING Sponsorship Opportunities

JUNE 4 – 6, 2017

Hyatt Regency Orlando, Florida

Partner with DSA



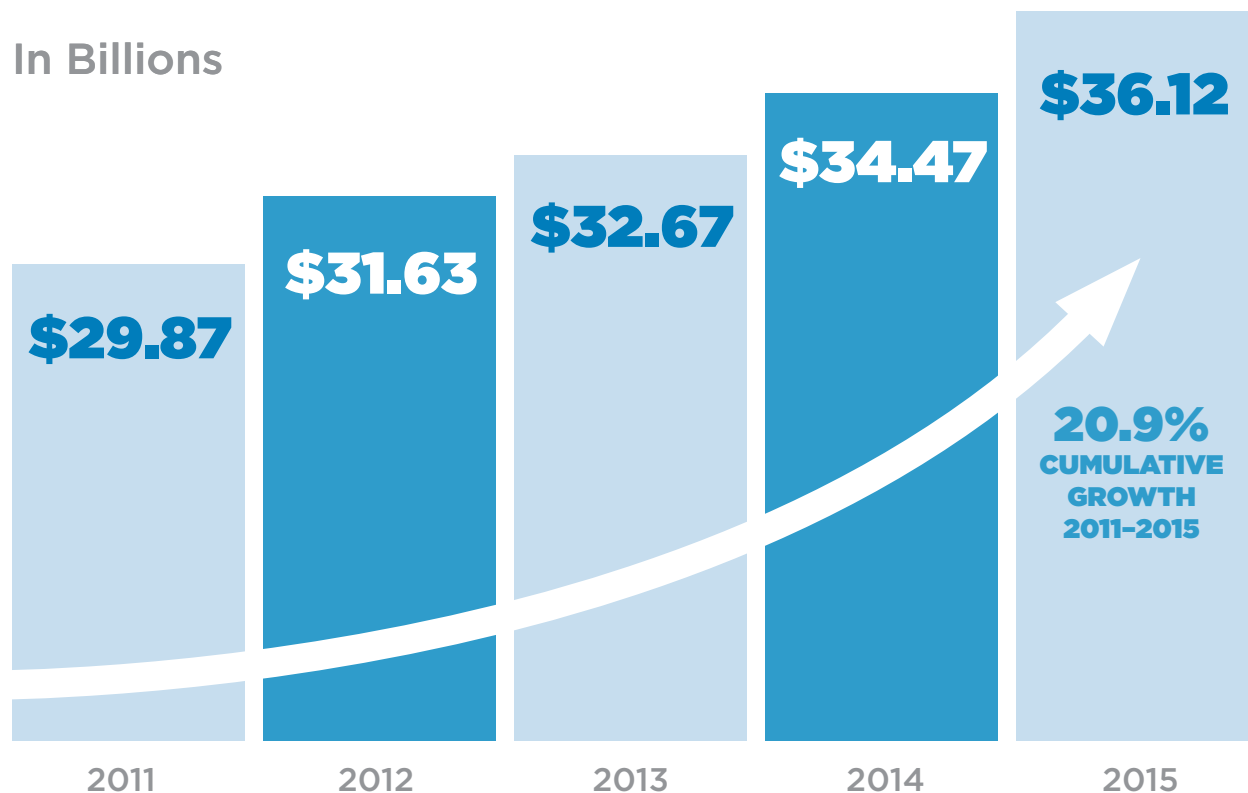
DIRECT SELLING ASSOCIATION

What is the DSA?

The Direct Selling Association (DSA) is the national trade association for companies that offer entrepreneurial opportunities to independent sellers to market and sell products and services, typically outside of a fixed retail establishment. More than 20 million Americans are involved in direct selling in every state, congressional district and community in the United States. In 2015, direct selling generated more than \$36 billion in retail sales.

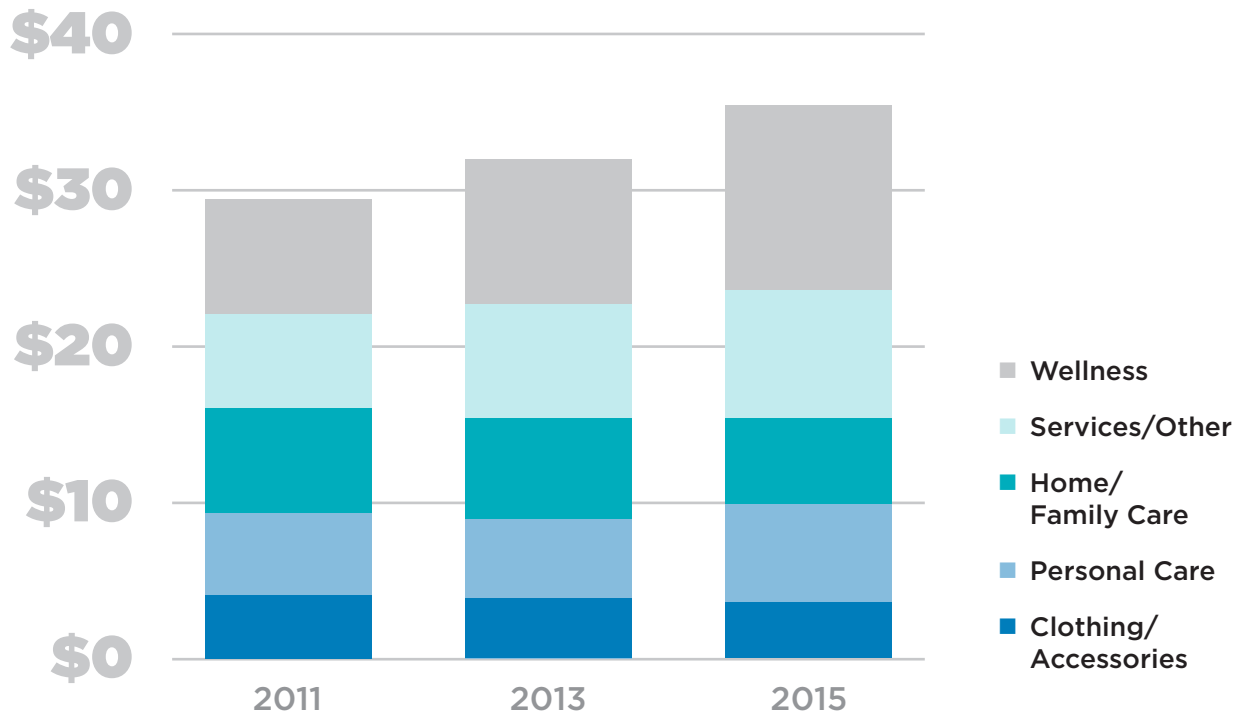
U.S. DIRECT RETAIL SALES

In Billions



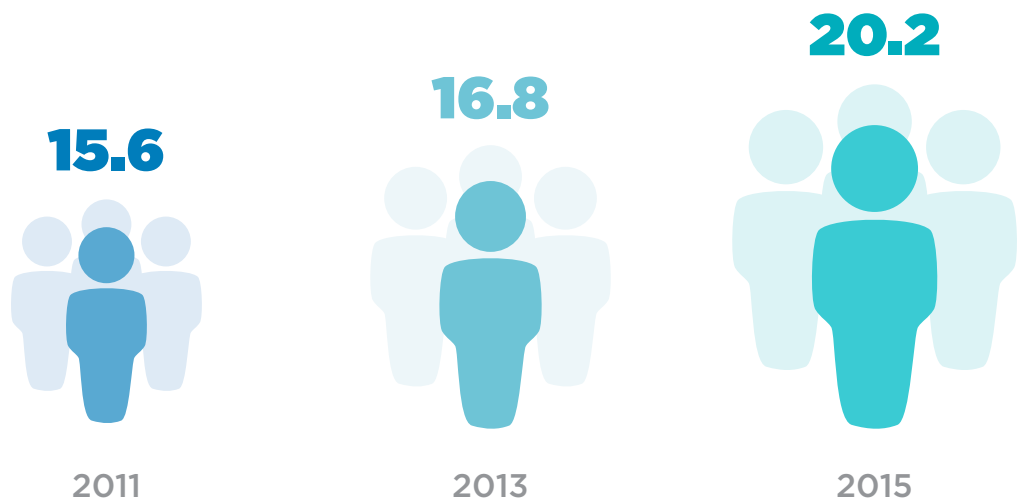
TOP 5 U.S. DIRECT RETAIL SALES BY CATEGORY

In Billions



PEOPLE INVOLVED IN U.S. DIRECT SELLING

In Millions

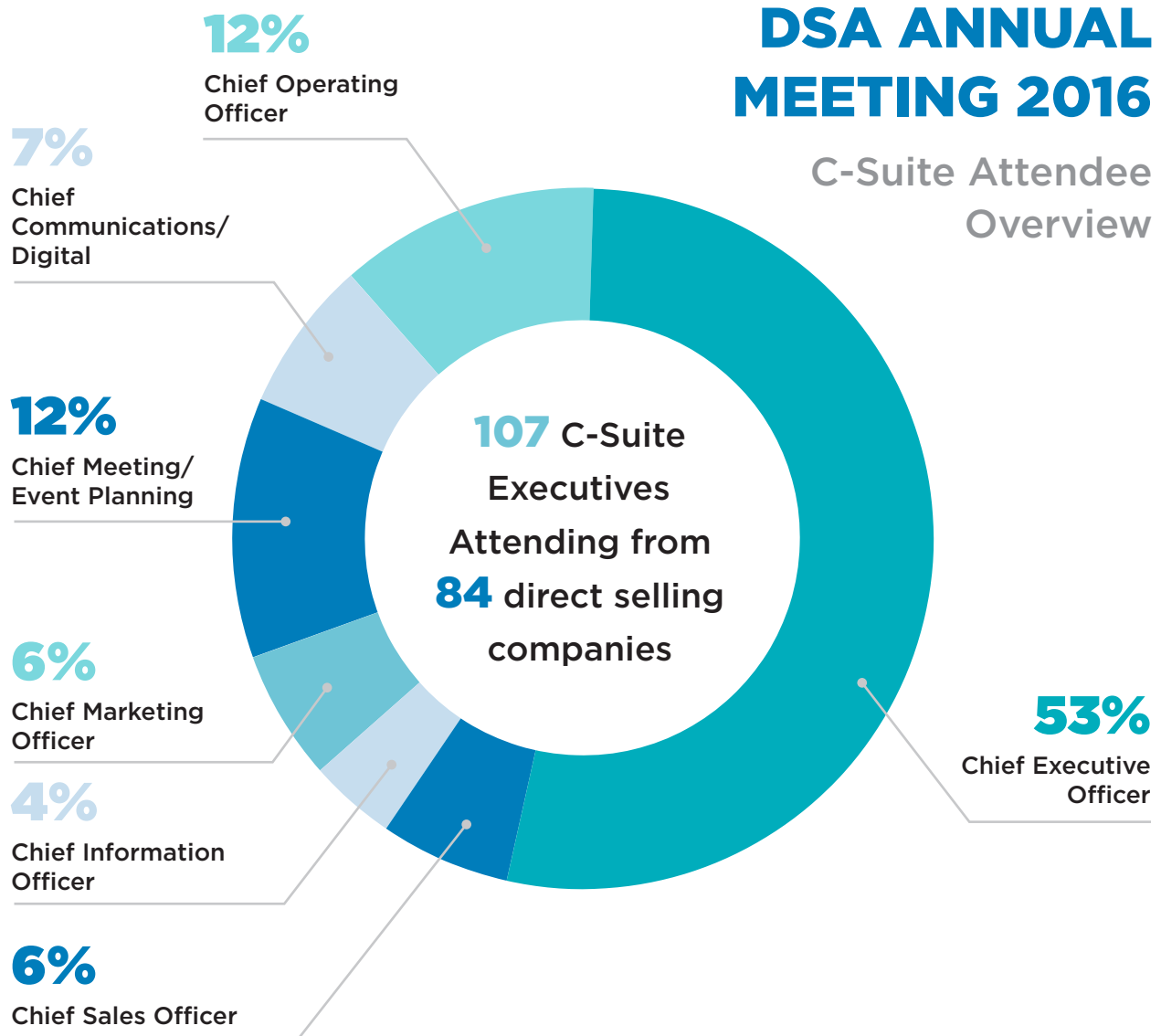


What is DSA's Annual Meeting?

With more than 1,100 attendees, Annual Meeting is the biggest DSA event of the year and is a crucial time for networking and company visibility. This is the venue where the people you need to meet gather to find the partners who can help take their businesses to the next level.

DSA ANNUAL MEETING 2016

C-Suite Attendee Overview





Top Reasons to Partner with DSA

1

CREDIBLE SOURCE

For more than 100 years, DSA members have turned to the Association as the informational authority of the industry. Partnering with the DSA can solidify your place as a supplier to our members.

2

ACCESS TO DECISION MAKERS

Annual meeting is where you can network one-on-one with the right mix of executive leaders and buying decision makers. This is your best opportunity to establish lasting relationships with key players in the channel.

3

SHOWCASE YOUR PRODUCTS AND SERVICES

With a prime location in our exhibit hall, you can let your products and services shine through live demos and relevant case studies.

4

RETURN ON INVESTMENT

In an industry that is all about relationships, annual meeting yields the highest possible marketing for your investment.

5

LEAD GENERATION

Relationships and trust take time to cultivate. Start the conversations that turn into the friendships that yield long-lasting business relationships.

6

CUSTOMIZED PARTNERSHIP PACKAGES

The DSA team is available to work alongside you to ensure that we help you achieve your marketing goals. This is our partnership commitment to you. Tailor a sponsorship with DSA to fit your needs.

Supplier Exhibitors

Supplier Exhibitors set themselves apart by establishing a physical home base at DSA's Annual Meeting. The Exhibit Hall is where our member executives go to network, learn about business solutions and connect with peers. Get the most out of your supplier experience by securing a pavilion or exhibit booth.

	Pavilion Booth \$12,000 (plus \$3,000 Affiliation Fee)	Exhibitor Booth \$350 (plus \$3,000 Affiliation Fee)	Supplier Affiliation \$3,000
8' x 20' Pavilion Booth Space	✓		
Two Additional Complimentary Meeting Registrations (a savings value of \$2,050)	✓		
Pavilion Sponsor Recognition (signage, print collateral)	✓		
Listed on the DSA Annual Meeting 2017 Website as an Exhibitor	✓	✓	
3 Listings in Onsite Guide	✓	✓	
Listed in Supplier Directory on DSA's website	✓	✓	✓
One Complimentary Registration with Paid Application (a savings value of \$1,025)	✓	✓	✓
Ability to Register for DSA events	✓	✓	✓
Supplier of the DSA	✓	✓	✓

Sponsorship Levels

There is no better way to make your brand shine at Annual Meeting than to secure a sponsorship opportunity.

	Premium Partnership \$50,000	Keynote Speaker Partnership \$40,000	Emerald Sponsorship \$25,000	Platinum Sponsorship \$15,000
Logo on official Annual Meeting email blasts	✓			
Sponsor of the Awards Gala	✓			
Executive from Company to welcome attendees from the main stage	✓	✓		
One Complimentary registration to another DSA event in 2017	✓	✓		
Reserved table at Awards Gala	✓	✓	✓	
Promotional Pre-Meeting Mailer to Attendees (Suppliers Only)	✓	✓	✓	✓
Product Giveaway	✓	✓	✓	✓
Complimentary Registrations to Annual Meeting	✓ x8	✓ x8	✓ x6	✓ x4
Logo Recognition on Annual Meeting Website	✓	✓	✓	✓
Display of Logo on Signage Tiered by Level	✓	✓	✓	✓
Listed as Sponsor in Program Guide	✓	✓	✓	✓

When you sponsor an event, direct selling executives are more likely to remember your brand. Not only will your company be recognized on marketing materials for the meeting and event signage, but there are also opportunities for you to provide a gift item to each attendee at your sponsored event to make a long-lasting impression.

Many Suppliers have seen great success by becoming a premium sponsor and continue to do so each year. Consistent visibility that distinguishes your company as a meeting sponsor and supporter of the industry will go a long way.

	Gold Sponsorship \$12,000	Silver Sponsorship \$10,000	Bronze Sponsorship \$8,000	A la Carte \$6,000 - \$8,000
Logo on official Annual Meeting email blasts				
Sponsor of the Awards Gala				
Executive from Company to welcome Gala attendees from the main stage				
One Complimentary registration to another DSA event in 2017				
Reserved table at Awards Gala				
Promotional Pre-Meeting Mailer to Attendees (Suppliers Only)	✓			
Product Giveaway	✓	✓	✓	
Complimentary Registrations to Annual Meeting	✓ x3	✓ x2	✓ x1	
Logo Recognition on Annual Meeting Website	✓	✓	✓	✓
Display of Logo on Signage Tiered by Level	✓	✓	✓	✓
Listed as Sponsor in Program Guide	✓	✓	✓	✓

Become a DSA Partner

In an industry all about recognition, DSA's Annual Meeting is your company's opportunity to show your leadership at Annual Meeting in the most visible way possible. Your generous contribution will support the industry and will place your company front and center at the conference.

PREMIUM PARTNERSHIP \$50,000

This opportunity is a true partnership, and is available to one company. In appreciation for your generous contribution, the Premium sponsor will receive the highest level of recognition and will support each and every component of the Annual Meeting. You are also the sponsor of our premier event, the Awards Gala. Partnership includes:

- + Recognition as a premier DSA sponsor for Annual Meeting including web, print and onsite logo recognition
- + The opportunity for an executive from your company to welcome Awards Gala attendees from the main stage
- + Eight complimentary registrations to Annual Meeting and three registrations to be applied to other DSA events in 2017

KEYNOTE SPEAKER PARTNERSHIP \$40,000

You will have the opportunity to sponsor the keynote speaker of this year's Annual Meeting. Because of your contribution, the Opening General Session will be an unforgettable experience. Also, one of your company's executives will introduce the keynote speaker during the Opening General Session.

In addition to the benefits listed above, your company will also receive:

- + Recognition as premium Annual Meeting sponsor including web, print and onsite
- + One complimentary registration to each applicable DSA event in 2017
- + The opportunity for a company executive to introduce the keynote speaker
- + Eight registrations for Annual Meeting



Please contact
Amanda Dobbins at
adobbins@dsa.org
to secure your
sponsorship!

Secure Your Sponsorship

The events at Annual Meeting are second to none. As leaders in the direct selling channel present and mingle, make sure your brand is top-of-mind by sponsoring an education session or networking event in front of a captive audience of your choosing.

EMERALD \$25,000

Grand Opening Reception Sponsor (2 Packages Available)

Reserve this special sponsorship to generously support our industry and welcome attendees to the Annual Meeting at the most highly attended event! The opening reception kicks off the program with unmatched networking paired with delicious fare and an open bar. Your company will receive:

- + Recognition as premium Annual Meeting sponsor including web, print and onsite
- + Six registrations for Annual Meeting

PLATINUM \$15,000

General Session Sponsorships (3 Packages Available)

This package gives your company the opportunity to sponsor one of the General Sessions. Your company will receive the opportunity to provide a gift item to be given to attendees at the doors to your General Session. Your company will receive:

- + Recognition as premium Annual Meeting sponsor including web, print and onsite
- + Four registrations for Annual Meeting

Wi-Fi Provider

Help meeting attendees enhance their experience by keeping them connected at all times. Be the sole provider of wireless internet access in the conference space, and have your company's name be the Wi-Fi password that each attendee will use to obtain access. Your company will receive:

- + Recognition as premium Annual Meeting sponsor including web, print and onsite
- + Four registrations for Annual Meeting



GOLD \$12,000

Networking Event Sponsorships (4 Packages Available)

This package gives your company the opportunity to sponsor a breakfast or lunch on either Monday or Tuesday (choice of events comes in order of package selection). You will have the opportunity to provide a gift item to be given to attendees at the doors to your sponsored event. This also includes:

- + Recognition as premium Annual Meeting sponsor including web, print and onsite
- + Three registrations for Annual Meeting



BRONZE \$8,000

Workshop Bank Sponsorships (2 Packages Available)

This package gives your company the opportunity to sponsor a bank of workshops. Get your company brand in front of targeted attendees by selecting the track of your choice (first come, first served). This includes:

- + Recognition in the conference program, on event signage, and mentioned at the start of your workshop bank
- + One registration for Annual Meeting

SILVER \$10,000

Refreshment Break/Product Giveaway Sponsorships (3 Packages Available)

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 packages selection). This includes:

- + The ability to provide a gift item to your sponsored break
- + Two registrations for Annual Meeting

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À la Carte Sponsorships

These opportunities are built to meet your needs and your budget. Your company logo will be paired with the item of choice — whenever and wherever applicable — making the branding opportunity irresistible. (Selection is on a first-come, first-served basis.)

\$8,000 OPPORTUNITIES

- + **Promotional** – Event marketing is a pivotal factor in the success of any meeting. By sponsoring this key element, you will reach the inbox of hundreds of direct selling executives, before the event even begins. Sponsorship includes banner ads on four digital marketing messages.
- + **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 event logo to clip to their meeting nametag, providing your company with exposure at every event.
- + **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 to next, and your company's name will be in the hands of every attendee from start to finish!
- + **Signage** – Prove your company to be unforgettable! This sponsorship allows your company to have its name and logo signage throughout the meeting. This includes registration, General Session, workshop, and Expo signs.
- + **Room Keys** – Your company's name and logo will be imprinted on all attendees' hotel room keys and you'll be recognized at the event registration.
- + **Registration Bags** – A guaranteed way to reach each attendee, your logo will be on each bag for all attendees to see, no matter what event they are attending. Simply provide DSA with your company logo, and we'll take care of the rest!
- + **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.
- + **Awards Gala Entertainment** – Help DSA create an unforgettable Gala event by sponsoring the evening's entertainment. Be recognized throughout the program as a key supporter of this evening of recognition!
- + **Digital Advertising** – Monitors throughout the conference will showcase important information to look for including keynote speakers, workshops, conference agenda, and what's happening in the expo hall. Sponsorship includes your company's ad, which will scroll on the monitors each day at the conference.



À la Carte Sponsorships (cont.)

\$6,000 OPPORTUNITIES

- + **CEO Breakfast** - Sponsor this networking opportunity and have breakfast with direct selling CEOs at this invitation only event! The CEO breakfast sponsor will be acknowledged during the breakfast, have the opportunity to attend and provide a small gift item to each breakfast attendee.
- + **Final Program** - An indispensable source for all conference information, the Annual Meeting final program offers maximum visibility! Complete with your company name and logo, this sponsorship will bring you guaranteed visibility in front of your colleagues. The Final Program will be printed and mailed to registered attendees prior to the meeting.
- + **New Members' Reception** - Host our new direct selling members at this invitation-only reception and be one of the first to welcome them to the Annual Meeting. One representative from your company is invited to attend.
- + **Award 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.
- + **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.
- + **Registration** - Have your company logo on the signage at the registration desk for every attendee to see when they register!
- + **Learning Lounge** - Be the sole provider of a brand new addition to the DSA Annual Meeting. Lounges will be designed to give attendees the chance to share their experience at the meeting and to connect and recharge during refreshment breaks.
- + **Expo Floor Stickers** - Attendees will be lead right to your booth with graphic floor stickers imprinted with your company name, logo, and booth number. They will be placed at the entrance and throughout the exhibit hall.



Please contact
Amanda Dobbins at
adobbins@dsa.org
to secure your
sponsorship!

Fill out the details below and return it to
Amanda Dobbins at adobbins@dsa.org.

Please check the following DSA Annual Meeting 2017
sponsorships you would like to secure:

- ☐ Premium Partnership - \$50,000
- ☐ Keynote Speaker Partnership - \$40,000
- ☐ General Session (3 available) - \$25,000
- ☐ Grand Opening Reception (2 available) - \$15,000
- ☐ Networking Event Sponsor (4 available) - \$12,000
- ☐ Refreshment Break/Product Giveaway (3 available) - \$10,000
- ☐ Workshop Bank (2 available) - \$8,000
- ☐ À la Carte - \$8,000 Please indicate which opportunity: _____
- ☐ À la Carte - \$6,000 Please indicate which opportunity: _____

Your Name: _____

Company: _____

Phone: _____

Email: _____

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

Questions? Call Amanda at 202-452-8866.

Direct Selling Association | 1667 K Street, NW | Suite 1100 | Washington, DC 20006 | www.dsa.org





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