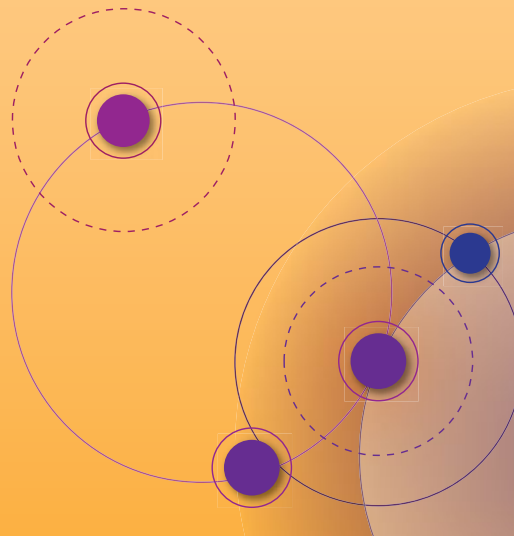




DIRECT SELLING ASSOCIATION

DSA Supplier Benefits

A Supplier's guide to maximizing your affiliation with DSA members in 2017





As a DSA Supplier, you support the direct selling industry by providing your expertise, products and services to DSA member companies to help them run their businesses. DSA gives you unique access to the industry, along with numerous opportunities to network one-on-one with industry executives, establish contacts, and learn the cultures, management principles and support-service needs of the industry.

In 2015, DSA streamlined and improved its Supplier categories to add value to your affiliation with DSA, based on your involvement and contribution to the industry and the Association.

DSA invites you to take the time to explore the information in this pamphlet. Here, you'll find a list of key benefits with information about how to maximize your participation with DSA to best market your services to DSA member companies.



I Two Levels of DSA Supplier Affiliation

Supplier opportunities include two levels of affiliation, based on your company's level of participation with DSA.

Supplier Exhibitor: \$3,100

- Complimentary online company directory listing
- Free company logo display
- Three product/service category selections. Each additional category may be purchased for \$100
- Exhibitor recognition in DSA Supplier directory
- Exhibit booth (based on availability) – processing fee of \$350
- One complimentary Annual Meeting registration
- All additional meeting registrations available at the early-bird and regular rate
- All additional benefits that you currently receive, not listed above

*visit <http://www.dsa.org/supplierbenefits> for a list of key benefits

Supplier: \$3,100

- Complimentary online company directory listing
- Three product/service category selections. Each additional category may be purchased for \$100
- Additional fees include:
 - Logo upgrade (\$400 to add per year)
 - One complementary Annual Meeting registration + \$100 for exhibit hall access
- All additional benefits you currently receive, not listed above

*visit <http://www.dsa.org/supplierbenefits> for a list of key benefits



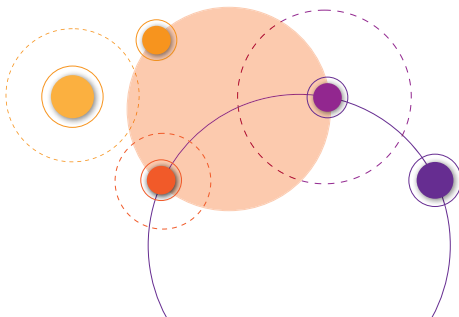
II Return on Your Investment

Participating with DSA as a Supplier is an investment in the growth and continued success of your business. More than likely, your goal is to establish and maintain client relationships and conduct business with direct selling companies so that you — and your clients — experience a mutually beneficial relationship. However, your investment in DSA is only worthwhile if you take advantage of the opportunities available to you, and if you put the time and effort into capitalizing on these opportunities to the best of your ability. Here you'll find a guide to your opportunities in creating a marketing strategy with DSA, and how to best leverage Association events to your advantage.

Now that you have a better understanding of the Supplier structure, read on to understand how you can maximize your investment in DSA to market your company to direct selling executives.

Your Best Company Listing

Your company listing in the online DSA directory is often the first impression you make to potential clients looking to work with a Supplier. So, make sure your listing is the best it can be! Most importantly, make sure your information is always up-to-date so you can be contacted. Your company's primary contact can update your company profile at any time by logging onto www.dsa.org and clicking on MyDSA at the top of the page.





Elements of your profile that make your company stand out include:

Products/Services: This section is one of your most valuable assets. Be sure to select only your primary product/service categories, so that when a company is searching for you, it is clear to them what you do best. Too many product/service categories make it difficult for a potential client to decipher your expertise. For this reason, you will be able to select up to three product/service categories. You may add more categories to your listing for \$100 per category.

Company Description: When writing your company description, imagine that you have only three sentences to grab the attention of a potential client who is perusing the DSA website for a new Supplier.

Contact Name: Designate your company's contact as the individual who will be corresponding most frequently with DSA and its member companies. If your contact changes, make sure to notify DSA right away so staff can ensure your company is receiving all important communications.

III Get the Most of Your DSA Involvement

Making the Most of Your DSA Meeting Attendance

Getting in front of DSA meeting attendees at every opportunity and becoming a familiar face establishes your company as consistent and recognizable. Annual Meeting is the biggest DSA event of the year and is a crucial time for networking and company visibility, but there are other events throughout the year, as well. Visit www.dsa.org/calendar to learn more, and contact DSA with any questions you have about how you can get involved. To assist in planning for the event, registered Suppliers will receive a list of attendees in advance. You'll also receive a post-meeting attendee list with contact details for proper follow-up.

If you've ever attended a DSA event before, you know meeting sponsors also stand out from the rest throughout the conference. When you sponsor an event, direct selling executives are more likely to remember your brand. The DSA sponsorship program encompasses all of our major conferences, including, but not limited to, Annual Meeting, Sales and Marketing Conference, Companies in Focus seminar and Global Regulatory Conference. Visit <http://www.dsa.org/sponsor> to see what sponsorship programs are available throughout the year. If you don't see a sponsorship that works for you, contact DSA to discuss a custom sponsorship that fits your needs and budget. 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.





Optimize Your Resources

As a Supplier, you are encouraged to participate on the quarterly Supplier communications calls to not only learn about upcoming meetings and Supplier updates, but also to share feedback and suggestions about how the Supplier experience may be enhanced. One of the best ways to increase your company's visibility is by attending DSA's educational offerings and participating in all sessions open to suppliers.

Getting Your Voice Heard and Keeping up with DSA



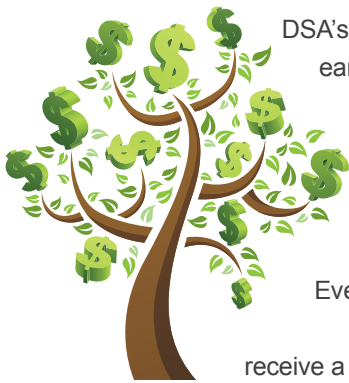
The Supplier Advisory Committee is also available to Suppliers to share their recommendations for items to be brought to the attention of the DSA Board of Directors. All Suppliers are represented in DSA by the Supplier Advisory Committee. This committee acts as a liaison between DSA and the greater Supplier community. This Committee communicates your comments, questions, needs and suggestions directly to DSA staff and, ultimately, to the DSA Board of Directors. So, if at any time you have something to add to the conversation, you have access to the contact information of all members of the Supplier Advisory Committee, including the Supplier Advisory Chairman. The Chairman of the Supplier Advisory Committee serves as a voting member on the DSA Board of Directors.

Final Thoughts

Making the decision to be involved with DSA is the first step to growing your business and building long-term relationships. Whether you've just joined as a Supplier or have been a Supplier for many years, understanding your marketing opportunities is extremely important and will help you budget for the future. The second step is to be patient and to allow time for you to build a foundation of contacts. DSA, and specifically the staff who work directly with the Supplier community, is happy to assist you in maximizing your resources at any time.

IV Earn credit toward your 2016 Supplier Fee through DSA's Go Grow Program

Are you interested in spreading the word about all DSA has to offer direct selling companies? Your efforts could not only promote the high standards of ethical business practices upheld by all of our member companies, but you could also save your company \$750 or more on next year's fees!



DSA's "Go Grow" program enables your company to earn a \$750 credit — a maximum of four total credits each year — toward your 2016 renewal for each non-member direct selling company that lists your company name on its DSA membership application.

Even if you've already renewed as a Supplier for the year, you can still take advantage of this program and receive a credit back on the dues you've paid. Plus, any direct selling company that applies for DSA membership by published date, will receive a free registration to the Sales and Marketing Conference, where they can learn all about the ins and outs of the direct sales channel from a wide variety of industry and outside experts.

If you are interested in learning more about how your company can participate in DSA's "Go Grow" program, contact **Nancy Burke** at nburke@dsa.org for more details.

Questions about being a DSA Supplier?

Contact DSA's Exhibit & Supplier Coordinator, **Amanda Dobbins**, at adobbins@dsa.org or **202-452-8866**.