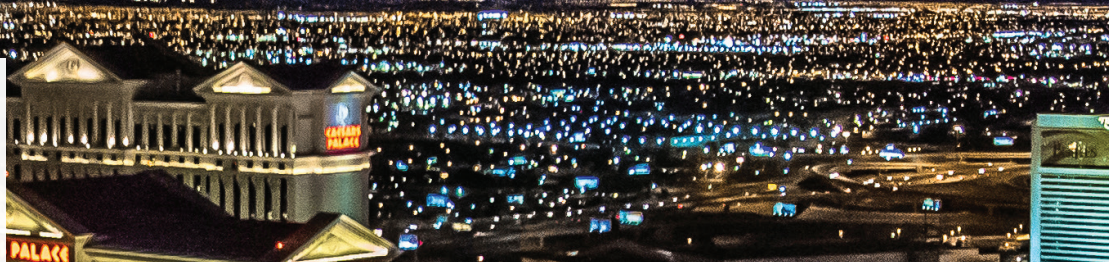




# FOCUS ON THE FIELD



## Exhibit

### Exhibitor Information

**DSA's Sales & Marketing Conference** (formerly the Be Connected Conference) delivers cutting-edge education, innovative speakers, and exhibits from strategic industry partners. Join us on the Vegas Strip at the beautiful Mandarin Oriental Hotel for an educational experience designed to deliver content that will help Direct Selling Companies Focus on the Field. You will boost your creativity and dive deep into the topics direct selling executives are talking about alongside your professional peers – join us December 9-11 for this unique event! This is one thing that is happening in Vegas that you'll want to talk about!

**Why Exhibit?** Maximize your company's visibility at DSA's Sales & Marketing Conference and put your brand in front of key industry decision-makers. Utilize your booth as a space to network and showcase your expertise throughout the conference.

**Who Attends?** Marketing professionals and decisions makers of Direct Selling Member Companies and your Supplier peers

### Choose between two exhibit opportunities.

- 1. Inside the General Session Ballroom:** Exhibit in the back of the room where all content is presented from the main stage. (Exhibitors in the ballroom are required to "power-down" their booth while content is being presented from the main stage; including monitors and sound projection)
- 2. Foyer:** You'll be the first to greet attendees when they enter the meeting space and during meal functions by the food and beverage stations.

\*Though we cannot guarantee your first booth preference, please prioritize your top three booth selections based on whether you'd like to exhibit in the ballroom or foyer space.

**Additional Opportunity:** Exhibiting companies that also secure a conference sponsorship of \$2,000 or more will receive one complimentary registration to the meeting.

**Booth Rate:** Exhibit Fee is \$3,000 and includes at 6' skirted table, a directory listing in the conference program and website, electricity and wireless internet. Exhibitors must submit a certificate of insurance to Britta Shillingsburg at [bshillingsburg@dsa.org](mailto:bshillingsburg@dsa.org) by **Monday, November 30th.**

**Details:** Exhibitors will be provided with a table top area, furnished with a skirted table (6' x 33") and two chairs. The exhibit area will be open for the duration the conference. Be aware when you are selecting your space that any exhibitors in the ballroom are not permitted to be at their booths during the program. Booths will be open during all meal functions, receptions and refreshment breaks.

A maximum of 34 exhibits will be reserved on a first-come, first-served basis. Booth location will be assigned in the order which reservations and payment in full are received by DSA. DSA will not place exhibitors based on the proximity of competitors or other factors. There will be no refunds for cancellations.

To maintain the intimate nature of the exhibit area, exhibitors should keep both set-up to a minimum. Simple displays are encouraged. **SHIPPING AND DELIVERY SERVICES WILL NOT BE PROVIDED!** Exhibitors must transport all materials to the venue or have them delivered to the hotel in the exhibitors name to be picked up upon arrival. **PLEASE DO NOT SHIP ANY ITEMS TO DSA'S ATTENTION.**

**Questions? Contact Britta Shillingsburg at [bshillingsburg@dsa.org](mailto:bshillingsburg@dsa.org)**

**Ballroom Map**

