



# DEAMcon27

by DirectEmployers



## Get Face Time with Talent Acquisition Decision-Makers at DEAMcon

**Structured Networking + Incentivized Attendee Engagement = Qualified Demo Conversations, Not Cold Booth Traffic**

DirectEmployers Annual Meeting & Conference (DEAMcon) is built around the principle that meaningful conversations drive business. From the moment you walk into the conference on day one, the environment is built for education, connection, and conversation. Dubbed by attendees as, "Not Your Average HR Conference," DEAMcon is the conference where compliance and talent acquisition leaders gather to advance recruitment practices, gain fresh perspectives on regulatory changes, and position themselves ahead of the curve by learning from their peers and industry experts!



### Key Conference Information

- Location: Newport, RI
- Date: April 21–23, 2027
- Demographics: About 250–300+ HR professionals attend each year from 1,100+ DirectEmployers Member companies
- Demo Hall is located next to the meeting space and designated as the central location for conference food and beverages

### Why the DEAMcon Demo Hall?

- Guaranteed, warm traffic via Passport & Swag Bucks system, not passive browsing
- Structured time with decision-makers already primed to engage
- Quality over quantity—your team engages with prospects intentionally seeking new services
- Brand alignment—support a mission-driven nonprofit geared toward compliance and talent acquisition team's education and career growth
- Managed vendor presence to preserve high touch environment for underwriters

# Unmatched Networking Advantage

## Structured Networking Blocks

Demo Hall hours are integrated into the agenda with dedicated blocks of time for networking, product demonstrations and more, so you're guaranteed face-to-face time with high-value prospects.

## Incentivized Traffic to Your Pedestal

Attendees are given an Underwriter Passport at check-in, where they are incentivized to visit each pedestal in the Demo Hall to earn Swag Bucks (redeemable in the Swag Store!), as well as daily prizes throughout the event. This gamified approach ensures motivated, engaged attendees come to you, turning booth visits into earned, warm leads.

## Demo-Ready Engagement

Each underwriter is provided a pedestal complete with your branding and a TV monitor, where you can demonstrate your value proposition directly at your pedestal, or have a looping video that engages attendees who intentionally seek you out—all built into the experience.

## Balanced Vendor Ratio + Intentional Flow

DEAMcon maintains a carefully managed vendor-to-attendee balance so underwriters never get drowned out. Think of our Demo Hall as an exclusive environment where participants are fully vetted, and opportunities to connect match your target audience. In addition, the Demo Hall is not an afterthought, it's a central, interactive space with engagement incentives right at the heart of the conference.

## Who You'll Reach

Many attendees are the decision makers for vendor purchases, compliance technology, recruitment platforms, and consulting services. The presence of SVPs, VPs, and directors means you're engaging real budget holders.

## Senior Titles & Decision Makers

- 62% of employer attendees hold management level or higher (SVP HR, VP Compliance, Director TA, HR Director, HR Compliance Manager)
- Attendees include individuals in leadership focused on OFCCP compliance, talent acquisition, and culture and belonging programs

## Company Types & Reach

- Employers in attendance represent the 1,100+ Member organizations and prospective Members
- Additional attendees include state workforce agencies, colleges/universities, government agencies, partners serving veterans and individuals with disabilities, vocational rehabilitation counselors, and HR service providers

## Impact & Testimonials

DEAMcon includes hundreds of HR professionals from 1,100+ DirectEmployers Member organizations and institutions.

### Attendee Testimonials:

"DEAMcon is one of my favorite conferences that I attend every year. I make it a point. The first year we came there were two of us. Now there's four of us from Nelnet that attend. So I would say the quality is very high."

**Brandy Luna, Director HR, Nelnet**

"The networking at DEAMcon is priceless. The people that you meet, the partnerships that you build. I can't say enough about it. The event brings a wealth of educational opportunities, knowledge, and timely information that's needed, especially in the space of compliance because there are so many moving targets."

**Julie O'Hara-Harvey, Sr. EEO Program Manager, Principal**

### Underwriter Testimonials:

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

**Mickey Silberman, Silberman Law PC**

## Ready to Commit?

Be where HR's most committed compliance and talent acquisition leaders gather. Schedule a brief call to map your goals to the right tier and customize a package that maximizes ROI. Underwriter participation is limited to 15 pedestals, so contact our team to secure your spot today!

Email [deam@directemployers.org](mailto:deam@directemployers.org) to get started!