

Sponsorship, Advertising & Exhibits



Join us for the 18th Biennial Deaf Seniors of America (DSA) Conference will be held August 1-7, 2025 at the Marriott Downtown Hotel in Kansas City, Missouri.

The conference theme, *Empowering Our Future*, is a unique opportunity to connect with a vibrant community of active and engaged Deaf and hard of hearing seniors who are shaping their tomorrows.

Showcase your commitment to their empowerment by presenting innovative solutions in communication, technology, and healthy living.

Become a part of our journey towards a brighter future!

Why Partner with DSA?

- **Reach a Targeted Audience:** Connect with over 1,500 engaged Deaf and hard of hearing senior citizens from across the nation, many of whom are leaders in their communities.
- **Enhance Brand Awareness:** Gain significant exposure by taking advantage of our sponsorship, advertising and exhibit package.

- **Support a Meaningful Cause:** Support DSA's mission of enriching the lives of Deaf seniors through advocacy, information sharing, and valuable programs.
- **Network with Key Decision-Makers:** Interact with like-minded individuals passionate about accessibility, advocacy, and empowerment.

Elevate Your Brand

- **Become a Sponsor:** Gain prominent recognition, premium placement, and exclusive networking events to take your brand to the next level, ensuring maximum exposure.
- **Showcase Your Expertise:** Demonstrate your products and services to a highly engaged audience in our dedicated exhibit hall.
- **Reach a Targeted Market:** Promote your brand through a variety of publications and promotional materials, leading up to and during the conference.

Sponsorship Opportunities

Diamond – \$25,000

- Recognition as an official sponsor on all event publicity
- Logo with live link on mobile conference app, digital program book, website, social media and e-blasts
- Opening Ceremony promo opportunity (approved 120 second/two minute video message)
- Advertisement in print/digital program book (two full pages vertical, centerfold placement)
- Premium exhibit (30' by 8' triple corner booth or variation thereof; electric/internet available for additional charge)
- Facebook promos (five posts – approved square graphic), also to be shared by DSA
- VIP sponsor reception with DSA board (eight representatives)
- Combo registration (eight representatives)

Sapphire – \$20,000

- Recognition as an official sponsor on all event publicity
- Logo with live link on mobile conference app, digital program book, website, social media and e-blasts
- Opening Ceremony promo opportunity (approved 90 second/one and one-half -minute video message)
- Advertisement in print/digital program book (two full pages vertical, premium placement)
- Premium exhibit (20' by 8' double corner booth; electric/internet available for additional charge)
- Facebook promos (four posts – square graphic), also to be shared by DSA
- VIP reception for sponsors (six representatives)
- Combo registration (six representatives)

Emerald – \$15,000

- Recognition as an official sponsor on all event publicity
- Logo with live link on mobile conference app, digital program book, website, social media and e-blasts
- Opening Ceremony promo opportunity (approved 60 second/one minute video message)

- Advertisement in print/digital program book (full page vertical, premium placement)
- Premium exhibit (20' by 8' double booth; electric/internet available for additional charge)
- Facebook promos (three posts – square graphic), also to be shared by DSA
- VIP sponsor reception with DSA board (four representatives)
- Combo registration (four representatives)

Ruby – \$10,000

- Recognition as an official sponsor on all event publicity
- Logo with live link on mobile conference app, digital program book, website, social media and e-blasts
- Opening Ceremony promo opportunity (approved 30 second video message)
- Advertisement in print/digital program book (full page vertical, standard placement)
- Premium exhibit (10' by 8' booth; electric/internet available for additional charge)
- Facebook promos (two posts – square graphic), also to be shared by DSA
- VIP sponsor reception with DSA board (two representatives)

- Combo registration (two representatives)

Gold – \$5,000

- Recognition as an official sponsor on all event publicity
- Logo with live link on mobile conference app app, digital program book, website, social media and e-blasts
- Advertisement in print/digital program book (half page horizontal, standard placement)
- Standard exhibit (10' by 8' booth; electric/internet available for additional charge)
- Facebook promo (one post – square graphic), also to be shared by DSA
- VIP sponsor reception with DSA board (one representative)
- Combo registration (one representative)

Silver – \$2,500

- Recognition as an official sponsor on all event publicity
- Logo with live link on mobile conference app, digital program book, website, social media and e-blasts
- Advertisement in print/digital program book (quarter page vertical, standard placement)

- Exhibit full table (10' by 8" foyer space, electric/internet available for additional charge)

Bronze – \$1,000

- Recognition as an official sponsor on all event publicity
- Logo with live link on mobile conference app, digital program book, website, social media and e-blasts

Yes! I want to be a DSA 2025 Conference sponsor. Fill out the Confirmation Form via the QR Code/link at the end of this document.

Advertising Opportunities

Full Page

8.5" wide by 11" long, vertical format, standard placement. Early bird savings (less \$50) deadline: January 31, 2025.

- Corporations: \$800
- Nonprofit organizations/deaf-owned businesses: \$500

Half Page

8.5" wide by 5.5" long, horizontal format, standard placement. Early bird savings (less \$50) deadline: January 31, 2025.

- Corporations: \$600
- Nonprofit organizations/deaf-owned businesses: \$400

Quarter Page

4.25" wide by 5.5" long, horizontal format, standard placement. Early bird savings (less \$50) deadline: January 31, 2025.

- Corporations: \$400
- Nonprofit organizations/deaf-owned businesses: \$300

Yes! I want to be a DSA 2025 Conference advertiser. Fill out the Confirmation Form via the QR Code/link at the end of this document.

Exhibit Opportunities

Premium Booth

Secure exhibit hall. Premium placement in high traffic area. 10' by 8' booth with six foot table, 2 chairs and wastebasket (electric/internet available for additional charge). Early bird savings (less \$50) deadline: January 31, 2025.

- Corporations: \$1,100
- Nonprofit organizations/deaf-owned businesses: \$700

Standard Booth

Secure exhibit hall. 10' by 8' with six foot table, 2 chairs and wastebasket (electric/internet available for additional charge). Early bird savings (less \$50) deadline: January 31, 2025.

- Corporations: \$900

- Nonprofit organizations/deaf-owned businesses: \$500

Exhibit Full Table

Open non-secure foyer space by exhibit hall. Up to two freestanding vertical banners may be used; no backdrops allowed. Six foot table, 2 chairs and wastebasket (electric/internet available for additional charge). Early bird savings (less \$50) deadline: January 31, 2025.

- Corporations: \$700
- Nonprofit organizations/deaf-owned businesses: \$400

Yes! I want to be a DSA 2025 Conference exhibitor. Fill out the Confirmation Form via the QR Code/link below.

Confirmation Form Code/Link



<https://bit.ly/4frVGEK>

Contact Us

If you have questions or seek additional information, contact me via email:

Adam Novsam, Chair
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