

Call to Sponsor- Advertise-Exhibit



We invite you to join us as a valued partner for the 18th Biennial Deaf Seniors of America (DSA) Conference, August 1-7, 2025 at the Marriott Downtown Hotel in Kansas City, Missouri.

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 sponsor, advertise 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.
- **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, ensuring maximum exposure.

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/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, 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.

Deadline: March 31, 2025.

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

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Deadline: March 31, 2025.

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.

Deadline: March 31, 2025.

Confirmation Form Code/Link



Click this link:
<https://bit.ly/4frVGEK>

Questions?

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

Adam Novsam, Chair
DSA 2025 Sponsor-Advertise-Exhibit Package
dsa2025sae@deafseniors.us