

15 YEARS *in the* **MAKING**

CELEBRATING HISTORY

**Crowne Plaza at Historic Union Station
Indianapolis, IN • May 18 – 20, 2016**

DEAM16 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
- Get in front of our Members often with visual reminders of your support

How to Become an Underwriter

Members and Partners must complete a form for consideration. It is available at <http://DEAM16-underwriters.eventbrite.com>. Please note that the DEAM16 Underwriter Committee will review all submissions and reserves the right to accept/deny requests.

If you have any questions, please contact:

Lis Dennis

lis@directemployers.org

(317) 874-9041 / toll free (866) 268-6206



Opportunities

The following options will give organizations the opportunity to gain exposure with our Members:

GOLD UNDERWRITER

\$18,000 (Max: 1)

- Designated as the Gold Underwriter of DEAM16—this designation and your logo on the conference website
- Two (2) standard pedestals* with electricity, monitor, and signage (laptop not included) and your gobo in Demo Hall
- Four (4) full Demo Hall and conference registrations (events included)
- Acknowledgement as a Gold Underwriter on conference PowerPoint and signage
- Two (2) full-page color ads in conference program
- Underwriter designation and company logo on front page of conference program
- Underwriter designation and company logo on DEAM16 registration page
- Opportunity to host a networking event (must not conflict with DEAM16 events—underwriter to cover expenses), includes promotion by DirectEmployers
- Corporate logo on conference water bottles or tumbler (along with DEAM16 logo)
- Corporate logo on conference registration desk
- Exclusive e-mail to Members via DirectEmployers
- First right of refusal for DirectEmployers 2017 Annual Meeting & Conference

SILVER UNDERWRITER

\$12,000 (Max: 3)

- Designated as the Silver Underwriter of DEAM16—this designation and your logo on the 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
- Full-page color advertisement in conference program
- Underwriter designation and company logo in the conference program
- Corporate logo on one of these items: pens, notepad or DEAM16 WiFi

BRONZE UNDERWRITER

\$6,000

- Designated as a Bronze Underwriter of DEAM16—this designation and your logo on the 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
- Quarter-page color advertisement in conference program

MEMBER CONTRIBUTOR

\$500+ (Members only)

- Designated as Member Contributor— this designation and your logo on the conference website
- Acknowledgement as a Member Contributor in conference PowerPoint and program
- Verbal recognition at the conference
- Satisfaction of subsidizing the cost of Member attendance

*** 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.**