

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: Vantel Pearls in the Oyster

Awards Gala 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: Niche Applications

Zen Den (2 opportunities): Be the reason your colleagues are relaxed and stress-free! Your sponsorship of this amenity will give attendees the opportunity to take a break between sessions with a chair massage or hand/foot reflexology. The sponsoring company may have a DSA-approved brochure or flyer displayed at the center.

Sponsoring Company: PartyLite Gifts, Inc.

\$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 desktop wallpaper for further advertising opportunities and a DSA-approved brochure.)

*Sponsoring Company: Fionda, LLC
Merrill Corporation
Town & Country Industries, Inc.*

\$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!

SPONSORSHIP AGREEMENT

Yes! I want to be a part of the 2009 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



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Phenomenal Possibilities

2009

SPONSORSHIP OPPORTUNITIES



2009 Annual Meeting • Gaylord National Resort & Convention Center

May 31 - June 2 • www.dsa.org/am2009/



PREMIUM PARTNERSHIP PACKAGES

Would your company find value in being a primary sponsor of DSA's 2009 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 (3 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: Amway, Scentsy, Inc., Xensoft Corporation

Gold Sponsorship (4 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: 4Life Research, Hepfer & Associates, PLLC, Herbalife International of America, Inc. Premier Designs, 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: IMN, lia sophia, XanGo, LLC

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

This package gives your company the opportunity to sponsor one bank of workshops taking place during the Annual Meeting, (choose from a group of three, in order of package selection), and one of two refreshment breaks. 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.*)

Signature Sponsor

DSA recognizes those companies that have generously supported our industry through à la carte sponsorships that surpass our premium partnership packages:

Sponsoring Companies: Avon Products, Inc., VideoPlus L.P.

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 Corp.

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.

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: iCentris, Inc.

Nametag Holder/Lanyard: Have your company name displayed on every meeting attendee with this sponsorship! Each attendee will be offered a lanyard with your company name on it to clip to their meeting nametag, providing your company with exposure at every event.

Sponsoring Company: The Pampered Chef

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.

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: ACN, Inc.

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

Sponsoring Company: Team National

\$8,000

\$6,000

\$4,000

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: Mary Kay Inc.

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 note paper to use, and your company's name will be in the pockets of every attendee!

Sponsoring Company: Reliv International, Inc.

Awards Gala 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 Gala 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: Silpada Designs

Awards Gala 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: Premier Designs, Inc.