



## **DirectEmployers 2018 Annual Meeting & Conference**

**APRIL 24-26, 2018 • FAIRMONT OLYMPIC HOTEL, SEATTLE**

### **PLATINUM • \$25,000**

- Designation as Platinum Underwriter on 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 DEAM registration page
- Online ad in the DirectEmployers Community for three (3) months
- One (1) webinar with our Members (60 minutes or less, must be more than sales pitch)
- Two (2) seats at the Board of Directors Dinner—great networking opportunity!
- Introduce Executive Director and help kickoff DEAM18 (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 DEAM events—underwriter to cover expenses), includes promotion by DirectEmployers
- Corporate logo on conference tumbler (along with DEAM18 logo)
- Corporate logo on conference bag/tote (along with DEAM18 logo and Gold Underwriters)
- Corporate logo on conference registration desk
- Exclusive e-mail to Members via DirectEmployers
- Two (2) corporate rotating ads in conference app
- Branded item in Swag Buck Store (DE to provide options and purchase)
- \$5 Swag Buck at pedestal
- First right of refusal for DirectEmployers 2019 Annual Meeting & Conference

## **GOLD • \$15,000**

- Designation as Gold Underwriter on 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
- Underwriter designation and company logo on front page of conference program
- Underwriter designation and company logo on DEAM registration page
- Online ad in the DirectEmployers Community for one (1) month
- One (1) webinar with our Members (60 minutes or less, must be more than sales pitch)
- Opportunity to host a networking event (must not conflict with DEAM events—underwriter to cover expenses), includes promotion by DirectEmployers
- Corporate logo on bag/tote (along with DEAM18 logo and Gold/Platinum Underwriters)
- Corporate logo on conference registration desk
- Exclusive e-mail to Members via DirectEmployers
- One (1) corporate rotating ad in conference app
- Branded item in Swag Buck Store (DE to provide options and purchase)
- Introduction of keynote speaker with 60 seconds of stage time
- \$3 Swag Buck at pedestal
- First right of refusal for DirectEmployers 2019 Annual Meeting & Conference

**GOLD MAX 2**

## **SILVER • \$10,000**

- Designation as Silver Underwriter on DEAM18 conference website
- One (1) standard pedestal\* with electricity, monitor, and signage (laptop not included) in Demo Hall
- Three (3) full Demo Hall and conference registrations (events included)
- Acknowledgement as a Silver Underwriter on conference PowerPoint and signage
- Underwriter designation and company logo in the conference program
- Branded item in Swag Buck Store (Underwriter to purchase and provide, pending approval from DE)
- One (1) corporate rotating ad in conference app
- One (1) webinar with our Members (60 minutes or less, must be more than sales pitch)
- \$2 Swag Buck at pedestal

**SILVER MAX 3**

## **BRONZE • \$6,000**

- Designation as Bronze Underwriter on DEAM18 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**

# SPONSORSHIPS & ADD-ONS

## Lunch Sponsor (featured on 2 occasions, April 24 and 25) ..... \$8,000

- Designation as the Lunch Sponsor on conference website
- One (1) full Demo Hall and conference registration (events included)
- 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 ..... \$5,000

- Designation as the Opening Night Reception Sponsor on conference website
- One (1) full Demo Hall and conference registration (events included)
- Branded item in Swag Buck Store (Sponsor to purchase and provide, pending approval from DE)
- 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) ..... \$5,000

- Designation as a Break Sponsor on conference website
- One (1) full Demo Hall and conference registration (events included)
- 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 1

## Breakfast Sponsor (featured on 3 occasions, April 24-26) ..... \$5,000

- Designation as the Breakfast Sponsor on conference website
- One (1) full Demo Hall and conference registration (events included)
- 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

LIMIT 1

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

- Designation as the Wi-Fi Sponsor on 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

**ADD-ON ONLY,  
LIMIT 1**

**Table Drop** ..... \$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 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 general session room for the duration of the conference
- Satisfaction of subsidizing the cost of Member attendance

**MEMBERS ONLY**

**Deadline to submit materials: March 31, 2018**

*\*Pedestal location chosen in order of underwriter level (Platinum to Bronze) and then in order of signed contract.  
**Please Note:** This underwriter document is subject to change.*

**QUESTIONS?**

Email us at [DEAM@DirectEmployers.org](mailto:DEAM@DirectEmployers.org)

