

## 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.dpfa.net](http://www.dpfa.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

## 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



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### **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



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## 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	1-2X	3-4X	5-6X
Size			
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

1/4 = 7.25 wide by 2.25 high or 3.5 wide by 5 high

1/2 = 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



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### Conference Sponsorships (continued):

- We want to sponsor the Key Card - \$3,000
- We want to sponsor the Wine - \$2,500
- We want to sponsor the Golf Outing - \$2,500
- We want to sponsor the Conference Lanyard - \$2,250
- We want to sponsor the Conference Breakfast - \$1,100
  
- We want to sponsor the Bar at the Banquet - \$1,100 per night; Friday Night   
Saturday Night

### *Newsleak* Advertising:

- We want to advertise in *Newsleak*
  - 1/4 Page
  - 1/2 Page
  - Full Page
  - 1-2 times
  - 3-4 times
  - 5-6 times
  - Other \_\_\_\_\_
  - 4 Color
  - 2 Color
- We want a preferred location:
  - Back Cover
  - Inside Front Cover
  - Inside back cover

### *Connections* Advertising:

- We want to advertise in *Connections*:
  - 1-10 Ads
  - 11-20 Ads
  - 21-30 Ads
  - 31+ Ads
  - 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