

# DirectEmployers 2015 Annual Meeting & Conference

Indianapolis, IN • May 13 – 15, 2015  
Sheraton Indianapolis City Centre Hotel

## DEAM15 UNDERWRITER OPPORTUNITIES

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.

### 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!

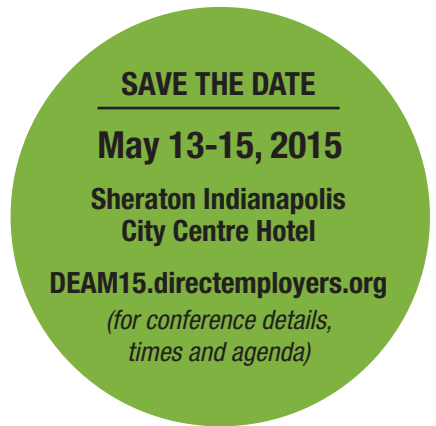
### Opportunities

The following options will give Members, Partners and other organizations the opportunity to gain exposure with our Members:

#### PLATINUM UNDERWRITER

- |  |   |
|--|---|
| <input type="checkbox"/> Designated as the Platinum Underwriter of DEAM15—this designation and your logo will be on the conference website       | <input type="checkbox"/> Underwriter designation and company logo on registration page on DEAM15 site                                   |
| <input type="checkbox"/> Two (2) standard pedestals* with electricity, monitor, and signage (laptop not included) and your gobo in the Demo Hall | <input type="checkbox"/> Opportunity to host a networking event (must not conflict with DEAM15 events—underwriter to cover expenses)    |
| <input type="checkbox"/> Four (4) full demo hall and conference registrations (events included)  | <input type="checkbox"/> Corporate logo on conference water bottles (along with DEAM15 logo)  |
| <input type="checkbox"/> Acknowledgement as a Platinum Underwriter on conference PowerPoint and signage  | <input type="checkbox"/> Custom full-page color ad in post-event mailing with annual photo directory                                    |
| <input type="checkbox"/> Two (2) full-page color ads in conference program book  | <input type="checkbox"/> Option to put company giveaway in the conference bag   |
| <input type="checkbox"/> Underwriter designation and company logo on the front page of the conference program book                               | <input type="checkbox"/> First right of refusal for DirectEmployers 2016 Annual Meeting & Conference Registration & Travel Arrangements |

\$25,000 ..... (One available)



## GOLD UNDERWRITER

- Designated as the Gold Underwriter of DEAM15—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 bags, pens or notepad
- Custom full-page color ad in post-event mailing with annual photo directory
- Option to put company giveaway in the conference bag

**\$18,000** ..... **(Two available)**

## SILVER UNDERWRITER

- Designated as a Silver Underwriter of DEAM15—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
- Custom half-page color ad in post-event mailing with annual photo directory
- Option to put company giveaway in the conference bag

**\$10,000** ..... **(Four available)**

## BRONZE UNDERWRITER

- Designated as a Bronze Underwriter of DEAM15—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

**\$7,500** ..... **(Five available)**

## MEMBER CONTRIBUTOR

- 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
- Verbal recognition at the conference
- Satisfaction of subsidizing the cost of Member attendance

**\$5,000+** ..... **(Unlimited, Members only)**

## How to Become an Underwriter

Members and Partners must complete a form for consideration. It is available at <http://deam15-underwriters.eventbrite.com>. Please note that the DEAM15 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.

**\* 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.**