



## Sponsors, Exhibitors & Advertisers

DSAIA Annual Leadership Conference

*Leading with Intent*

February 17-20, 2022

To follow-up our successful (and first) virtual conference in 2021, Down Syndrome Affiliates in Action (DSAIA) is planning a live event at the Flamingo Hotel in Las Vegas. DSAIA members and attendees are anxious to gather together in person and we are equally anxious to deliver a spectacular conference. This is the conference that brings together leaders in the Down syndrome community—they are the decision-makers who lead community-based nonprofit organizations. And they have direct access to thousands of individuals with Down syndrome and their families. Undoubtedly, our 2022 conference will be full of surprises! The following pages will give you all the information you need to decide how you would like to participate this year. But before you read on, you should know that we are counting on YOU to help us make this conference a success.

Sarah A. Mulligan, M.Ed.  
Executive Director  
Down Syndrome Affiliates in Action

### Who?

Attendees are leaders in local, state, and regional Down syndrome organizations. They include executive directors as well as board members, volunteers, development staff, outreach coordinators, advocates—the decision-makers you want to engage. We anticipate 200-250 attendees this year.

### Covid-19?

Our goal is to have an absolutely stellar event AND make it safe for our attendees. We will take whatever precautions needed to conduct a safe, in-person event. No one can predict the future and we will be closely monitoring the COVID-19 situation. If it appears to be unsafe to hold a live event, DSAIA will transition to a virtual format and have all the pieces in place to seamlessly transition to a hybrid or virtual event if it becomes necessary. Thank goodness DSAIA is good at being flexible!

### What's New?

Sponsors, exhibitors, and advertisers add tremendous value to the conference and we are excited to let you know that DSAIA will be using a brand new platform that will make it easy for attendees to interact, navigate through the program, download files, and network endlessly. And the good news for you is that there are features like banner ads, sponsor profiles, and push notifications that will drive attendee engagement. It is a big change for DSAIA and for you!

### How Can I Participate?

Check out the details on the following pages, we have 4 great ways for you to support DSAIA's Leadership Conference this year:

- Be a Sponsor!
- Exhibit!
- Advertise!
- Plan to Attend!

## Be a Sponsor!

Below are some great 2022 sponsor benefits--choose your sponsorship level to get the best access to this year's attendees:

**Event Sponsor:** Get great visibility by being an event sponsor. Choose a keynote, workshop, reception, or the DSAIA membership meeting and make sure your name is front and center with a welcome address, event signage, and special recognition during the event. Sign up early to get the event of your choice.

**Attendee Meet-Up:** New! Do you have something special to share with attendees? A new product to demonstrate? Sponsors can schedule meetings with attendees. DSAIA will assign a meeting room and time. These meetings will be featured in the conference program (or by invitation only, if you prefer).

**Exhibit Booth:** DSAIA attendees LOVE to wander through exhibits and, as a sponsor, we will give you unprecedented access to our attendees with a well-designed exhibit space located in the middle of our conference.

**Website Feature:** Reserve your spot on the DSAIA sponsor page! With a click through from our site, you can create a landing page to share or link to your website.

**App Feature:** New! From banner ads to push notifications, Sponsors will have unprecedented access to DSAIA attendees. The Socio platform was specially selected to make sure our sponsors get noticed.

**Social Media Campaign:** The 2022 conference social media campaign includes feature spots on Instagram, Facebook, and Twitter. Our communications team will make sure you get noticed with Sponsor Highlight posts.

**Program Ad:** Sponsors have the opportunity to create a spectacular ad for the conference program which will be in the hands of each attendee (electronically and in hard copy).

**Complimentary Registration:** The 2022 program promises to deliver high quality, relevant content for our attendees—and you! Complimentary registrations let you participate in all conference activities.

**On-Site Signage:** Throughout the conference, attendees will see our sponsor thank you signs. Your logo will be visible throughout the conference—we want attendees to know how much we appreciate our sponsors!

**Ad In the Bag:** Each attendee will receive conference registration materials—including special gifts from our sponsors. Have some swag to share? A flyer to introduce a new book? A special offer just for DSAIA attendees?

## Sponsorship Levels

Sponsor Level	Event Sponsor	Attendee Meet-Up	Exhibit Booth	Website Feature	App Feature	Social Media	Program Ad	Comp Registration	On-site Signage	Ad in the Bag
\$25,000	✓	✓	2	✓	✓	✓	Full page	8	✓	✓
\$10,000		✓	2	✓	✓	✓	1/2 page	4	✓	✓
\$5,000			1	✓	✓	✓	1/4 page	2	✓	✓
\$2,500			1	✓	✓	✓	1/8 page	1	✓	✓
\$1,000				✓	✓	✓			✓	✓

## Exhibit!

DSAIA's Annual Leadership Conference is the perfect place to get the word out to nonprofit leaders from around the country. With an eager audience, your exhibit booth is the perfect place to connect with decision-makers. Because our attendees have access to thousands of families, you can make a tremendous impact. And DSAIA attendees tell us they LOVE to wander through exhibits. So bring us your best! The 2022 DSAIA Exhibit Hall is right in the middle of our conference on the third floor of the Flamingo Hotel. All exhibit booths are skirted tables with two chairs provided; additional booths are available and premium placement is assigned on a first-come first-served basis. Conference registration is not included.

Exhibit Booth	\$450
Extra Table	\$150

## Advertise!

Tell your story your way with an ad in the conference program. All ads are single color. Final ad copy is due to DSAIA by January 22, 2022 for inclusion in the conference program. We can use a jpeg, tif, or eps; resolution should be 300 dpi. Or send along a special gift to our conference attendees with an ad in the bag. Have some swag to share? A flyer to introduce a new book? A special offer just for DSAIA attendees? Ship your materials directly to the Flamingo Hotel and we'll make sure they reach conference attendees.

Full Page	\$800
½ page	\$400
¼ page	\$200
1/8 page	\$100
Ad in the Bag	\$350

## 2022 Deadlines and Dates:

January 14	Last call! Payment must be received to be included in the 2022 Conference Program.
January 22	Advertising deadline for the conference program—final copy due.
February 11-15	Ad in the Bag materials to be delivered to the Flamingo Hotel
February 17	Exhibitor Set Up
February 18-19	Exhibit Hall Open!

## Ready? Make Your Payment Now!

Go to [dsaia.org](https://dsaia.org) and click on conference at the top of the page. You'll find a page for Sponsors, Exhibitors & Advertisers and a link to secure your spot for 2022. Need an invoice? We're happy to send one.



Have a question? Contact DSAIA at 701-354-7255 or send an email to [sarah@dsaia.org](mailto:sarah@dsaia.org)

**Thank you for supporting DSAIA's 2022 Annual Leadership Conference!**