



DEAMcon22

by DirectEmployers

APRIL 20-22, 2022
SAN DIEGO, CA
DEAMcon.org

BACK IN-PERSON FOR 2022!

Build brand awareness and demonstrate your products and services face-to-face with top HR professionals

Gain access to prominent thought leaders in the fields of recruitment, D&I, and OFCCP compliance. From a top-notch agenda to powerhouse subject matter experts, DirectEmployers Annual Meeting & Conference 2022 (DEAMcon22) is designed for networking and getting to know Members and prospects in a relaxed setting providing you the perfect opportunity to enhance your company's industry presence. For more information email: DEAM@DirectEmployers.org

By becoming an underwriter you will:

- Showcase your corporate logo among leaders in recruitment and OFCCP compliance
- Receive recognition through sponsorship acknowledgment throughout the event
- Demonstrate your organization's commitment and leadership in the fields of HR recruitment, D&I, and OFCCP compliance

“The DirectEmployers staff was extremely accommodating and we were able to have really high quality conversations with decision makers.”

SocialTalent



DEAMcon22 Underwriter Opportunities

Please check the website for current availability at: <https://deamcon.org/underwriter-opportunities>

UNDERWRITER LEVELS

	Bronze No Limit	Silver Limit 5	Gold Limit 4	Platinum Limit 1
	\$6,500	\$7,500	\$10,000	\$15,000
Full conference registrations	2	2	3	3
Logo on DEAMcon site and app	✓	✓	✓	✓
Logo in conference program	✓	✓	✓	✓
Logo on conference signage	✓	✓	✓	✓
Logo on "Thank You Underwriters" PowerPoint slide	✓	✓	✓	✓
Acknowledgement as an underwriter in conference email	✓	✓	✓	✓
Acknowledgement as an underwriter on DE Social Media accounts	✓	✓	✓	✓
Branded booth in the Demo Hall	✓	✓	✓	✓
Swag Bucks (amount dependent on sponsorship level)	✓	✓	✓	✓
One (1) webinar with our Members (60 minutes or less)		✓	✓	✓
Sponsored post in event app		✓	✓	✓
60-second introduction of a featured speaker / sponsor of that session			✓	✓
One-time push notification in event app (145 characters max)			✓	✓
Recognition on registration page			✓	✓
Logo on front page of conference program			✓	✓
Branded item in Swag Store (DE to provide options and purchase)			✓	✓
Guest spot on DE Talk Podcast (mini-episode, 15-20 min max, no selling)			✓	✓

(Platinum benefits continue on next page)



Platinum
Limit 1

One (1) full-page color ad with premium placement in conference program	✓
Branded item at Conference Desk (DE to provide options and purchase)	✓
Introduce Executive Director and help kickoff DEAM (stage time approximately 5 minutes)	✓
Opportunity to host a networking event (must not conflict with DEAM events – underwriter to cover expenses), includes promotion by DE	✓
Logo on registration “thank you” message	✓
Logo on closing slide of all presentations	✓
A virtual 1-hour meeting with DE Executives	✓
First right of refusal for DEAMcon23	✓

Note: DirectEmployers will provide an attendee list to underwriters, which will include only title and company. Names and contact information are protected and unavailable for distribution.

SPONSORSHIP ADD-ONS

Evening Event	Espresso Cart	Bottled Water	Wi-Fi
Giveaway, signature drink, onsite signage, and event email	Signature espresso drink, custom cup/sleeves, and cart signage	Bottled water dual-branded with logo, alongside DEAMcon	Custom Wi-Fi password with designation on materials/signage
Additional cost: \$5,000	Additional cost: \$3,500	Additional cost: \$3,000	Additional cost: \$2,500

Promo Table Drop • limit one (1) per underwriter

One item will be placed on the table at each seat during a general session. Show off your best printed piece or most creative giveaway!

Additional cost: \$1,000

Updated June 1, 2021

