

À LA CARTE OPPORTUNITIES (cont'd.)

\$2,000

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

Sponsoring Company: Creative Memories

Awards Banquet Decorations: Provide the décor to create a captivating atmosphere for a very special evening. You'll receive recognition in both the Annual Meeting program and the Awards Banquet program.

Sponsoring Company: Signature HomeStyles

Registration: Every attendee has to visit the registration desk at least once during the meeting. Provide your company with a guaranteed way to have its name shine in front of industry colleagues, and sponsor one of the most important aspects of a successful meeting.

Sponsoring Company: Silpada Designs

Signature Annual Meeting Pins: A specially designed meeting keepsake pin that will be mailed to DSA members prior to the meeting, allowing every member to show their support for direct selling's premier event during and after the show.

Sponsoring Company: E.A. Dion, Inc.

Family-Owned Businesses Council Dinner & Meeting

Sponsoring Company: VIDITalk

Supplier Networking Reception

Sponsoring Company: Direct Selling News

\$1,250 (10 opportunities)

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 a computer terminal at the Café, enabling them to check their 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! (Sponsors can provide DSA with a mounted laptop frame (within DSA specifications) to advertise company services, as well as a screen-saver for further advertising opportunities and a brochure display (within DSA specifications.))

Sponsoring Companies:

Access Technology Solutions	Fionda, LLC
Bartha Audio Visual	Merrill Corporation
ByDesign Technologies, Inc.	Niche Application
Direct Selling News	Potomac Comm. Group
eNR Grassroots PR	Vantel Pearls in the Oyster

\$1,000

Tennis: Whether they're serving up an ace, or can't seem to make it past break point, the folks on the tennis court will thank you for their opportunity to swing their rackets at the Sunday morning tennis tournament. Signs will highlight your company as the sponsor for the tournament.

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

Sponsoring Company: Software Design of Kentucky Inc.

SPONSORSHIP AGREEMENT

Yes! I want to be a part of the 2008 Annual Meeting Sponsorship Program. I'd like to sponsor _____

Allene, please call me with further details.

Sponsor Contact _____

Company _____

Telephone _____ Fax _____

E-mail _____

Payment Method:

Check Enclosed Credit Card Information

American Express MasterCard Diner's Club Visa

Credit Card Number: _____ Expiration Date: _____

Signature: _____ Date: _____

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



SPONSORSHIP OPPORTUNITIES



PREMIUM PARTNERSHIP PACKAGES

Would your company find value in being a primary sponsor of DSA's 2008 Annual Meeting? Now's your chance! DSA has assembled four sponsorship packages—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 Web site
- VIP seating at general sessions
- One print item in conference tote bag
- 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.

Platinum Sponsorship (2 Total Packages, \$15,000 each)

This package gives your company the opportunity to sponsor the general session of DSA's choice. In addition to the benefits listed above, your company will also receive:

- Five registrations for the meeting
- One workshop compilation CD-ROM (please specify to whom the CD should be sent)
- Reserved table at the awards banquet
- Company representative to introduce Keynote at selected general session
- Banner ad on Annual Meeting Web page

Sponsoring Companies: Mary Kay Inc. and Residual Income Technologies, LLC

Gold Sponsorship (3 Total Packages, \$12,000 each)

This package gives your company the opportunity to sponsor the Awards Banquet, the Opening Reception or the Third general session (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-ROM (please specify to whom the CD should be sent)
- Reserved seating for five (5) at the Awards Banquet
- Banner ad on Annual Meeting Web page

Sponsoring Companies: Amway Corporation, Avon Products, Inc., Herbalife International of America, Inc.

Silver Sponsorship (4 Total Packages, \$10,000 each)

This package gives your company the opportunity to sponsor either breakfast or lunch on either Monday or Tuesday (choice of events comes in order of package selection). In addition to the benefits listed above, your company will also receive:

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

Sponsoring Companies: Geiger, lia sophia, The Pampered Chef and XanGo LLC

Bronze Sponsorship (5 Total Packages, \$8,000 each)

This package gives your company the opportunity to sponsor one workshop taking place during the Annual Meeting (choose from select list, in order of package selection). In addition to the benefits listed above, your company will also receive one registration for the meeting.

2 TAKEN

Sponsoring Companies: IMN, Natura Cosméticos S.A.

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: Provide the 2008 Annual Meeting materials on a USB drive each attendee will receive from the registration desk. The sponsoring company will be able to put its logo on one side of the drive.

Sponsoring Companies: iCentris, Inc., INTI Publishing

\$10,000 (1 Opportunity)

Monday Networking Reception: Be the talk of the meeting! Attendees rave about the Monday networking event. Complete with your company name and logo listed as appropriate, this sponsorship will put your company in the spotlight Monday evening.

1 TAKEN

Sponsoring Company: VideoPlus, L.P.

\$6,000

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

Sponsoring Company: PartyLite Gifts, Inc.

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.

Sponsoring Company: Shaklee Corporation

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.

Sponsoring Company: Life Research, LC

Nametag Holder: Have your company name displayed on every meeting attendee with this sponsorship! Each attendee will be offered a holder with your company name on it, providing your company with exposure at every event.

Sponsoring Company: At Home America, Inc.

Refreshment Break (Monday or Tuesday): Help your colleagues make it through the day by energizing them with coffee and other refreshments. Signs will highlight your company as this event's sponsor.

\$4,000

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.

Sponsoring Company: Jafra Cosmetics International, Inc.

Awards Banquet Entertainment: Make this special night even more magical by sponsoring the entertainment to accompany the food and presentation. Your company will receive recognition in the Banquet program for setting just the right mood.

Sponsoring Company: First Data Corporation

Reception Open Bar: Treat your fellow attendees to a drink at the Monday night reception. A sign at the entrance or near the bar will list your company as the patron of this function.

Sponsoring Company: Thatcher Technology Group, LLC

Signage: Prove your company to be unforgettable! This sponsorship allows your company to have its name and logo on signage throughout the meeting, ensuring your company name will stick with attendees during the meeting and beyond.

Sponsoring Company: The Body Shop At Home

Spiral-Bound Mini-Program: This resource is one of the most referenced of the meeting. Provide your colleagues with a quick way to know where to go next and notepaper to use, and your company's name will be in the pockets of every attendee!

Sponsoring Company: Reliv International, Inc.

Post-Show CD-ROM: Every Annual Meeting attendee receives a CD-ROM in the mail after the meeting, which includes the final attendee list, DSA President Neil Offen's State of the Industry Address, meeting photo highlights and more. Sponsor this handy item's production and your company's logo or advertisement will be put on the CD sleeve.

Sponsoring Company: Premier Designs, Inc.

Awards Banquet Reception & Open Bar: Host your colleagues and treat them to a beverage at the black-tie reception of what will be a very memorable evening. Signs at the bar will highlight your company as the sponsor of this wonderful event.

Sponsoring Company: CUTCO/Vector Marketing Corp.

Awards Banquet Program: Provide your colleagues with the program of events for this very elegant affair. Your company's name will be spotlighted on every table.

Sponsoring Company: Sunidiv International

Awards Banquet Florals: Say it with flowers on Awards night. You'll receive acknowledgment in the Awards Banquet program and make a special night even more memorable for everyone.

Sponsoring Company: Arbonne International