

# UNDERWRITER OPPORTUNITIES



## DEAMcon27 by DirectEmployers

APRIL 21-23 • NEWPORT, RI  
[DEAMcon.org](http://DEAMcon.org)



### NEW LEADS FOR 2027!

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

DirectEmployers 2027 Annual Meeting & Conference (DEAMcon27) is headed to Newport, Rhode Island! 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](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 and compliance

“The planning, organization, and execution of the conference were excellent. The DE team “sweats the details” and is clearly very experienced and very good at this.”



UNDERWRITER LEVELS	Bronze	Silver	Gold	Platinum
	No Limit	Limit 4	Limit 4	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	✓	✓	✓	✓
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	✓	✓	✓	✓
Guest spot on DE Talk Podcast (mini-episode, 15-20 min max, no selling) in 2026, includes promotion		✓	✓	✓
One-time push notification in event app		✓	✓	✓
One (1) additional dedicated post on DirectEmployers' social media accounts		✓	✓	✓
60-second introduction of keynote/featured speaker			✓	✓
Logo on DEAMcon registration page			✓	✓
Logo on front page of conference program			✓	✓
One (1) quarter-page color ad in printed program (3.75"w x 4.5"h, no bleed)			✓	✓
Branded item in Swag Store (DE to provide options & purchase)			✓	✓
One (1) webinar with our Members (60 minutes or less) in 2026			✓	✓
Exclusive email to be sent to DEAMcon27 Member Registrants; content must be provided by 03/01/27				✓
One (1) banner ad in conference app				✓
One (1) ad and one (1) paragraph in the DE News email, to be sent one month pre- or post-conference				✓
One (1) half-page color ad in printed program, in lieu of ¼ page ad (7.5"w x 5"h, no bleed)				✓
Branded item at Conference Desk (DE to provide options & purchase)				✓
Introduce Executive Director & help kick off DEAMcon (stage time 5 min)				✓
Logo on registration "thank you" message				✓
One (1) reserved table in the DEAMcon general session				✓
Opportunity to host a networking event (must not conflict with DEAM events—underwriter to cover expenses), includes promotion				✓
First right of refusal for DEAMcon28				✓

## UNDERWRITER ADD-ONS

<b>Evening Event</b> Signage, sponsored station, recognition in email and on conference site	<b>Additional cost:</b> <b>\$5,000</b>
<b>Espresso Cart</b> Signature espresso drink, custom cup sleeve, and cart signage	<b>Additional cost:</b> <b>\$3,000</b>
<b>Headshot Booth</b> Logo on headshot booth signage and logo and short paragraph about your organization in an email that attendees will receive post-conference.	<b>Additional cost:</b> <b>\$1,500</b>
<b>Hydration Station &amp; Reusable Bottle</b> Reusable bottle with your logo, alongside the DEAMcon logo, available in the Swag Store. Signage at beverage station with your logo. Custom name for fruit-infused water.	<b>Additional cost:</b> <b>\$1,500</b>
<b>Notepad</b> Conference notepad with your logo, alongside the DEAMcon logo, for all attendees	<b>Additional cost:</b> <b>\$1,000</b>
<b>Custom Pedestal Artwork</b> Underwriters can provide their own artwork for their pedestal in the Demo Hall.	<b>Additional cost:</b> <b>\$500</b>
<b>Promo Table Drop</b> One item placed on the table at each seat during a session. Limit one (1) per underwriter	<b>Additional cost:</b> <b>\$500</b>
<b>Reserved Table</b> Table (sign with logo) reserved for your guests in the general session room throughout the conference	<b>Additional cost:</b> <b>\$500</b>

## 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 6, 2026*