

Be Involved

Sponsorship Opportunities Catalog



2014
Direct Selling Association
Annual Meeting



DIRECT SELLING ASSOCIATION

Premium Partnership Packages

Would your company find value in being a primary sponsor of DSA's 2014 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 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 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 set of electronic copies of the workshops presented at the event
- One reserved table at the Awards Gala
- Logo/link recognition on Annual Meeting homepage

Pearl Partnership: \$40,000

Tuesday night's Awards Gala will conclude the 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 these benefits, your company will also receive:

- The opportunity for company executive to welcome Gala attendees from the stage
- Seven registrations for the meeting
- One set of electronic copies of the workshops presented at the event
- One reserved table at the Awards Gala
- Logo/link recognition on Annual Meeting homepage

Emerald Sponsorship: \$25,000 (1 package available)

Emerald sponsors are companies that generously support our sales channel through an official sponsorship that welcomes attendees to the Annual Meeting by sponsoring the Opening Reception. In addition, your company will also receive:

- Five registrations for the meeting
- One set of electronic copies of the workshops presented at the event
- One reserved table at the Awards Gala
- Logo/link recognition on Annual Meeting homepage

Platinum Sponsorship: \$15,000

This package gives your company the opportunity to sponsor one of the general sessions (DSA chooses the session), as well as:

- Five registrations for the meeting
- One set of electronic copies of the workshops presented at the event
- One reserved table at the Awards Gala
- Logo/link recognition on Annual Meeting homepage
- Ability to provide a gift item at your general session

Gold Sponsorship: \$12,000 (1 package available)

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). Your company will also receive:

- Three registrations for the meeting
- One set of electronic copies of the workshops presented at the event
- Logo/link recognition on Annual Meeting homepage
- Ability to provide a gift item at your general session

Silver Sponsorship: \$10,000 (1 package available)

This package gives your company the opportunity to sponsor a morning or afternoon Refreshment Break complete with tasty treats and coffee, on either Monday or Tuesday (choice of events comes in order of package selection). Your company will also receive:

- Two registrations for the meeting
- One set of electronic copies of the workshops presented at the event
- Ability to provide a gift item at your sponsored event

Bronze Sponsorship: \$8,000 (1 package available)

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.

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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.*)

\$8,000

Thumb Drives: Provide the 2014 Annual Meeting materials on a thumb drive each attendee will receive with their registration materials. The sponsoring company will be able to put its logo on one side of the drive.

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.

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

Nametag Holder/Lanyards: Have your company name displayed on every meeting attendee with this sponsorship! Each attendee will be offered a nametag with your company name on it, paired with DSA's logo 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. When you provide our colleagues with a quick way to know where to go next, your company's name will be in the pockets of every attendee!

Signage: Prove your company to be unforgettable! This sponsorship puts your logo and branding on all signage throughout the Meeting.

Workshop A/V: Every attendee knows how powerful a presentation can be made 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.

\$6,000

CEO Breakfast: Sponsor this networking opportunity and have breakfast with direct selling CEOs Tuesday morning! The sponsor of this event will be recognized during the breakfast and have an opportunity to attend this special networking hour.

Cyber Café: No one in this day and age can afford to be away from their office for two whole days! Give your colleagues the critical access they need by sponsoring computer terminals at the Café, enabling them to check the e-mail and view online information, while getting a refreshing cup of coffee and a snack. Take advantage of this sponsorship and be the one to save the day!

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

\$6,000 (cont'd.)

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

Awards Gala Flowers: Say it with flowers at the Awards Gala. You'll be recognized in the Awards Banquet program and make a special night even more memorable for everyone.

Awards Gala Program: Provide our 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 printed on one of the most asked-for documents we produce: the onsite attendee list. A valuable networking tool for every attendee, your company name will be on the front for all to see.

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

\$4,000

Promotional Brochure: Publicity and promotion are two pivotal factors in any successful marketing. 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.

Drink Tickets (multiple opportunities available): Host your colleagues and treat them to a beverage of their choice. Choose to sponsor drink tickets for the Opening Reception or the Awards Gala. Special drink tickets will highlight your company's generosity to all attendees. *Please be aware that this opportunity will include multiple companies as sponsors.*

\$500

Tuesday Night Special Event (multiple opportunities available): Help DSA up the fun factor at this year's Annual Meeting! With so many of our colleagues planning to bring their families to sunny Orlando, DSA is creating a Tuesday night special event like no other. Help keep the ticket prices low by being one of the event sponsors. Your company will receive recognition on the event promotional materials and signage.

Ready to be involved and support the 2014 Annual Meeting? Fill out the below details and return this form via fax to Britta Shillingsburg at (202) 452-9011.

Please check the sponsorship(s) you would like to reserve:

- | | | |
|----------------------------------------------------------------------|-----------------------------------------------------------|-------------------------------------------------------------|
| <input type="checkbox"/> Diamond Partnership: \$50,000 | <input type="checkbox"/> Registration Bags: \$8,000 | <input type="checkbox"/> Awards Gala Flowers: \$6,000 |
| <input type="checkbox"/> Pearl Partnership: \$40,000 | <input type="checkbox"/> Nametag Holder/Lanyards: \$8,000 | <input type="checkbox"/> Awards Gala Program: \$6,000 |
| <input type="checkbox"/> Emerald Partnership: \$25,000 (1 available) | <input type="checkbox"/> Onsite Program: \$8,000 | <input type="checkbox"/> Attendee List: \$6,000 |
| <input type="checkbox"/> Platinum Sponsorship: \$15,000 | <input type="checkbox"/> Signage: \$8,000 | <input type="checkbox"/> Registration: \$6,000 |
| <input type="checkbox"/> Gold Sponsorship: \$12,000 (1 available) | <input type="checkbox"/> Workshop A/V: \$8,000 | <input type="checkbox"/> Promotional Brochure: \$4,000 |
| <input type="checkbox"/> Silver Sponsorship: \$10,000 (1 available) | <input type="checkbox"/> CEO Breakfast: \$6,000 | <input type="checkbox"/> Drink Tickets: \$4,000 |
| <input type="checkbox"/> Bronze Sponsorship: \$8,000 (1 available) | <input type="checkbox"/> Cyber Café: \$6,000 | <input type="checkbox"/> Tuesday Night Special Event: \$500 |
| <input type="checkbox"/> Thumb Drives: \$8,000 | <input type="checkbox"/> E-Program: \$6,000 | |
| <input type="checkbox"/> Room Keys: \$8,000 | <input type="checkbox"/> New Members' Reception: \$6,000 | |

Name _____

Company _____

Phone _____ **Fax** _____

Email _____

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



DIRECT SELLING ASSOCIATION