



# Partner with DSA



DIRECT SELLING ASSOCIATION

2016 Annual Meeting Sponsorship Opportunities



# why attend?

DSA ANNUAL MEETING



Our ecosystem is changing.  
Will you define your future or  
will it be defined for you?

**dare  
to reimagine.**

**DSA Annual Meeting**

**June 5-7, 2016**

J.W. Marriott  
Desert Ridge Resort & Spa  
Phoenix, AZ



[www.dsa.org/am2016](http://www.dsa.org/am2016)



## Premium Partnership Opportunities

In an Industry all about recognition, DSA's Annual Meeting is your company's opportunity to be recognized at direct selling's premier event as a premium event sponsor. Your generous contribution will support the industry and will place your company front and center at the conference. New opportunities have just been added!

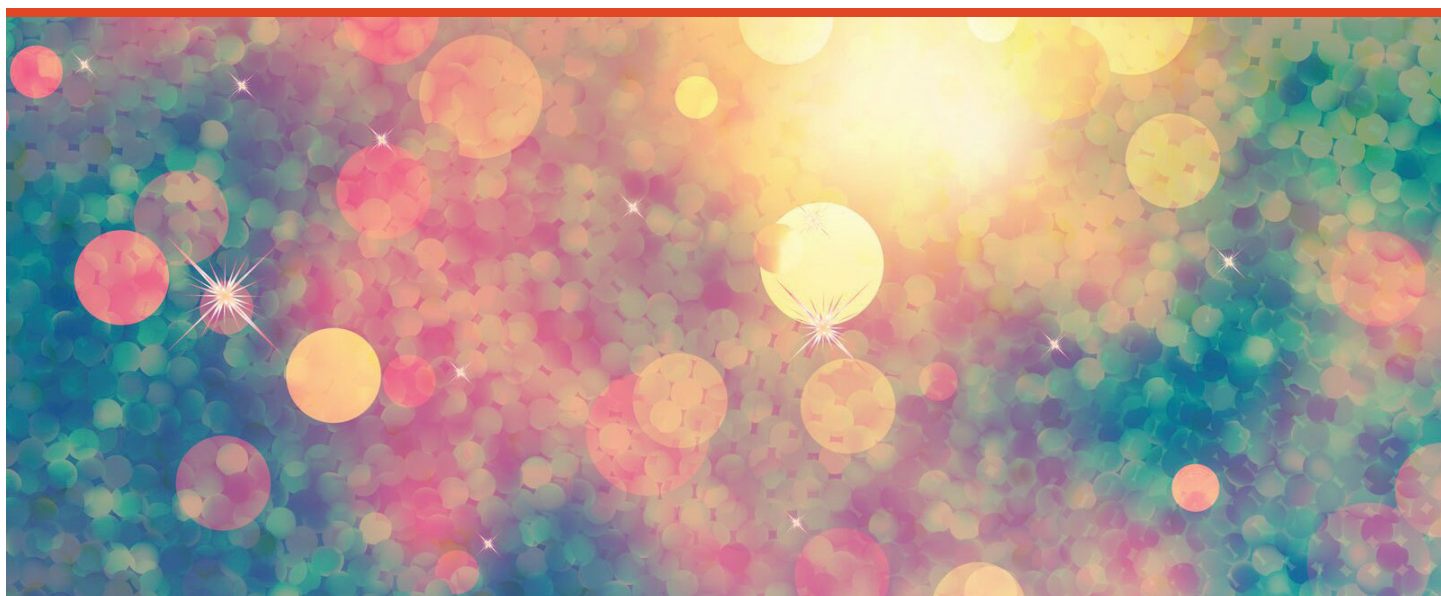
Packages are limited, so be sure to review the information below and contact DSA as soon as possible to secure a premium package for your company.

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### Premium Partnership (\$50,000)

This Opportunity is a true partnership, and is available to one company. In appreciation for your generous contribution, the Premium sponsor will receive the highest level of recognition and will support each and every component of the Annual Meeting. Partnership also includes:

- > Recognition as a premier DSA sponsor for 2016 Meetings and Events including web, print and on-site logo recognition
- > 8 complimentary registrations to Annual Meeting and 3 registrations to be applied to other DSA events in 2016
- > The opportunity for an executive from your company to welcome Awards Gala attendees from the main stage
- > One table (10 seats) at the Tuesday Night Gala







## Partnership Packages (continued)

**New!** Partnership packages include the opportunity to reserve seats at the Awards Gala. Reserve your seats now to be front and center for an evening of recognition, entertainment and fun! Contact Melissa Brunton at [mbrunton@dsa.org](mailto:mbrunton@dsa.org) to make your reservation. (Reservations must be confirmed by April 15, 2016)

### Keynote Speaker - \$40,000

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:

- > Recognition as premium Annual Meeting sponsor including web, print and on-site
- > 8 registrations to Annual Meeting
- > The opportunity for a company executive to introduce the keynote speaker
- > One complimentary registration to another DSA event in 2016

### Grand Opening Reception (\$25,000)

Reserve this special sponsorship to generously support our industry and welcome attendees to the Annual Meeting at the most highly attended event! The opening reception kicks off the program with unmatched networking paired with delicious fair and an open bar. Your company will receive:

- > Recognition as premium Annual Meeting sponsor including web, print and on-site
- > Logo recognition on bars and cocktail napkins at the reception
- > 6 registrations to Annual Meeting

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### General Session Sponsor (3 Opportunity Packages, \$15,000 each)

This package gives your company the opportunity to sponsor one of the General Sessions of DSA's choice. Your company will receive:

- > Recognition as premium Annual Meeting sponsor including web, print and on-site
- > 4 registrations to Annual Meeting
- > Opportunity to provide a gift item to be given to attendees at the doors to the General Session

### Networking Event Sponsor (4 Packages Available, \$12,000 each)

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). In addition to the benefits listed above, your company will also receive:

- > 3 registrations to Annual Meeting
- > Recognition as premium Annual Meeting sponsor including web, print and on-site
- > Opportunity to provide a gift item to be given to attendees at the doors to your sponsored event

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### Refreshment Break/ Product Giveaway Sponsor (2 Packages Available, \$10,000 each)

This package gives your company the opportunity to sponsor a morning or afternoon Refreshment Break 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 to Annual Meeting
- > Ability to provide a gift item at your sponsored break

### Content Labs (4 Packages Available, \$8,000 each)

This package gives your company the opportunity to sponsor a bank of workshops. Get your company brand in front of targeted attendees by selecting the track of your choice (first-come, first-served) Be recognized in the conference program, on event signage, and mentioned at the start of your workshop bank. Your company will also receive one registration for the meeting.





## À la carte Sponsorships

These opportunities are built to maximize your brand at the meeting. 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.) Don't see a sponsorship that you'd like to reserve? Call 202-452-8866 or email Melissa Brunton at [mbrunton@dsa.org](mailto:mbrunton@dsa.org) to design a custom opportunity and discuss options.

**New!** Upgrade your À la carte sponsorship and reserve seats at the Awards Gala! Contact Melissa Brunton at [mbrunton@dsa.org](mailto:mbrunton@dsa.org) to make your reservation. (Reservations must be confirmed by April 15, 2016)

**\$8,000**

**Promotional:** Event Marketing is a pivotal factor in the success of any meeting. By sponsoring this key element, you will reach the inbox of hundreds of direct selling executives, before the event even begins. Sponsorship includes banner ad on four digital marketing messages.

**Wi-Fi Provider:** Help meeting attendees enhance their experience by keeping them connected at all times. Be the sole provider of wireless internet access in the conference space, and have your company's name be the Wi-Fi password that each attendee will use to obtain access.



**Room Keys:** Your company name and logo will be imprinted on all attendees' hotel room keys and you'll be recognized at the event registration.

**Registration Bags:** A guaranteed way to reach each attendee, your logo will be on each bag for all attendees to see, no matter how many bags they receive. Simply provide DSA with your company logo, and we'll take care of the rest!

**New! Mobile Device Chargers:** Be on the minds of every attendee each time they need to recharge during the meeting by sponsoring individual mobile charging devices to be distributed at registration. This sponsorship includes your company logo on each charger, and signage at the registration desk.

**Lanyards:** Have your company name displayed on every meeting attendee with this sponsorship! Each attendee will be offered a lanyard with your company name as well as DSA's event logo to clip to their meeting nametag, providing your company with exposure at every event.

**On-site 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 your company's name will be in the hands of every attendee from start to finish!

**Signage:** Prove your company to be unforgettable! This sponsorship allows your company to have its name and logo on signage throughout the meeting. This includes registration, General Session, workshop and Expo signs.

**Awards Gala Entertainment:** Help DSA create an unforgettable Gala event by sponsoring the evening's entertainment. Be recognized throughout the program as a key supporter of this evening of recognition!

**Digital Advertising:** Monitors throughout the conference will showcase important information to look for including keynote speakers, workshops, conference agenda and what's happening in the expo. Sponsorship includes your company's ad to scroll on the monitors each day at the conference.





## À la carte Sponsorships (continued)

**\$6,000**

**CEO Breakfast:** Sponsor this networking opportunity and have breakfast with direct selling CEOs at this invitation-only event!

**Thatcher Technology Group, LLC** will be acknowledged during the breakfast, have an opportunity to attend and provide a small gift item to each breakfast attendee.

**Final Program:** An indispensable source for all conference information, the Annual Meeting final program offers maximum visibility! Complete with your company name and logo, this sponsorship will bring you guaranteed visibility in front of your colleagues. The Final program will be printed and mailed to registered attendees prior to the meeting.

**New Members' Reception:** Host our new direct selling members at this invitation-only reception and be one of the first to welcome them to the Annual Meeting. One representative from your company is invited to attend.

**HyperWallet**

**Awards Gala Flowers:** Say it with flowers at the Awards Gala by sponsoring the centerpiece at each table. You'll receive acknowledgment in the Awards Banquet program and make a special night even more memorable for everyone.

**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.

**Attendee List:** Have your company name and logo imprinted on the onsite attendee list which is a valuable networking tool for every attendee. Don't miss your chance to sponsor the most requested item at the meeting!

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

**NEW! Learning Lounge:** Be the sole provider of a brand new addition to the DSA Annual Meeting, a lounge in the center of the conference area designed to give attendees the chance to share their experience at the meeting and to connect and recharge during refreshment breaks.

**Expo Floor Stickers:** Attendees will be led right to your booth with graphic floor stickers imprinted with your company name, logo and booth number. They will be placed at the entrance and throughout the exhibit hall.

**For questions,**  
contact Melissa Brunton at  
[mbrunton@dsa.org](mailto:mbrunton@dsa.org) or  
202-452-8866.



# DIRECT SELLING ASSOCIATION COMPANIES IN FOCUS

**Date: March 3-4**  
**Where: Dallas, TX**

Companies under focus:

MARY KAY®



**Once a year, DSA offers the direct selling industry a unique opportunity to get an insider's view of some of direct selling's leading companies.**

This two-day program benefits all levels of direct selling, multilevel and network marketing management, from those controlling warehouse operations to the executive management team.

The agenda features time at company facilities, sessions with company executives who share stories of their business's evolutions and plenty of Q&A to get to the heart of what you want to know about what makes these companies succeed.

This is a great forum for company executives to come together to network and discuss day-to-day operating challenges, while learning from host companies, speakers and panelists.

**Typical topics of discussion:**

Salesforce Development

A Closer Look at Infrastructure

Customer Care & Internet Support

Compensation Plan Overview



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