



**Crowne Plaza at Historic Union Station  
Indianapolis, IN • May 9–11, 2017**

**Deadline to submit materials: April 15, 2017**

**Platinum \$25,000**

- Designation as Platinum Underwriter on DEAM17 conference website
- One (1) standard pedestal\* with electricity, monitor, and signage (laptop not included)
- Four (4) full Demo Hall and conference registrations (events included)
- Acknowledgement as Platinum Underwriter on conference PowerPoint and signage
- One (1) full-page color ad with premium placement in conference program (limited quantity printed)
- Underwriter designation and company logo on front page of conference program
- Underwriter designation and company logo on DEAM17 registration page
- Rotating online ad in the DirectEmployers Community for three (3) months
- One (1) seat at the Board of Directors Dinner – great networking opportunity!
- Introduce Executive Director and kickoff DEAM17 (stage time approximately 5 minutes)
- A 1-hour meeting with Executive Director and Manager of Strategic Partnerships
- Opportunity to host a networking event (must not conflict with DEAM17 events—underwriter to cover expenses), includes promotion by DirectEmployers
- Corporate logo on conference tumbler (along with DEAM17 logo)
- Corporate logo on conference bag (along with DEAM17 logo)
- Corporate logo on conference registration desk
- Exclusive e-mail to Members via DirectEmployers
- Two (2) corporate rotating ads in conference app
- \$5 Swag Buck at pedestal
- Branded item in Swag Buck Store (DE to provide options and purchase)
- First right of refusal for DirectEmployers 2018 Annual Meeting & Conference

**Platinum Max 1**

## Gold \$15,000

- Designation as Gold Underwriter on DEAM17 conference website
- One (1) standard pedestal\* with electricity, monitor, and signage (laptop not included)
- Three (3) full Demo Hall and conference registrations (events included)
- Acknowledgement as Gold Underwriter on conference PowerPoint and signage
- One (1) full-page color ad in conference program (limited quantity printed)
- Underwriter designation and company logo on front page of conference program
- Underwriter designation and company logo on DEAM17 registration page
- Rotating online ad in the DirectEmployers Community for one (1) month
- Opportunity to host a networking event (must not conflict with DEAM17 events—underwriter to cover expenses), includes promotion by DirectEmployers
- Corporate logo on bag (along with DEAM17 logo)
- Corporate logo on conference registration desk
- Exclusive e-mail to Members via DirectEmployers
- One (1) corporate rotating ad in conference app
- \$3 Swag Buck at pedestal
- Branded item in Swag Buck Store (DE to provide options and purchase)
- Introduction of keynote speaker with 60 seconds of stage time
- First right of refusal for DirectEmployers 2018 Annual Meeting & Conference

**Gold Max 2**

## Silver \$10,000

- Designation as Silver Underwriter on DEAM17 conference website
- One (1) standard pedestal\* with electricity, monitor, and signage (laptop not included) in Demo Hall
- Two (2) full Demo Hall and conference registrations (events included)
- Acknowledgement as a Silver Underwriter on conference PowerPoint and signage
- Quarter-page color advertisement in conference program (limited quantity printed)
- Underwriter designation and company logo in the conference program
- \$2 Swag Buck at pedestal
- Branded item in Swag Buck Store (Underwriter to purchase and provide, pending approval from DE)
- One (1) corporate rotating ad in conference app

**Silver Max 3**

## Bronze \$6,000

- Designation as Bronze Underwriter on DEAM17 conference website
- One (1) standard pedestal\* with electricity, monitor, and signage (laptop not included) in Demo Hall
- Two (2) full Demo Hall and conference registrations (events included)
- Acknowledgement as a Bronze Underwriter on conference PowerPoint and signage
- Underwriter designation and company logo in the conference program
- \$1 Swag Buck at pedestal

**Bronze Max 10**

For more information email  
**DEAM@DirectEmployers.org**

# Sponsorships & Add-Ons

## Wednesday Event Sponsor\*\* .....\$10,000

- Designation as Wednesday Event Sponsor on DEAM17 conference website
- Company logo in the conference program
- Welcome guests to event site, includes 5 minutes of stage time at event
- Signage at the event site
- Table drop with organization information at each table
- Rotating online ad in the DirectEmployers Community for one (1) month

Limit 1

## Lunch Sponsor\*\* (featured on 2 occasions, May 9 and 10) .....\$10,000

- Designation as the Lunch Sponsor on DEAM17 conference website
- Company logo in the conference program
- Signage during lunch hours
- Two (2) pull-up banners
- Rotating online ad in the DirectEmployers Community for one (1) month
- One (1) corporate rotating ad in conference app

Limit 1

## Opening Night Reception Sponsor\*\* .....\$7,500

- Designation as the Opening Night Reception Sponsor on DEAM17 conference website
- Company logo in the conference program
- Signage at the reception
- Two (2) pull-up banners
- Rotating online ad in the DirectEmployers Community for one (1) month

Limit 1

## 30-minute Break Sponsor\*\* (featured on 5 occasions) .....\$7,500

- Designation as a Break Sponsor on DEAM17 conference website
- Company logo in the conference program
- Signage during break hours
- One (1) pull-up banner
- Rotating online ad in the DirectEmployers Community for one (1) month

Limit 2

## Breakfast Sponsor\*\* (featured on 2 occasions) .....\$5,000

- Designation as the Breakfast Sponsor on DEAM17 conference website
- Company logo in the conference program
- Signage during breakfast hours
- Two (2) pull-up banners
- Rotating online ad in the DirectEmployers Community for one (1) month

Limit 1

For more information email

[DEAM@DirectEmployers.org](mailto:DEAM@DirectEmployers.org)

**Wi-Fi Sponsor\*\*** .....\$3,500

- Designation as the Wi-Fi Sponsor on DEAM17 conference website, program and materials
- Logo/company name appears wherever Wi-Fi information is posted
- Rotating online ad in the DirectEmployers Community for one (1) month, post-event

**Limit 1**

**Table Drop (your information on the conference tables)** .....\$2,500

- One-time drop of company information (1 printed piece) before a general session

**Add-On ONLY**

## MEMBER CONTRIBUTOR \$500+

- Designation as Member Contributor on DEAM17 conference website
- Two (2) full conference registrations (events included)
- Acknowledgement as a Member Contributor in conference PowerPoint and program
- Verbal recognition at the conference
- Reserved table of choice in the Grand Hall Ballroom for the duration of the conference
- Satisfaction of subsidizing the cost of Member attendance

**Members ONLY**

*\* Pedestal location chosen in order of underwriter level (Platinum to Bronze) and then in order of signed contract.*

*\*\* All sponsorships come with one full registration unless otherwise noted.*

*Please Note: This underwriter document is subject to change.*



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