



DEAMcon23

by DirectEmployers

APRIL 12-14 • CHICAGO, IL
DEAMcon.org



IN-PERSON FOR 2023!

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 2023 Annual Meeting & Conference (DEAMcon23) 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 DE Marketing team really delivered a great experience. Great set up and obvious effort to drive attendees through the exhibition hall throughout the conference.”

Mark Anderson, Adzuna

DEAMcon23 Underwriter Opportunites

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 and on stage	✓	✓	✓	✓
Underwriter profile in conference app	✓	✓	✓	✓
One (1) dedicated post on DirectEmployers' social media accounts	✓	✓	✓	✓
Branded pedestal in the Demo Hall	✓	✓	✓	✓
Swag Bucks (Value: Bronze \$1, Silver \$2, Gold \$3, Platinum \$5)	✓	✓	✓	✓
One (1) webinar with our Members (60 minutes or less) in 2023		✓	✓	✓
One-time push notification in event app		✓	✓	✓
One (1) additional dedicated post on DirectEmployers' social media accounts		✓	✓	✓
60-second introduction of keynote/featured speaker			✓	✓
One (1) banner ad in conference app			✓	✓
Recognition on DEAMcon 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) in 2023			✓	✓

(Platinum benefits continue on next page)



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 DEAMcon (stage time 5 minutes)	✓
Opportunity to host a networking event (must not conflict with DEAM events—underwriter to cover expenses), includes promotion by DirectEmployers	✓
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 DEAMcon24	✓

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.

UNDERWRITER ADD-ONS

Evening Event

Signage, sponsored drink, recognition in email and on conference site

Additional cost:
\$8,500

Espresso Cart

Signature espresso drink, custom cup / sleeve and cart signage

Additional cost:
\$3,500

Notepad

Conference notepad with your logo, alongside the DEAMcon logo

Additional cost:
\$3,000

Wi-Fi

Custom network name or password with designation on materials/ signage

Additional cost:
\$2,500

Bottled Water

Bottled water with full color label displaying your logo, alongside the DEAMcon logo

Additional cost:
\$2,500

Promo Table Drop

One item placed on the table at each seat during a general session.
Limit one (1) per underwriter.

Additional cost:
\$1,000

Updated May 17, 2022

