UNDERWRITER OPPORTUNITIES





APRIL 15-17 • INDIANAPOLIS, IN

DEAMcon.org



NEW LEADS FOR 2026!

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

DirectEmployers 2026 Annual Meeting & Conference (DEAMcon26) is headed to Indianapolis! Generate leads from a new part of the country by meeting with prominent thought leaders in the fields of recruitment and 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

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 and compliance

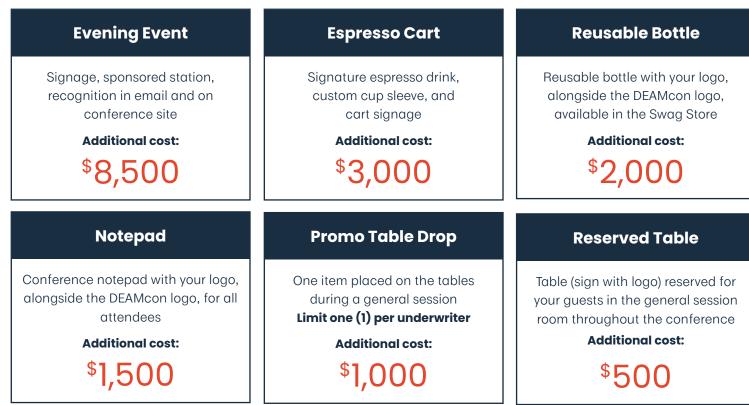
EARLY SIGNING PROMO

If you sign a DEAMcon26 underwriter contract by July 31st, you will receive the following incentives:

- complimentary promo table drop of one item (giveaway or printed piece) during a session
- self-promotional video, created by your team, in a "featured underwriter" portion of a DEAMcon26 email

| UNDERWRITER LEVELS | Bronze No Limit | Silver Limit 4 | Gold Limit 4 | Platinum Limit 1 |
|---|---------------------------|--------------------------|------------------------|----------------------------|
| | \$6,500 | \$7,500 | \$10,000 | \$15,000 |
| Full conference registrations (quantity) | 2 | 2 | 3 | 4 |
| Swag Bucks (value) | \$1 | \$2 | \$3 | \$5 |
| Logo on DEAMcon site and app | 1 | 1 | 1 | ✓ |
| Logo in conference program | 1 | 1 | 1 | 1 |
| Logo on conference signage | 1 | 1 | 1 | 1 |
| Logo on "Thank You Underwriters" PowerPoint slide | 1 | 1 | 1 | 1 |
| Acknowledgement as an underwriter in conference email & on stage | 1 | 1 | 1 | 1 |
| Underwriter profile in conference app | 1 | 1 | 1 | 1 |
| One (1) dedicated post on DirectEmployers' social media accounts | 1 | 1 | 1 | 1 |
| Branded pedestal in the Demo Hall | 1 | 1 | 1 | ✓ |
| One (1) webinar with our Members (60 minutes or less) in 2026 | | 1 | 1 | 1 |
| One-time push notification in event app | | 1 | 1 | ✓ |
| One (1) additional dedicated post on DirectEmployers' social media accounts | | 1 | 1 | 1 |
| 60-second introduction of keynote/featured speaker | | | 1 | 1 |
| One (1) banner ad in conference app | | | 1 | 1 |
| Recognition on DEAMcon registration page | | | 1 | 1 |
| Logo on front page of conference program | | | 1 | 1 |
| Branded item in Swag Store (DE to provide options & purchase) | | | 1 | ✓ |
| Guest spot on DE Talk Podcast (mini-episode, 15-20 min max, no selling) in 2026 | | | 1 | 1 |
| Exclusive email to be sent to DEAMcon26 Member Registrants; content must be provided by 3/1/26 | | | | 1 |
| One (1) half-page color ad with premium placement in printed program | | | | 1 |
| One (1) ad and one (1) paragraph in the DE News email, to be sent one month pre- or post-conference | | | | 1 |
| Branded item at Conference Desk (DE to provide options & purchase) | | | | 1 |
| Introduce Executive Director & help kickoff DEAMcon (stage time 5 min) | | | | 1 |
| 30-second video about your organization to be played in General Sessior | ן ר | | | 1 |
| Opportunity to host a networking event (must not conflict with DEAM events—underwriter to cover expenses), includes promotion | | | | 1 |
| Logo on registration "thank you" message | | | | 1 |
| Logo on closing slide of all presentations | | | | 1 |
| One (1) reserved table in the DEAMcon general session | | | | 1 |
| First right of refusal for DEAMcon27 | | | | 1 |

UNDERWRITER ADD-ONS



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: <u>https://deamcon.org/underwriter-opportunities</u>

Updated June 10, 2025