



DSA Sponsorship Opportunities

Premium Packages

Would your company find value in being a primary sponsor of DSA's 2010 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 join with us to produce the association's celebration of a century. In exchange for your generous sponsorship dollars, your company will be able to take advantage of a benefits package filled with both tangible and intangible ways to further enhance its Annual Meeting experience. All packages include the following benefits:

- Logo in the meeting program
- Link with logo on sponsor page of Annual Meeting Web site
- VIP seating at general sessions
- Logo recognition during general sessions

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

100th Anniversary Diamond Partnership - Bank of America Merchant Services

100th Anniversary Pearl Partnership - Avon Products, Inc.

100th Anniversary Emerald Sponsorship (\$25,000)

Iacono Production Services, Inc.

Premier Designs, Inc.

Scentsy, Inc.

Partner with DSA in celebrating 100 years of advocacy and community during our celebration of a century! Emerald sponsors are companies that generously support our industry through a la carte sponsorships that surpass our premium packages. In addition to the benefits listed above, your company will also receive:

- Five registrations for the meeting
- One workshop compilation CD (please specify to whom the CD should be sent)
- One reserved table at the Century Celebration Gala
- Logo/link recognition on Annual Meeting homepage

Platinum Sponsorship

4Life Research

Aerus LLC

Amway

Xennsoft

Gold Sponsorship (2 Packages Available, \$12,000 each)

Herbalife International of America, Inc - Monday Lunch

Lia Sophia - Tuesday Breakfast

Team National – Tuesday Lunch

This package gives your company the opportunity to sponsor the Monday or Tuesday breakfast, lunch or the Monday Ice Cream Social (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
- One workshop compilation CD (please specify to whom the CD should be sent)
- Reserved seating for five (5) at the Awards Gala

Silver Sponsorship (7 Packages Available, \$10,000 each)

Immunotec, Inc.

IMN

Silpada Designs

Welcome your colleagues to our celebration of a century when you bring them A Taste of San Francisco! Nine companies will join together to present Sunday night's opening celebration, sponsoring food stations featuring various San Francisco neighborhoods, open bars and decorations for the evening. Your participation will make this event sparkle as we celebrate 100 years of community and support. In addition to the benefits listed above, your company will also receive:

- Two registrations for the meeting
- One workshop compilation CD (please specify to whom the CD should be sent)

Bronze Sponsorship (3 Total Packages Available, \$8,000 each)

Nu Skin Enterprises

This package gives your company the opportunity to sponsor one bank of workshops or roundtables taking place during the Annual Meeting, (choose from a group of four, in order of package selection). In addition to the benefits listed above, your company will also receive one registration for the meeting.

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

USB Drives – *Xennsoft*

\$8,000

Registration Bags – *Shaklee Corporation*

Room Keys – *Xennsoft*

Signage - *Mary Kay Inc.*

\$6,000

Cyber Café – *Stampin' Up!*

Nametag Holder/Lanyards – *Xennsoft*

On-site Planner: – *Thatcher Technology Group, LLC*

\$4,000

100th Anniversary Commemorative Pins – *E. A. Dion, Inc.*

Awards Gala Program - *The Pampered Chef*

E-Program - *CUTCO/Vector Marketing Corporation*

\$2,500

Hotel Reader-Board Advertising (4 opportunities per day):

Keep your colleagues in-the know, no matter where they are in the hotel! Reader board advertising gives your company a full-color ad attached to the hotel's events boards, supports our efforts to keep meeting attendees informed and puts your name in front of all hotel guests! Whether you choose to advertise during the entire conference or only for one day, this opportunity is sure to be a perfect fit for your company!

\$2,000

Bag Design – *MaCher USA Inc.*

Promotional - *Entertaining at Home*

Registration - *Garden State Nutritionals, Inc.*

100th Anniversary Logo Recognition:

4Life Research
ACN
AdvoCare International, LP
Aerus LLC
Amway
Avon Products, Inc.
Bank of America Merchant Services
CUTCO/Vector Marketing Corporation
Freelife International
Fionda, LLC
Herbalife International of America, Inc.
Iacono Production Services, Inc.
Immunotec, Inc.

Jafra Cosmetics International, Inc.
lia sophia
MaCher USA Inc.
Nu Skin Enterprises
Premier Designs, Inc.
Scentsy, Inc.
Shaklee Corporation
Silpada Designs
Stampin' Up!
Team National
Thrivent Financial at Home
Xennsoft

\$1,000

Exhibitor Refreshments: Putting up a booth is hard work! Treat your colleagues to refreshments to enjoy on Sunday while they get ready for the festivities to begin. They'll all thank you for it!

Hotel Channel Advertising (2 opportunities per day):

Play an integral role in telling the story of our industry's history when your company sponsors a television commercial related to DSA's centennial anniversary. Mixed within commercials advertising hotel food, events and amenities, the commercials will highlight our industry's past and provide the sponsor with closing credits. There's no better way to educate members and the broader hotel population than to help us pay homage to the people and companies that have contributed to our success.



Sponsorship Agreement

Yes! I want to be a part of the 2010 Annual Meeting Sponsorship Program.

I'd like to sponsor _____.

Allene, please call me with further details.

Name _____

Company _____

Telephone _____ Fax _____

Payment Method:

____ Check Enclosed ____ American Express ____ MasterCard

____ Diner's Club ____ Visa

Credit Card # _____ Expiration Date _____

Signature _____ Date _____

Please email, fax or mail to: Ms. Allene David, 1667 K Street, NW, Suite 1100, Washington, DC 20006-1660 Fax Number: (202) 452-9011, adavid@dsa.org.