

SPONSORSHIP OPPORTUNITY

**Direct
Gardening
Association
2012
W I N T E R
CONFERENCE**



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Now more than ever, companies are recognizing the importance of Advertising and Sponsorship—two proven methods for keeping your company name in front of your current and prospective clients.

There are many events to sponsor and ways to promote your company at the DGA Winter Conference in San Diego, CA, January 18–20, 2012 at the Hyatt Regency Mission Bay.

Below are the different benefits with each level of Sponsorship and a chart of the Conference activities you can sponsor.

ACT NOW! Reserve your sponsorship by contacting the DGA Office at 410-540-9830 or grow@directgardeningassociation.com.
First come, first served!

ALL SPONSORSHIPS RECEIVE:

- Recognition in all Conference promotional literature, the on-site program and the post convention newsletter.
- Verbal recognition at the Conference.
- Recognition on Conference Banner displayed during the Conference at all times.
- All employees of the sponsoring company receive a special Conference ribbon showing their level of commitment.
- A list of all sponsoring companies will be on every Members-Only page of the DGA website.

****Recognition in publications and signage is dependent on when the company commits to the sponsorship****

Sponsorship Levels

DIAMOND LEVEL (minimum of \$4,000)

Includes:

- All benefits of sponsorship listed on page 1
- Two registrations for the Conference at no charge
- Signage at the event that is sponsored
- A table outside the event to display information
- The opportunity for all representatives of your company to be introduced at the event
- The opportunity to present a brief overview of your company's product or service
- No other events are scheduled at the same time so this reaches the entire group of attendees.
- Complimentary table in the Networking/Registration Room to display information during the entire Conference.

BONUS! The sponsoring company may have a complimentary advertisement on the "Members-Only" homepage of the DGA website.

PLATINUM LEVEL (minimum of \$2,000)

Includes:

- All benefits of sponsorship listed on page 1
- One registration to the Conference at no charge
- Signage at the event that is sponsored
- A table outside the event to display your company information
- The opportunity for all representatives of the company to be introduced at the event
- The opportunity to present a brief overview of the company's product or service
- No other events are scheduled at the same time so this reaches the entire group of attendees
- Complimentary table in the Networking/Registration Room to display information during the entire Conference.

****The Convention Giveaway** is an Exclusive, Platinum Level Sponsorship and a minimum of \$2,000. The DGA Director specifies the product and places the order with the DGA and sponsoring company logo. Sponsoring Company receives all of the benefits with a Platinum sponsorship.

GOLD LEVEL (minimum of \$1,000)

Includes:

- All benefits of sponsorship listed on page 1
- A table inside or outside the Seminar and Education rooms to display product and/or company information
- Opportunity to insert your company brochure in the onsite registration packet

SILVER LEVEL (minimum of \$500)

Includes:

- All benefits of sponsorship listed on page 1

FREE OPPORTUNITY TO PROMOTE YOUR COMPANY!

All members may put a small stack of their catalog or magazines on a shared table in the Networking Room at NO charge!

Functions Available For Sponsorship

WEDNESDAY, JANUARY 18	SPONSORSHIP LEVEL	SPONSORSHIP VALUE	
Welcome Back Reception	Diamond	\$4000	Exclusive—1 sponsor
THURSDAY, JANUARY 19			
Continental Breakfast	Platinum	\$2000	Exclusive—1 sponsor
First Timer/Recruiter and Past President Luncheon	Gold	\$1500	Exclusive—1 sponsor
Welcome Reception	Diamond	\$4000	Exclusive—1 sponsor -OR- 4 sponsors are welcome at \$1000 each (Gold level)
FRIDAY, JANUARY 20			
Coffee & Juice Bar	Silver	\$750	Exclusive—1 sponsor
Brunch and Presentation with Amy Africa	Platinum	\$3000	Exclusive—1 sponsor -OR- 3 sponsors are welcome at \$1000 Each (Gold level)
THROUGHOUT THE ENTIRE CONFERENCE			
Networking Room Refreshments— Sponsor gets a display table in the Networking Room Monday—Wednesday	Silver	\$1400	2 sponsors are welcome at \$750 each
Email Station in the Networking Room— Provide free internet access to all Convention attendees. Place your company website up as the screensaver PLUS you get all the benefits of a Gold Sponsor	Gold	\$1000	Exclusive—1 sponsor
Convention Giveaway	Platinum	\$2000	Exclusive—1 sponsor

GENERAL SPONSORSHIPS (Not dedicated to any specific event)

Companies are not required to sponsor a specific event. Your sponsorship can go towards the general sponsorship fund. The benefits of each sponsorship level are addressed on the previous page.

Four levels of sponsorship available:

Diamond Sponsor (\$4000 each)

Platinum Sponsor (\$2000 each)

Gold Sponsor (\$1000 each)

Silver Sponsor (\$500 each)