

# UNLOCKING OPPORTUNITY



DSA<sup>®</sup> Supplier  
Engagement  
**2024**

# BE A DSA SUPPLIER MEMBER

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For 2024, DSA is offering multiple levels of engagement for suppliers.

Core supplier membership (\$5,000 annual fee) provides companies the opportunity to:

- Raise brand awareness
- Educate the marketplace
- Achieve measurable results
- Access a high-quality list of new sales contacts

Beyond these core benefits, companies may select a higher level of engagement by selecting a platinum, gold, or silver partnership levels each unlocking varying degrees of premium access that lead to lasting relationships between your company and the visionaries and decision-makers shaping the modern direct selling landscape. Premium partnership engagement levels provide budget predictability and allow you to build the connections that bring your marketing investment to life through multiple high-touch engagements, conferences, and opportunities to showcase your brand.

Renew or sign up to be a DSA Supplier Member for 2024 at the core level of \$5,000. Then select the level of partnership that offers enhanced access to best represent your company's commitment to the direct selling community.

Sincerely,

Melissa K. Brunton  
Senior Vice President, Direct Selling Association

# SUPPLIER MEMBER BENEFITS

BENEFIT	SUPPLIER MEMBERSHIP - \$5,000
<b>EVENT ACCESS</b>	
ENGAGE Conference Series registration	Up to 5 registrations at member pricing per event (based on availability)
ENGAGE Conference Series booth	<p>Opportunity to purchase starting at \$3,000 (based on availability)</p> <ul style="list-style-type: none"> <li>• Includes 1 registration</li> <li>• Includes access to pre- and post-attendee lists</li> </ul>
Virtual event attendance	Complimentary for 5 attendees
START Summit	N/A (Access only available at partner levels)
<b>RESEARCH + ADVOCACY</b>	
DSA industry research & DSA publications	Available at member pricing
<b>TRAINING + EDUCATION</b>	
Member profile to access member-only online DSA content library	✓
<b>BRANDING &amp; OUTREACH</b>	
Online directory	<p>3 product/service category listings</p> <p>Enhancements available for purchase:</p> <ul style="list-style-type: none"> <li>• Additional categories — \$100 each</li> <li>• Logo — \$250</li> <li>• Marketing video — \$250</li> </ul>
DS 411 directory listing	✓
DSA SupplierSource articles	Submit quarterly educational content to share with DSA's 3,000+ executive contacts
Seminar sponsorship, newsletter content inclusion, and webinar hosting	Opportunities from \$5,000 based on educational value
Eligibility for DSA Awards Partner Award nomination	✓
DSA supplier logo usage	✓

# DSA EXECUTIVE EDUCATION 2024

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DSA in-person events are your opportunity to build strong relationships with the channel leaders, executives, and senior management who are vital to your success.

The DSA Executive Education 2024 calendar consists of a series of conferences designed to engage the channel's leadership in conversations for envisioning what is next for direct selling, with subsequent event venues that foster a deeper exploration of the issues that are shaping the market.

The 2024 calendar offers limited attendance: a presence for your brand and team at these events affords invaluable in-person access. Registration for these conferences are available at special member pricing and include access to network and learn along with leading direct selling executives. Branding opportunities are available to increase your presence and highlight your expertise.

## **START Summit (Disney Yacht Club Resort / Orlando, FL / January 15-17, 2024)**

Immerse your brand in the event for top-tier direct selling leaders and their senior management teams. Be a part of the important conversations that will chart the path forward for the channel's innovation and growth. Reserved for top level of DSA supplier partners, this limited-attendance opportunity is designed with the perfect balance of learning and relationship-building opportunities.

## **ENGAGE Conference Series**

### **• Sales Conference (Spring)**

Designed for the sales, marketing, communications, field education, and social media leaders who inspire their field members to achieve greatness, the Sales Conference showcases your brand among the channel's most dynamic and forward-thinking strategists. As these direct selling executives share the latest insights into how they will continue to capture even greater market share, your brand's presence will help showcase how you can drive their success.

### **• Technology + Operations Conference (Spring)**

Convening the channel's technology and operation visionaries and senior management, the Technology + Operations Conference is your opportunity to hear what is driving executive decisions as they demand greater value, reliability, agility, security, and overall return on the solutions for today's complex and diverse technology ecosystem. Gain the intelligence you need for the business solutions to help these executives achieve and exceed their goals.

### **• Legal + Regulatory Conference (Fall)**

With Washington, D.C. as this event's backdrop, the channel's top legal minds—from Generals Counsel and senior attorneys to compliance executives and executives from other disciplines—engage with the regulators, policymakers, and elected officials who are shaping the modern channel. As the leading direct selling advocates, DSA's conference is uniquely positioned to offer a unique and invaluable experience, and this is where your brand can become top-of-mind and truly relevant in the conversations that will continue creating a positive legal and regulatory environment for the channel.

### **• Finance + Payments Conference (Fall)**

Join the industry's top finance and payment experts as they explore the ever-changing landscape of direct selling compensation plans, finance, and payment technologies. Your insights and expertise into the ever-changing tax landscape, advances in payment and transaction processing, and the latest for ensuring a smooth commerce experience for consumer and distributor alike can help you build the relationships to help their businesses—and distributors—thrive.

# STAND OUT FROM THE CROWD: BECOME A PARTNER

As you achieve status as a DSA Platinum, Gold, or Silver Partner, opportunities for you to gain increased sponsorship recognition are unlocked, allowing your brand to gain optimal visibility among direct selling decision-makers who mean so much to your success.

Consistent visibility that distinguishes your company as a meeting sponsor and supporter of the industry will go a long way. These partnership levels are built to help you achieve maximum brand exposure and value for your investment.

## PARTNERSHIP BENEFITS TABLE

	PLATINUM: \$50K	GOLD: \$25K	SILVER: \$15K
<b>EVENT ACCESS: START SUMMIT</b>			
<b>Registrations</b>	x8	x4	x2
<b>Member Registrations for Non-Member Clients</b>	x5	x3	x1
<b>Branded VIP Area at One Party for Your Invited Guests at Special Event</b>	✓		
<b>Pre- and Post-Event Attendance List with Executive Contact Details</b>	✓	✓	✓
<b>Reserved Tables for Up to 5 Guests During the Sessions</b>	✓	✓	
<b>Exhibit Opportunity</b>	Pavilion	Booth	Tabletop/High Boy
<b>Sponsorship Recognition</b> <i>(Logo on event website, all print materials, and email marketing)</i>	Platinum sponsor designation— <i>Plus promotional video during one session</i>	Gold sponsor designation	Silver sponsor designation

# PARTNERSHIP BENEFITS TABLE (CONT.)

	PLATINUM: \$50K	GOLD: \$25K	SILVER: \$15K
<b>EVENT ACCESS: ENGAGE Conference Series</b>			
<b>Registrations</b>	x5 to the conference(s) of your choice	x2 to the conference(s) of your choice	x1 to the conference of your choice
<b>Exhibit Opportunity</b>	Expo space at one conference of your choice, based on availability.	Early access to location selection	
<b>Sponsorship Recognition</b> <i>(Logo on event website, all print materials, and email marketing)</i>	Platinum sponsor designation directly after conference sponsor	Gold sponsor designation & opportunity to be a conference sponsor (based on availability—one per conference available)	Silver sponsor designation
<b>Pre- and Post-Event Attendance List with Executive Contact Details</b>	✓	✓	✓
<b>RESEARCH + ADVOCACY</b>			
<b>Growth &amp; Outlook Report</b>	✓ Plus exclusive insights from DSA's Industry Research Committee	✓	Purchase pre-release report at special member pricing
<b>QuickPulse Survey</b>	Compose one five-question survey with DSA insights team to gain marketing intelligence	Include a question in one survey	
<b>Additional Industry Research Studies and Surveys</b>	✓	Purchase pre-release reports at member pricing	Purchase at member pricing
<b>Participate in Select Council or Committee Discussions</b>	✓	Access to Supplier Advisory Committee	
<b>State Legislator Tracker Access</b>	✓	✓	
<b>Bi-Annual Calls with DSA and Direct Selling Executive Leaders</b>	✓	✓	
<b>DSA Advocacy Newsletter</b>	✓	✓	

# PARTNERSHIP BENEFITS TABLE (CONT.)

	PLATINUM: \$50K	GOLD: \$25K	SILVER: \$15K
<b>TRAINING + EDUCATION</b>			
<b>Co-Branded Webinar</b>	x2	x1	
<b>DSA Publication Content Submission*</b>	x2	x1	
<b>Educational Case Study Proposals for Inclusion at Events</b>	✓	✓	✓
<b>Direct Selling Entrepreneur Podcast</b>	x2		
<b>BRANDING + OUTREACH</b>			
<b>Premium Listing in Online Member Directory</b> <i>(Includes logo and video)</i>	✓ Plus unlimited listing product/ service categories	✓ Plus 6 listing product/ service categories	✓ Plus 4 product/ service categories
<b>Click-through Banner on e-Blasts</b>	x4	x2	x1
<b>CEO-to-CEO Discussion</b>	CEO invitation to attend one in-person discussion as the session sponsor	CEO invitation to attend one virtual discussion as the session sponsor	
<b>Direct Selling 411 Printed Directory</b>	Full-page ad	Half-page ad	Quarter-page ad
<b>Access to Board of Directors Networking Events</b>	CEO invitation to attend	CEO invitation to attend one event per year	
<b>DSA Staff Member to Assist with Executive Introductions</b>	✓	✓	
<b>AND MORE!</b>			
<b>Access to all DSA Supplier Member Benefits</b> <i>(see chart on page 3 for all additional benefits)</i>	Unlimited	Up to 25 staff members	Up to 15 staff members

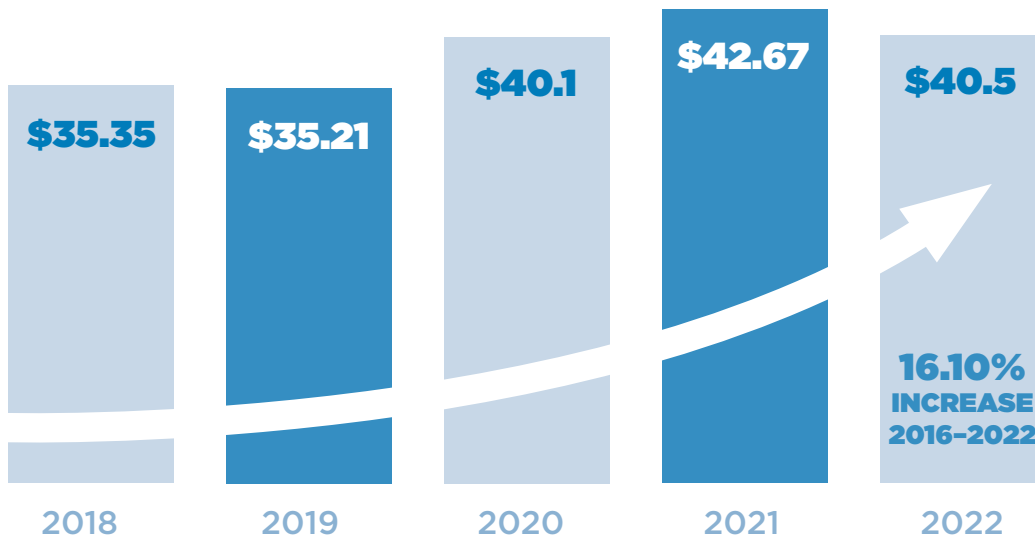
# WHY DSA?

As the national trade association for direct selling companies, DSA's commitment to ensuring the highest level of business ethics and service to customers is the standard to which others can only aspire.

Alignment of your brand alongside DSA indicates how you share DSA's mission, and also enables DSA direct selling member companies to build relationships with minds who understand their priorities.

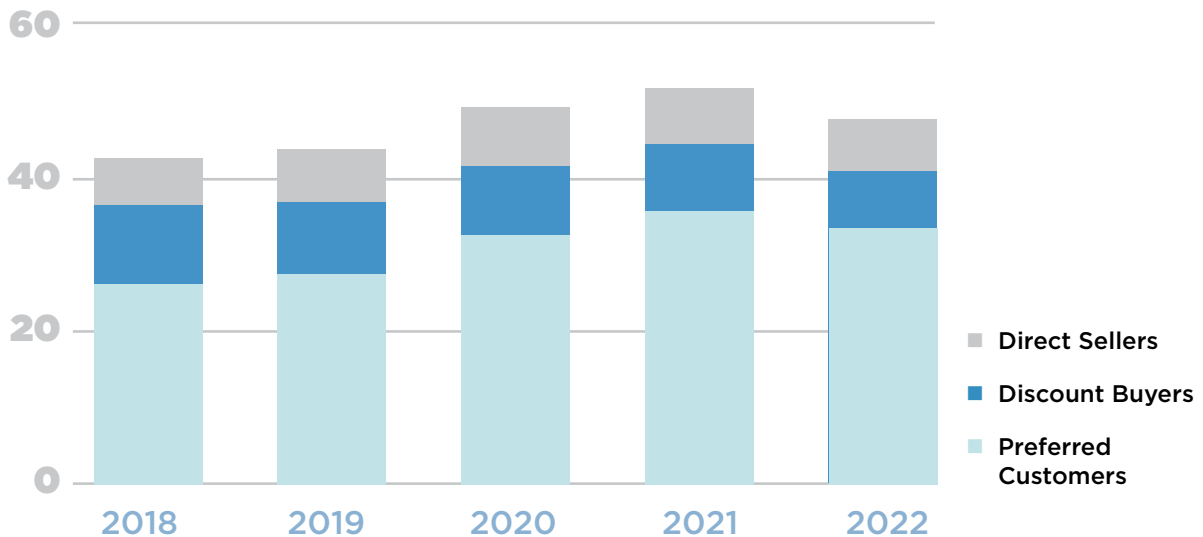
DSA is how you unlock the opportunity that can make you a part of the channel's future success.

## U.S. DIRECT RETAIL SALES In Billions



2023 DSA Growth & Outlook Report

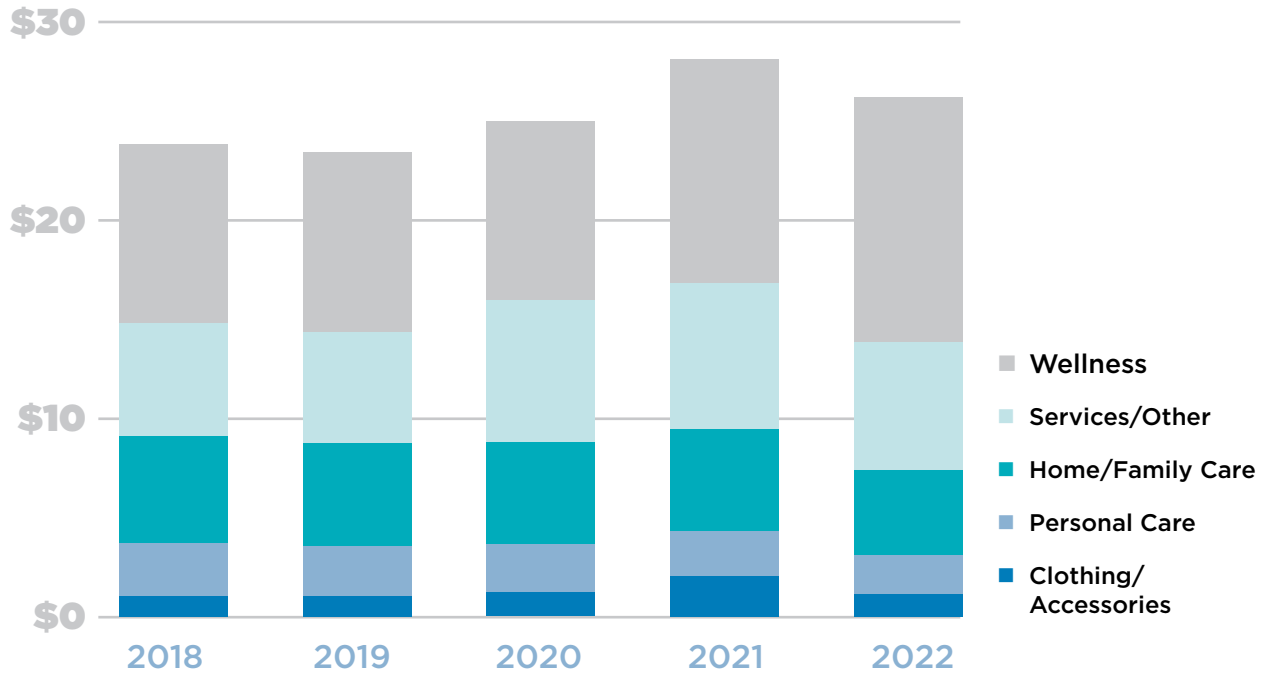
## PEOPLE INVOLVED IN U.S. DIRECT SELLING In Millions



2023 DSA Growth & Outlook Report

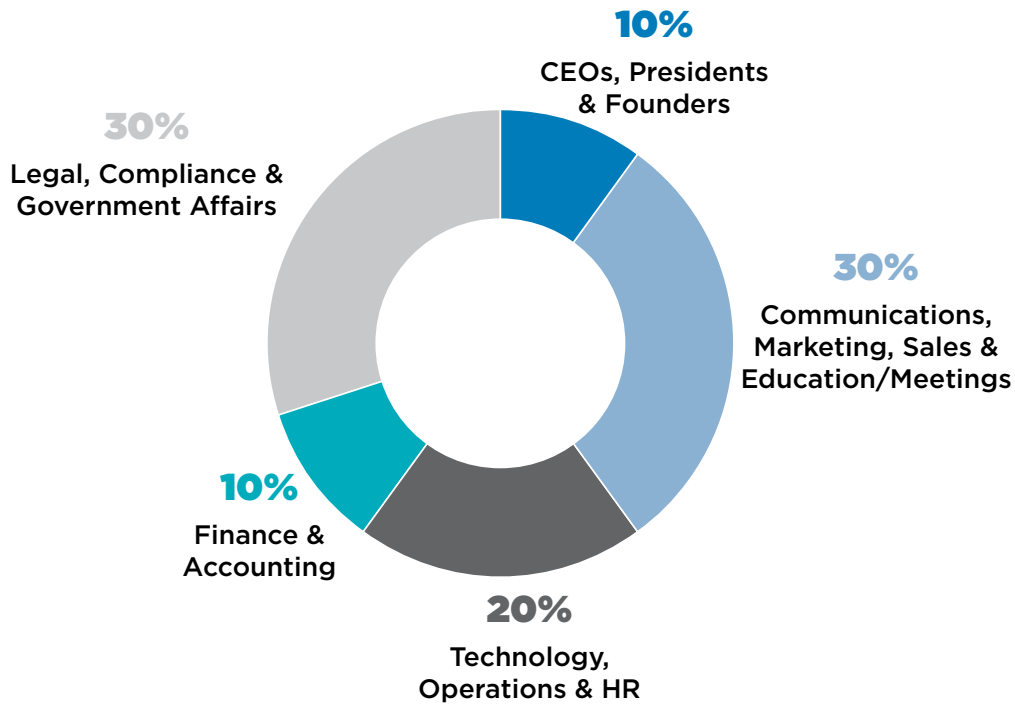


## TOP 5 U.S. DIRECT RETAIL SALES BY CATEGORY In Billions



2023 DSA Growth & Outlook Report

## DSA DIRECT SELLING EXECUTIVE MEMBERSHIP By Functional Business Area



# TOP REASONS TO SUPPORT THE CHANNEL THROUGH DSA

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**1**

## **CREDIBLE SOURCE**

For more than 115 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**

DSA educational events are 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 branding opportunity, you can let your products and services shine. Opportunities to host live demos and present relevant case studies offer unparalleled access to decision makers sourcing the solutions you provide.

**4**

## **RETURN ON INVESTMENT**

In an industry that is all about relationships, DSA 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**

## **PARTNERSHIP PACKAGES**

DSA represents vendors of all sizes, therefore we've created opportunities for all budgets to achieve your marketing goals. This is our partnership commitment to you. Choose a partnership level with DSA to fit your needs.