

# DEAM14 Underwriters

## DirectEmployers 2014 Annual Meeting & Conference (DEAM14)

DirectEmployers is a nonprofit consortium of leading global employers and a strategic recruiting community where ideas, resources and practices are shared and technology is used in a manner which acknowledges, values and respects diversity and reflects a rich array of cultures. The Annual Meeting & Conference is a gathering of all Members to discuss the state of the Association, network, share and learn. The following options will give Members, Partners and other organizations the opportunity to gain exposure with our Members:

### SAVE THE DATE

March 25-27, 2014

Washington, D.C.

<http://DEAM14.DirectEmployers.org>

*(for conference details, times and agenda)*

# #DEAM14

### Platinum Underwriter: \$35,000 (One available)

*Designated as the Platinum Underwriter of DEAM14 - this designation and your logo will be on the conference website*

*Two (2) standard pedestals\* with electricity, monitor, and signage (laptop not included) and your gobo in the Demo Hall*

*Four (4) full demo hall and conference registrations (events included)*

*Acknowledgement as a Platinum Underwriter on conference PowerPoint and signage*

*Two (2) seats at the DEAM14 Board of Directors Dinner*

*Full-spread (2 full pages) color advertisement in conference program book*

*Underwriter designation and company logo on the front page of the conference program book*

*Underwriter designation and company logo on registration page on DEAM14 site*

*One (1) 60-second commercial about your organization to be aired in General Session (written and produced by DirectEmployers)*

*Corporate logo on conference water bottles (along with DEAM14 logo)*

*Option to put custom full-page color flyer in post-event mailing with annual photo directory (your cost to print)*

*Option to put company giveaway in the conference bag*

*First right of refusal for DirectEmployers 2015 Annual Meeting & Conference*

## \$35K

### Gold + Reception Underwriter: \$30,000 (Two available)

*Designated and acknowledged as the underwriter for either the Welcome or Networking Reception*

*Fifty (50) extra drink tickets to be distributed at your discretion*

*Plus the Gold Underwriter package*

## \$30K

### Gold Underwriter: \$25,000 (Two available)

*Designated as the Gold Underwriter of DEAM14 - this designation and your logo will be on the conference website*

*One (1) standard pedestal\* with electricity, monitor, and signage (laptop not included) in the Demo Hall*

*Three (3) full demo hall and conference registrations (events included)*

*Acknowledgement as a Gold Underwriter on conference PowerPoint and signage*

*Full-page color advertisement in conference program book*

*Underwriter designation and company logo in the conference program book*

*Corporate logo on one of these items: guest t-shirts, bags, pens or notepad*

*Option to put custom full-page color flyer in post-event mailing with annual photo directory (your cost to print)*

*Option to put company giveaway in the conference bag*

## \$25K

### Silver + Keynote Underwriter: \$25,000 (Two available)

*Designated and acknowledged as the underwriter for one of the keynote speakers*

*Introduction for keynote speaker (up to 5 minutes)*

*Plus the Silver Underwriter package*

## \$25K

**Silver Underwriter: \$15,000 (Four available)**

Designated as a Silver Underwriter of DEAM14 - this designation and your logo will be on the conference website  
 One (1) standard pedestal\* with electricity, monitor, and signage (laptop not included) in the Demo Hall  
 Two (2) full demo hall and conference registrations (events included)  
 Acknowledgement as a Silver Underwriter on conference PowerPoint and signage  
 Half-page color advertisement in conference program book  
 Option to put custom full-page color flyer in post-event mailing with annual photo directory (your cost to print)  
 Option to put company giveaway in the conference bag

\$15K

**Bronze + Wi-Fi Underwriter: \$15,000 (One available)**

Designated as Wi-Fi Underwriter of DEAM14 - this designation and your logo will be on the Wi-Fi materials  
 Acknowledgement as Wi-Fi Underwriter on conference PowerPoint and signage  
 Plus the Bronze Underwriter package

\$15K

**Bronze Underwriter: \$10,000 (Five available)**

Designated as a Bronze Underwriter of DEAM14 - this designation and your logo will be on the conference website  
 One (1) standard pedestal\* with electricity, monitor, and signage (laptop not included) in the Demo Hall  
 Two (2) full demo hall and conference registrations (events included)  
 Acknowledgement as a Bronze Underwriter on conference PowerPoint  
 Quarter-page color advertisement in conference program book  
 Option to put company giveaway in the conference bag

\$10K

\* Underwriters can ship materials that will fit in or on top of the pedestal. Pedestals are chosen in order of Underwriter level followed by commitment date.

**Member Contributors: \$5,000+ (Unlimited, Members only)**

Designated as Member Contributor - this designation and your logo will be on the conference website  
 Acknowledgement as a Member Contributor on conference PowerPoint and program  
 Complimentary booth at the Veterans Connect Career Fair  
 Verbal recognition at the conference  
 Satisfaction of subsidizing the cost of Member attendance

\$5K+

**BENEFITS OF UNDERWRITING**

- Show your support as a Member or Partner of DirectEmployers Association
- Network with potential customers
- Build awareness of your products and services with Members
- Get in front of our Members often with visual reminders of your sponsorship
- Share the wealth... use those giveaways taking up space in your storage closet!

**How to Become an Underwriter**

Members and Partners must complete a form for consideration. It is available at <https://www.surveymonkey.com/s/DEAM14underwriter>. Please note that the DEAM14 Underwriter Committee will review all submissions and reserves the right to accept/deny requests.

If you have any questions, please contact Lis Dennis at [lis@directemployers.org](mailto:lis@directemployers.org) or (317) 874-9041 / toll free (866) 268-6206.



The Lincoln Memorial, Arlington Memorial Bridge & Washington Monument reflected in the Potomac River at dusk



National World War II Memorial  
 Courtesy of Destination DC