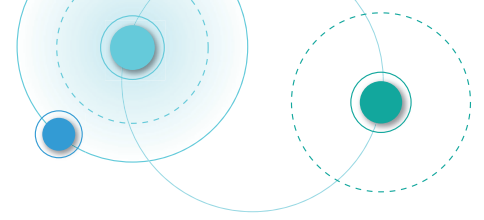
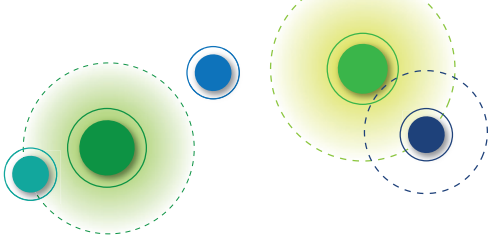


Sponsorship Opportunities



2014
Direct Selling Association
Be Connected Conference



A Be Connected Conference sponsorship includes recognition on the conference website and final program. Speaking opportunities as listed in these descriptions are reserved for companies who are also exhibiting.

Sponsorship Opportunities Available:

Welcome Reception - \$4,500

BeConnected Lounge - \$4,500

Wine & Cheese Reception - \$4,500

Conference Bags - \$4,500

USB Drives - \$3,500

WiFi Provider - \$3,500

General Sessions (3) - \$3,000

Table Sponsor - \$3,000

Conference Website on www.dsa.org - \$2,500

Program - \$2,500

Networking Lunches (1) - \$2,500

Breakfasts (2) - \$2,000

Signage - \$2,000

Conference Badges - \$2,000

Attendee List - \$1,500

Social Media Live Feed - \$1,500

Speaker Gifts - \$1,000

Attendee Door Prize (mult.) - \$1,000

Supplier Advertising (mult.) - \$750

Welcome Reception - \$4,500

Be the first to be recognized by sponsoring the Welcome Reception, the most well attended event of the entire conference. Enjoy networking with attendees while savoring light-bites and refreshments. Your company's recognition will include event signage, cocktail napkins and a special mention during the welcome remarks. Your company may present a two-minute company promo to explain what your company does best. If you'd like to provide a give-away, DSA will distribute it at the event.

New! BeConnected Lounge - \$4,500

This lounge will be the hot spot for busy executives to stay connected on the go! Printers, charging stations and a photo-booth are just a few of the offerings your company will take credit in providing. Be the sole sponsor of this popular area, to stay on everyone's mind as they stay connected. This sponsor will be recognized on signage, in the program and have the opportunity to provide literature and giveaways at the Cyber Café and Charging Station. Don't miss out on this excellent opportunity for exposure!

Wine & Cheese Reception - \$4,500

Sponsor the popular Wine & Cheese reception and you'll provide all attendees with an excellent networking opportunity paired with wine and a delectable selection of cheese! As this reception's sponsor, you'll have the opportunity to speak briefly to attendees about your company (2 minutes). In addition, you'll be recognized on event signage and will have the chance to promote your company by providing a brochure and/or giveaway to each attendee at the reception.

Conference Bags - \$4,500

Be on everyone's mind when you provide the bags for the Be Connected Conference that each attendee will receive at the registration desk. Your logo will appear on the bag and we'll pre-stuff it with your company brochure and/or small giveaway item. All you need to do is send DSA your company logo, and we'll take care of producing the bags! Attendees will thank you for giving them an easy way to carry their materials while at the conference.

USB Drives - \$3,500

Provide attendees with their conference materials on a USB drive every attendee will receive at the registration desk. The sponsoring company will be able to put its logo on one side of the USB drive.

New! WiFi Provider - \$3,500

Really be on the minds of all the attendees by providing them free WiFi during the conference in the meeting space. The access code will feature your company name. You also be recognized on event signage, in the final program and from the main stage when you provide the access information during your two minutes on the main stage.

FULFILLED BY - *Fragmob*

General Sessions - \$3,000 (3 opportunities)

Sponsor one of the speaking groups and your company will not only be recognized from the stage, but you'll have the opportunity to distribute a small brochure and/or giveaway on each seat. You'll also have the opportunity to address the audience for 2 minutes to tell the audience about your company and your expertise. Don't miss this opportunity to sponsor the content of the conference!

Table Sponsor - \$3,000

Have your company name and logo placed on the center of every table at the conference (used for sessions and meal functions). Each table will feature a branded centerpiece that serves as a "billboard" for your company. In addition, you'll have the opportunity to address the audience and tell them about your company.

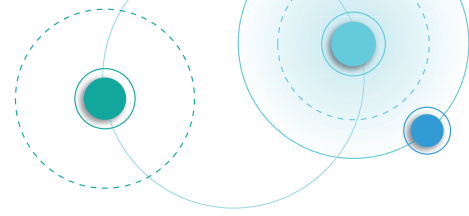
Conference Website on www.dsa.org - \$2,500

Everyone who views the online conference information will see your company logo and website link proudly displayed as a conference sponsor. Don't miss this opportunity to catch the attention of conference attendees as well as anyone else who visits the website!

Program - \$2,500

Put your company's name in the hands of every attendee by sponsoring the conference program that each attendee will receive. Your company will receive a ½ page ad on the back of the program. Don't pass up this key opportunity for visibility throughout the entire conference!

FULFILLED BY - *Exigo Office*



Thursday Lunch - \$2,500

Don't miss this opportunity to provide each attendee with a delicious lunch and valuable networking! Take this opportunity to be recognized on event signage and promote your company by providing a brochure and/or giveaway at each seat.

FULFILLED BY - *hyperWALLET Systems Inc.*

Friday Lunch - \$2,500

Everyone will be hungry after a day-and-a-half of learning, so take this opportunity to prepare them for the home stretch. Your company will be recognized on event signage and you can promote your company by providing a brochure and/or giveaway at each seat.

Thursday Breakfast - \$2,000

Help all attendees kick off the conference and a day full of learning with the most important meal of the day! Select this opportunity and be recognized on the morning of the first full day of programming. This sponsorship includes recognition on signage and the ability to promote your company by providing a brochure and/or giveaway at each seat.

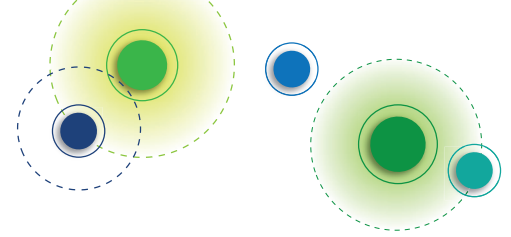
Friday Breakfast - \$2,000

Be the Friday Breakfast Sponsor and offer attendees a delicious start to the last day of the program! Select this opportunity and be recognized on signage Friday morning, in the final program and on the conference webpage. This sponsorship also includes the ability to promote your company by providing a brochure and/or giveaway at each seat.

Signage - \$2,000

Make an impression at every event by sponsoring the conference signage. Your company's logo will appear on signage throughout the meeting, as well as in the conference program.

FULFILLED BY - *Thatcher Technology Group, LLC*



Conference Badges - \$2,000

Have your company name displayed on every meeting attendee with this sponsorship! Each attendee will be given a conference badge that will have your company logo displayed for all attendees to see, providing your company with exposure at every event.

FULFILLED BY - *The Connection* Attendee List - \$1,500

Put your company's advertisement where every attendee will see it on the most requested item at the conference! With this sponsorship your company will receive a ¼ page ad on the front of the meeting attendee list which is distributed both at the meeting and as part of the meeting follow up materials.

New! Social Media Live Feed - \$1,500

Be the provider of plasma screens set to display DSA's Twitter and Instagram updates during the conference. Attendees will enjoy sharing their photos and experiences live on the screens branded with your company's logo and name.

Speaker Gifts - \$1,000

Help us thank our speakers in style by sponsoring gifts for our esteemed presenters. Each speaker will receive a special gift—courtesy of you! Each gift will have a tag thanking you as the speaker gift sponsor and leaving a lasting impression. Your company will also be listed in the conference program and website.

Attendee Door Prize - \$1,000 (Multiple Opportunities Available)

Several lucky attendees will win prizes during the conference. You can be personally responsible for their good fortune when you take this sponsorship. A representative of your company will be invited to the stage and given the opportunity to briefly (approx. 1 minute) introduce your company. You'll then draw the winning ticket and announce the winner from the stage.

Advertisement in Supplier Pull-Out Program - \$750 (Multiple Opportunities Available)

Looking for a sponsorship that markets your company to attendees and fits within your budget? Then, this sponsorship is for you! Be a part of a printed DSA supplier pamphlet that will be placed in each conference program that attendees can remove and use as their onsite supplier guide.

Ready to be involved and support this information-packed conference?

Contact Britta Shillingsburg (bshillingsburg@dsa.org) at 202-452-8866 to reserve your opportunity.

You will receive an invoice for the sponsorship(s) you have chosen.



DIRECT SELLING ASSOCIATION