



Down Syndrome Affiliates in Action Annual Leadership Conference Albuquerque, New Mexico February 20-22, 2025

Information for Sponsors, Exhibitors & Advertisers

Join Down Syndrome Affiliates in Action (DSAIA) for our 2025 Annual Leadership Conference in New Mexico-- at the Isleta Resort and Casino. DSAIA is the only organization of its kind whose focus is on professional development, mentoring, networking, logistics, and technical support for the hundreds of Down syndrome associations across the United States. The Annual Leadership Conference is attended by leaders of local, state, regional, and national Down syndrome organizations serving individuals with Down syndrome and their families—including executive directors, board members, development and program staff, outreach coordinators, advocates, and volunteers. These amazing leaders are not only looking for resources to improve their organizations; they are also looking for resources to share directly with the families they serve. These are the decision-makers who lead nonprofit organizations serving individuals with Down syndrome and their families. These leaders are looking for resources they can use in their organizations AND they have direct access to thousands of families. This is a terrific audience for YOU and we hope we can count on you to help us make this year's conference a success.

Sheryl Arno
2025 Sponsor & Exhibitor
Committee Co-Chair

Makini Anwisye
2025 Sponsor & Exhibitor
Committee Co-Chair

Sarah A. Mulligan
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, program and development staff, outreach coordinators, advocates—the decision-makers you want to engage. We anticipate 200-225 attendees this year.

What Can I Expect?

DSAIA has made some exciting changes to our 2025 Sponsor and Exhibitor packages. We are enormously grateful to our sponsors, exhibitors, and advertisers and we want you to be recognized as a valuable part of the DSAIA Conference. Check out a few of the changes here:

- When our attendees walk through the exhibit hall, they will see table signage recognizing our 2025 Sponsors.
- The spacious Exhibit Hall has been designed to encourage more traffic to all of our exhibitors.
- By popular demand, we have reduced hours in the exhibit hall. This will allow you focus on our attendees—and still catch a flight out--the Exhibit Hall will close on Saturday at 3:00.
- Have some great content you would like to share with our attendees? Consider sponsoring—and presenting—one of our vendor spotlight sessions.

Sponsorship Opportunities:

Our new 2025 Sponsor Benefits are designed to showcase you! We want every attendee to know how much we value your support. Identify your sponsor level and check out the chart below to find out how you will be acknowledged in 2025. Conference sponsors receive benefits based on the total amount of the sponsorship.

Level	Sponsorship Amount
Platinum	\$25,000
Gold	\$10,000
Silver	\$5,000
Bronze	\$2,500
Fan	<\$2,500

Sponsorship Benefits	Platinum	Gold	Silver	Bronze	Fan
	\$25,000	\$10,000	\$5,000	\$2,500	<\$2,500
Welcome Attendees at the Opening Session	✓				
Premium Booth Selection	✓				
Spotlight in a Pre-Conference Email to Attendees	✓	✓			
Designated Sponsor Table during General Sessions	2	1	1		
Complimentary Registration	5	3	2	1	
Exhibit Booth	2	1	1	1	
Sponsor Ribbon at Exhibit Booth	✓	✓	✓	✓	
Web link on the DSAIA website	✓	✓	✓	✓	✓
Pre-Conference Social Media Spotlight	✓	✓	✓	✓	✓
Graduated Logo on Conference Signage	✓	✓	✓	✓	✓
Post-Conference Acknowledgement in DSAIA Newsletter	✓	✓	✓	✓	✓
Post-Conference Acknowledgement in Post-Conference Attendee Email	✓	✓	✓	✓	✓

Event Sponsors--if you want extra attention, get great visibility by being an event sponsor. On the next page, check out this year's Event Sponsorships. You can expect unique on-site attention and the chance to welcome our attendees in person. All sponsor benefits (see above) apply to event sponsors. What a great way to grab the attention of DSAIA attendees!

These opportunities are limited, sign up early to get the event of your choice. Speakers for the keynote presentation, DSAIA-hosted pre-conference workshops, and sessions are made by the Conference Planning Committee; sponsors for these events are recognized during the event but do not select speakers or topics.

Event Sponsorship			
Level	Event	Total Available	Sponsorship Amount
Platinum	Opening Reception	1	\$25,000
	Hosted Pre-Conference Workshop	1	\$25,000
	Hosted Post-Conference Workshop	1	\$25,000
Gold	Conference Party (2/22)	1	\$10,000
	Awards Luncheon (2/16)	1	\$10,000
	Keynote	1	\$10,000
Silver	Pre-Conference Workshop	3	\$5,000
	Breakfast	2	\$5,000
	Lunch (Day 2:2/22)	1	\$5,000
Bronze	Exhibitor Showcase (2/21)	1	\$2,500
	First-Time Attendee Orientation	1	\$2,500
	Vendor Spotlight Session	4	\$2,500
Fan	General conference support	Unlimited	<\$2,500

To learn more about 2025 event sponsorship opportunities, Go to www.dsaia.org/conference or click on conference at the top of the DSAIA home page. You will find a page for Sponsors, Exhibitors & Advertisers which includes all the information you need to know.

Exhibitor Information:

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. DSAIA attendees tell us they LOVE to wander through exhibits--so bring us your best! Each year we plan a game through the event app to encourage attendees to visit all of our exhibitors—and we have great game planned for 2025. The winner will receive a free 2026 DSAIA Conference Registration.

The 2025 DSAIA Exhibit Hall hours are:

Thursday, February 20	Set Up 2:00 – 5:00 pm
Friday, February 21	8:00 am to 5:00 pm
Exhibitor Showcase	3:15 – 4:00 pm
Saturday, February 22	8:00 am to 3:00 pm
Tear Down/Pack Up	3:00 – 5:00 pm

All exhibit booths are skirted tables with two chairs provided; additional tables are available and premium placement is assigned on a first-come first-served basis. The exhibit hall will include the Entrepreneur Showcase, a designated area for businesses owned by individuals with Down syndrome. When you sign up for an exhibit booth, you will receive one complimentary conference registration (reception & meals included). Additional discounted conference registrations can be purchased for \$250 each. **Anyone onsite representing your exhibitor table must be registered.** Booth selections are made when payment is received. Note that many sponsor levels (see above) include an exhibit booth.

What is the Exhibitor Showcase? During this period, there will be no other conference activities. Food and beverages will be served in the exhibit hall to encourage attendees to spend this time with you. Exhibitors are highly encouraged to plan a special event on Friday, February 21 from 3:15 – 4:00. It can be a drawing for a prize, a special give-away, a chance to meet an author, or whatever you can think of to attract attendees to YOUR booth. DSAIA will advertise all special offerings through the event app. If you notify us by February xx, DSAIA will make an announcement letting attendees know about your special offering during the Exhibitor Showcase.

Exhibitor (includes 1 conference registration with meals)	\$600
Self-Advocate Business (1/2 table + 2 registrations)	\$200
Extra Table	\$250
Additional registrants (up to 1 per booth)	\$250

Advertise!

Tell your story your way. 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 Isleta Resort to arrive between February 16-19 and we'll make sure they reach conference attendees.

Ad in the Bag	\$250
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2025 Deadlines and Dates:

August 1	Proposal submissions open—consider being a presenter at DSAIA 2025
September 1	Registration opens
October 1	Last day to submit a proposal
January 17	Last day to book your hotel at the Isleta Resort & Casino
January 31	Last call! Payment must be received to be included in sponsor signage
February 16-19	All materials to be delivered to the hotel
February 20	Exhibitor Set Up (2-5 pm)
February 21-22	Exhibit Hall Open!
February 22	Exhibitor Tear Down (no earlier than 3:00 p.m.)

Ready? Make Your Payment Now!

Go to www.dsaia.org/conference to learn more. Click on conference at the top of the page. You'll find a page for Sponsors, Exhibitors & Advertisers with a link to secure your spot for 2025. Need an invoice? We're happy to send one. Have a question? Contact DSAIA at 701-354-7255 or send an email to info@dsaia.org.

**Thank you for supporting DSAIA's 2025
Annual Leadership Conference!**