

2017 DPHA CORPORATE SPONSORSHIP OPPORTUNITIES

PLATINUM (\$11,000)

- * Recognition as a corporate sponsor in each *Newsleak*
- * 25% discount on *Newsleak* and *Connections* advertising
- * A corporate/product profile in *Newsleak*
- * Recognition as a corporate sponsor in each *Connections*
- * Product spotlight in *Connections*
- * Recognition as a corporate sponsor on the Web Page
- * Recognition in each updated and new installment of the DPHA Education Program
- * First opportunity to reserve display space at the Product Showcase
- * Two complimentary conference registrations
- * Corporate sponsorship recognition in the conference prospectus
- * Corporate sponsorship recognition on Showcase entrance and signage throughout the conference facility
- * Corporate sponsorship recognition in the conference program
- * Profile in the conference program
- * Product spotlight in the conference program
- * Four ads in *Connections*

GOLD (\$6,500)

- * Recognition as a corporate sponsor in each *Newsleak*
- * 25% discount on *Newsleak* and *Connections* advertising
- * A corporate/product profile in *Newsleak*
- * Recognition as a corporate sponsor in each *Connections*
- * Product spotlight in *Connections*
- * Recognition as a corporate sponsor on the Web Page
- * Recognition in each updated and new installment of the DPHA Education Program
- * Second opportunity to reserve display space at the Product Showcase
- * One complimentary conference registration
- * Corporate sponsorship recognition in the conference prospectus
- * Corporate sponsorship recognition on Showcase entrance and signage throughout the conference facility
- * Corporate sponsorship recognition in the conference program
- * Two ads in *Connections*



Decorative Plumbing &
Hardware Association

7508 Wisconsin Avenue, 4th Floor
Bethesda, MD 20814
888-871-6520
301-907-9326 (fax)

www.dpha.net

2017 DPHA CORPORATE SPONSORSHIP OPPORTUNITIES (Cont.)

SILVER (\$3,750)

- * Recognition as a corporate sponsor in each *Newsleak*
- * 25% discount on *Newsleak* and *Connections* advertising
- * Recognition as a corporate sponsor in each *Connections*
- * Product spotlight in *Connections*
- * Recognition as a corporate sponsor on the Web Page
- * Recognition in each updated and new installment of the DPHA Education Program
- * Third opportunity to reserve display space at the Product Showcase
- * Corporate sponsorship recognition in the conference prospectus
- * Corporate sponsorship recognition on Showcase entrance and signage throughout the conference facility
- * Corporate sponsorship recognition in the conference program

BRONZE (\$1,750)

- * Recognition as a corporate sponsor in each *Newsleak*
- * Recognition as a corporate sponsor in each *Connections*
- * Product spotlight in *Connections*
- * Recognition as a corporate sponsor on the Web Page
- * Recognition in each updated and new installment of the DPHA Education Program
- * Fourth opportunity to reserve display space at the Product Showcase
- * Corporate sponsorship recognition in the conference prospectus
- * Corporate sponsorship recognition on Showcase entrance and signage throughout the conference facility
- * Corporate sponsorship recognition in the conference program



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2017 DPHA CONFERENCE SPONSORSHIP OPPORTUNITIES

SATURDAY NIGHT BANQUET SPONSOR (\$4,250) (Taken in 2016 by Lixil Brands – American Standard, DXV and Grohe)

- * Recognition as banquet sponsor at the banquet
- * Recognition as banquet sponsor in the meeting *Newsleak*
- * Premier signage at the banquet
- * Ability to show PowerPoint during the banquet
- * Free quarter-page ad in the Conference *Newsleak*

FRIDAY NIGHT RECEPTION SPONSOR (\$3,750)

- * Recognition as reception sponsor at the reception
- * Recognition as reception sponsor in the meeting *Newsleak*
- * Premier signage at the reception
- * Ability to show PowerPoint during the reception

SATURDAY LUNCH SPONSOR (\$4,250)

- * Recognition as luncheon sponsor at the luncheon
- * Exclusive opportunity to show products on PowerPoint played during the lunch
- * Recognition as luncheon sponsor in the meeting *Newsleak*
- * Premier signage at the lunch
- * Ability to show PowerPoint prior to lunch

KEY CARD SPONSOR (\$3,000) (taken in 2016 by Thermasol)

- * Company's name and logo will appear on the room keycards that are given to members when they check into the hotel
- * Recognition as the key card sponsor in the meeting *Newsleak*
- * Premier signage at the conference
- * Signage at the exhibitor's booth in the Product Showcase
- * Ability to show PowerPoint during the conference sign-ups along with the other conference sponsors

FRIDAY LUNCH SPONSOR (\$2,750) (taken in 2016 by Alape)

- * Recognition as luncheon sponsor at the luncheon
- * Exclusive opportunity to show products on PowerPoint played during the lunch
- * Recognition as luncheon sponsor in the meeting *Newsleak*
- * Premier signage at the lunch
- * Ability to show PowerPoint prior to lunch

2017 DPHA CONFERENCE SPONSORSHIP OPPORTUNITIES (Cont.)

WINE SPONSOR (\$2,500) (taken in 2016 by The Furniture Guild)

- * Company's name and logo will appear on the wine label that is affixed to the wine bottles during the Friday night reception and the Saturday night banquet
- * Recognition as the wine sponsor in the meeting *Newsleak*
- * Premier signage at the bar
- * Signage at the exhibitor's booth in the Product Showcase
- * Ability to show PowerPoint during the conference sign-ups along with the other conference sponsors

GOLF OUTING SPONSOR (\$2,500)

- * Recognition as golf outing sponsor at the bar following the Wednesday outing
- * Recognition as golf outing sponsor in the meeting *Newsleak*
- * Premier signage at the event
- * Ability to show PowerPoint during the conference sign-ups along with the other conference sponsors

LANYARD SPONSOR (\$2,250) (taken in 2016 by Luxury Products Group)

- * Your company logo/name placed on the name badge lanyard given to attendees
- * Recognition as lanyard sponsor in the meeting *Newsleak*
- * Premier signage at the conference

BREAKFAST SPONSOR (\$1,100) (Taken in 2016 by Accurate Lock & Hardware, Alno Inc., Native Trails and Ronbow)

- * Recognition as breakfast sponsor at breakfast
- * Exclusive opportunity to show products on PowerPoint played during the breakfast
- * Recognition as banquet sponsor in the meeting *Newsleak*
- * Premier signage at the breakfast
- * Ability to show PowerPoint during breakfast

BAR SPONSOR (\$1,100) (Taken in 2016 by Barber Wilsons/Sterlingham, Fairmont Designs, Julien, Lacava and Ronbow)

- * Recognition as a bar sponsor at banquet
- * Recognition as a bar sponsor in the meeting *Newsleak*
- * Premier signage at the bar

2017 DPHA *NEWSLEAK* AND *CONNECTIONS* ADVERTISING OPPORTUNITIES

Newsleak

Newsleak is DPHA's official newsletter. The publication supports the organization's mission to increase professionalism and assist in the development of stronger partnerships among independent showrooms, manufacturers and manufacturer representatives. *Newsleak* is published 1 to 2 times a year (all issues are electronic, with a printed version also produced for the annual conference's edition) and issued to an estimated 1,000 DPH professionals. Rates and specifications for advertisements are as follows:

Frequency Size	1-2X	3-4X	5-6X
Full Page	\$1275	1130	985
Half page	\$800	700	625
Quarter page	\$650	565	490
1/6 page	\$530	475	425

Preferred			
Outside Cover	\$2500	1850	1675
Inside Front	\$2150	1675	1500
Inside Back	\$2150	1675	1500

Dimensions

1/6 = 4.6 wide 2,166 high or 2.166 wide by 4.583 high

¼ = 7.25 wide by 2.25 high or 3.5 wide by 5 high

½ = 7.25 wide by 5 high or 3.5 wide by 10 high

Full = 7.5 wide by 10 high

All ads provide the opportunity for hot links to a web site or video.

Connections

Connections is issued electronically to more than 2,500 decorative plumbing and hardware professionals weekly and is opened by more than 35% of its recipients. It is the vehicle that the industry relies upon to keep its fingers on the pulse of recent developments, new products and DPHA activity.

Rates are as follows:

1-10 Ads	10-20 Ads	20-30 Ads	30 Ads+
\$345	\$290	\$240	\$185



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2017 DPHA SPONSORSHIP & ADVERTISING REGISTRATION FORM

Company: _____

Contact: _____

Address: _____

City/State _____ ZIP _____

Phone: _____

E-mail: _____

TARRIF

☐ Dues Dealers, Manufacturers and Representatives: \$715

☐ We would like to make a voluntary contribution to support the Council of Fellows Scholarship fund in the amount of \$ _____

☐ We would like to make a voluntary contribution of \$ _____ to support DPHA

☐ We would like to be a Platinum sponsor - \$11,000

☐ We would like to be Gold sponsor - \$6,500

☐ We would like to be a Silver sponsor - \$3,750

☐ We would like to be a Bronze sponsor - \$1,750

Conference Sponsorships:

☐ We would like to be a Conference sponsor - \$ 10,000

☐ We would like to be a Conference Gift sponsor - \$7,500

☐ We want to sponsor the Conference Banquet - \$4,250

☐ We want to sponsor the Conference Reception - \$3,750

☐ We want to sponsor the Conference Saturday Luncheon - \$4,250

☐ We want to sponsor the Conference Friday Luncheon - \$2,750

2017 DPHA SPONSORSHIP & ADVERTISING REGISTRATION FORM (Cont.)

Conference Sponsorships (continued):

- | | |
|---|---|
| <input type="checkbox"/> We want to sponsor the Key Card - | \$3,000 |
| <input type="checkbox"/> We want to sponsor the Wine - | \$2,500 |
| <input type="checkbox"/> We want to sponsor the Golf Outing - | \$2,500 |
| <input type="checkbox"/> We want to sponsor the Conference Lanyard - | \$2,250 |
| <input type="checkbox"/> We want to sponsor the Conference Breakfast - | \$1,100 |
| <input type="checkbox"/> We want to sponsor the Bar at the Banquet - \$1,100 per night; Friday Night <input type="checkbox"/> | Saturday Night <input type="checkbox"/> |

Newsleak Advertising:

- ☐ We want to advertise in *Newsleak*
- | | | |
|--------------------------------------|------------------------------------|------------------------------------|
| <input type="checkbox"/> ¼ Page | <input type="checkbox"/> ½ Page | <input type="checkbox"/> Full Page |
| <input type="checkbox"/> 1-2 times | <input type="checkbox"/> 3-4 times | <input type="checkbox"/> 5-6 times |
| <input type="checkbox"/> Other _____ | | |
| <input type="checkbox"/> 4 Color | <input type="checkbox"/> 2 Color | |
- ☐ We want a preferred location:
- ☐ Back Cover ☐ Inside Front Cover ☐ Inside back cover

Connections Advertising:

- ☐ We want to advertise in *Connections*:
- | | | |
|--------------------------------------|------------------------------------|------------------------------------|
| <input type="checkbox"/> 1-10 Ads | <input type="checkbox"/> 11-20 Ads | <input type="checkbox"/> 21-30 Ads |
| <input type="checkbox"/> 31+ Ads | | |
| <input type="checkbox"/> Other _____ | | |

The cost of our advertising request is \$ _____

TOTAL \$ _____



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2017 DPHA SPONSORSHIP & ADVERTISING REGISTRATION FORM (Cont.)

Payment Information: ☐ Check is enclosed ☐ Amex ☐ Visa ☐ MasterCard

☐ Please invoice

Credit card # : _____ Expiration Date # : _____

Name on Card: _____

Complete and return to:

DPHA, 7508 Wisconsin Avenue, Suite 400, Bethesda, MD 20814
Phone: 888-871-6520; Fax: 301-907-9326