

# UNDERWRITER OPPORTUNITIES



## DEAMcon25 by DirectEmployers

MAY 21-23 • SCOTTSDALE, AZ  
[DEAMcon.org](https://DEAMcon.org)



### NEW LEADS FOR 2025!

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

DirectEmployers 2025 Annual Meeting & Conference (DEAMcon25) is moving west! Generate leads from a new part of the country by meeting with prominent thought leaders in the fields of recruitment, DEI, and OFCCP compliance. From a top-notch agenda to powerhouse subject matter experts, this conference 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](mailto: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, DEI, and OFCCP compliance

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

## UNDERWRITER LEVELS

	<b>Bronze</b> No Limit	<b>Silver</b> Limit 4	<b>Gold</b> Limit 4	<b>Platinum</b> Limit 1
	<b>\$6,500</b>	<b>\$7,500</b>	<b>\$10,000</b>	<b>\$15,000</b>
Full conference registrations (quantity)	2	2	3	3
Swag Bucks (value)	\$1	\$2	\$3	\$5
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 & on stage	✓	✓	✓	✓
Underwriter profile in conference app	✓	✓	✓	✓
One (1) dedicated post on DirectEmployers' social media accounts	✓	✓	✓	✓
Branded pedestal in the Demo Hall	✓	✓	✓	✓
One (1) webinar with our Members (60 minutes or less) in 2025		✓	✓	✓
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 & purchase)			✓	✓
Guest spot on DE Talk Podcast (mini-episode, 15-20 min max, no selling) in 2025			✓	✓
Exclusive email to be sent to DEAMcon25 Member Registrants; content must be provided by 03/31/25				✓
One (1) full-page color ad with premium placement in printed program				✓
Branded item at Conference Desk (DE to provide options & purchase)				✓
Introduce Executive Director & help kickoff DEAMcon (stage time 5 min)				✓
Opportunity to host a networking event (must not conflict with DEAM events—underwriter to cover expenses), includes promotion				✓
Logo on registration "thank you" message				✓
Logo on closing slide of all presentations				✓
One (1) reserved table in the DEAMcon general session				✓
First right of refusal for DEAMcon26				✓

## UNDERWRITER ADD-ONS

### Evening Event

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

**Additional cost:**

**\$8,500**

### Espresso Cart

Signature espresso drink, custom cup / sleeve and cart signage

**Additional cost:**

**\$3,000**

### Reusable Bottle

Reusable bottle with your logo, alongside the DEAMcon logo, available in the Swag Store

**Additional cost:**

**\$2,000**

### Notepad

Conference notepad with your logo, alongside the DEAMcon logo, for all attendees

**Additional cost:**

**\$1,500**

### 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**

### Reserved Table

Table (sign with logo) reserved for your guests in the general session room throughout the conference

**Additional cost:**

**\$500**

## NOTES

*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.*

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

*Updated April 8, 2024*