

2018

DEMA CONVENTION

Rosen ShingleCreek

ORLANDO, FLORIDA

SEPTEMBER 27-30, 2018

THE HOME OF PRIVATE SERVICE

The Domestic Estate Management Association is the # 1 Association for Private Service! Since 2007 we have been providing education and support to our members in the luxury market. September 27-30, 2018, members worldwide will come together in Orlando, Florida for the 2018 DEMA Convention. This is the largest gathering of Private Service Professionals, Educators, Placement Agencies and Luxury Vendors of the year. Our Private Service Professional Members are made up of a "secret society" of Butlers, Estate Managers, Personal Assistants and Nannies to name a few. Attendees will have the opportunity to learn from top knowledge leaders in the industry and network with the finest high-end companies in the world. These professionals will obtain the knowledge of the latest trends

in the luxury market to take back to their ultra high net worth employers. They are the decision makers, trendsetters and trusted advisors to the Fortune 500 clients you seek.

Whether you are a Vendor, Educator, Agency or Consultant, by committing to become a Sponsor of the 2018 DEMA Convention you will gain invaluable exposure to the Private Service community. This opportunity also allows you to network one-on-one with attendees by providing education of your products and services. In addition, you will develop a better understanding of the specific wants and needs Private Service Professional's seek, not only for themselves, but also for their employers. Attendees say this is the most important piece of attending this event!

Thank you for considering sponsorship of the 2018 DEMA Convention. There are a variety of options to best suit your needs or we are available to help customize a package that is perfect for you! We look forward to partnering with you on this exciting event!

Sincerely, Matthew Haack President, Domestic Estate Management Association



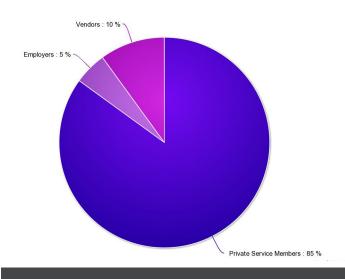


DEMA

The Domestic Estate Management Association is more than 3,000 members strong and has become the leader in professional and personal development for the Private Service Community. DEMA's reach goes well beyond our current membership and is recognized throughout the industry.

Our approach to raising industry standards is unique, we don't leave anyone out of the communication circle when it comes to managing estates and residences. Our goal is simple, to provide continuing education and resources to the Private Service Community to ensure more secure careers for our members and more protection & preservation of the estates or residences they manage.

We ask that you partner with us by becoming a sponsor of our 2018 convention!



DEMA MEMBER DEMOGRAPHICS

85% Private Service Members

5% Principal Employers

10% Vendors

PROFFESIONAL MEMBER TITLES

Butler Domestic Couple Estate Manager Household Manager Major Domo Private Chef Yacht Crew Caretaker Elder Caregiver Exec. Personal Asst Houseman Nanny Private Jet Staff Chauffeur
Enlisted Aide
Family Office Employed
Housekeeper
Personal Assistant
Property Manager

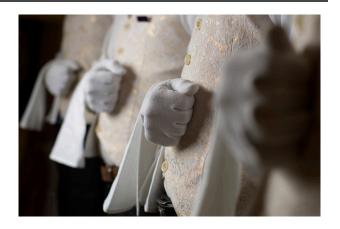
Professional Member Statistics

52% Have over ten years of experience

66% Manage Annual Budgets of over \$500K

74% Directly responsible for purchasing

95% Impact the purchasing process



WHY ATTEND THE 2018 DEMA CONVENTION?

Private Service Professionals

VENDORS

IMMERSE YOURSELF IN THE WORLD OF PRIVATE SERVICE

Create lasting relationships by networking with Private Service Peers, Luxury Vendors, Domestic Placement Agencies, Private Service Consultants & Educators from across the world.

More or Less

Access more information, strategies, best practices and industry contacts in a small amount of time and at the lowest cost ever offered at a convention for Private Service!

CUSTOMIZE YOUR EDUCATIONAL EXPERIENCE

In addition to learning from our keynote and featured speakers you will be able to choose from an array of workshops to customize a learning experience tailored to your specific profession.

DEPART WITH NEWFOUND SOLUTIONS

Return to your position with the confidence to implement the strategies and techniques learned at convention.

EXHIBITOR MARKETPLACE

Save countless hours by meeting companies that can handle all of your estate needs face-to-face. See a variety of solutions all in one place, at one time.

TAKE A BREATH AND REENERGIZE

You work hard all year, catch up with old friends and make new ones. Enjoy a full weekend of networking and learning in the Sunshine State!

EXPOSE YOUR BRAND

Communicate directly with Private Service Professionals and industry leaders searching for first class companies. Educate members on the latest trends in your industry-related products and services.

SPEAK THE LANGUAGE

Learn how to effectively communicate with the estate and the decision makers responsible for maintaining & protecting their clients interests.

By learning how to better serve our market you will position your company and employees to make the best service decisions possible.

IMPROVE YOUR LEVEL OF SERVICE

Learn from the industry's finest at our workshops and general session. Find new ways to raise your standards of care & service for this specific clientele.

RUB SHOULDERS WITH THE BEST

Network with elite companies to build strategic relationships that will lead to cross promotion and future referral opportunities.

LEARN FROM THE SOURCE

Why hire a costly consultant when you can obtain the right information directly from the source? Save thousands of dollars, by learning from our industry and topic experts your team will have newfound ideas, strategies and contacts at your fingertips to reach the next level.



2018 DEMA CONVENTION SPONSORSHIP OPPORTUNITIES

EXPOSE YOUR SERVICES AND PRODUCTS TO THE INDUSTRY'S BEST

Convention Sponsorship can be purchased as an easy all exclusive package. Benefits of sponsorship include:

EDUCATION

The 2018 DEMA Convention is designed to advance the professional development and resources of all attendees. All attendees will leave with more knowledge to help them continue education in their careers and businesses by utilizing our convention workshops and privileged information shared by our speakers and educators.

MEMBERSHIP

Introduce your products & services and align with the Domestic Estate Managers Association to educate key decision makers in the field.

OPPORTUNITIES TO CONNECT

The 2018 Convention will expose your brand and speak to decision makers who are looking for the latest and greatest in products, services and vendors to help manage the estate. This one-of-a-kind convention will provide the platform to create relationships for years to come!



S P O N S O R S H I P L E V E L S

- **(4)** Convention Tickets
- (1) 6 x 10 Exhibit Table with Electric and WiFi
- Exhibitor map listing with company & contact info listed on Convention App
- Welcome Bag Insert
- Logo on Convention Website
- Logo on Convention E-Blast Announcements
- Social Media posts
- Event Signage
- DEMA Live! Podcast Interview
- Friday Welcome Reception Sponsor
- (1) VIP Cabana during Welcome Reception
- Saturday Night Gala Sponsor

PLUS...

EXCLUSIVE SPECIAL ITEM

SELECT 1 OF THE FOLLOWING:

- A) Convention App Sponsor
 (Logo on Convention App Title Page)
- B) Hotel Room Key Card Sponsor (Logo on all attendee Key Cards)
- C) Lanyard Sponsor (logo on attendee lanyards)
- **D)** Name Badge Sponsor (logo on back of name badges)

(Above choices are on a first come, first serve basis)

PLATINUM \$7,500 (4 AVAILABLE)

- **(3)** Convention Tickets
- (1) 6 x 10 Exhibit Table with Electric and WiFi
- Exhibitor map listing with company & contact info listed on Convention App
- Welcome Bag Insert
- Logo on Convention Website
- Logo on Convention E-Blast Announcements
- Social Media posts
- Event Signage
- DEMA Live! Podcast Interview
- Board of Director Meeting Sponsor
- Logo on Board of Director Meeting signage
- Networking Break & Beverage Sponsor
- Logo on Break & Beverage Signage

PLUS...

EXCLUSIVE DAILY BEVERAGE SPONSOR

Your company logo/name on coffee cup sleeves and beverage napkins. Please select (1) day:

- A) Friday
- B) Saturday
- **C)** Sunday

(Above choices are on a first come, first serve basis)

GOLD \$5,000 (3 AVAILABLE)

- (2) Convention Tickets
- (1) 6 x 10 Exhibit Table with Electric and WiFi
- Exhibitor map listing with company & contact info listed on Convention App
- Welcome Bag Insert
- Logo on Convention Website
- Logo on Convention E-Blast Announcements
- Social Media posts
- Event Signage

PLUS...

REGISTRATION SPONSOR

INCLUDES:

- Company logo on Registration Desk Signage
- Hospitality Lounge Sponsor
- Opportunity to place company brochures or collaterial on Lounge table(s)
- Company logo on Lounge Welcome sign

(Hospitality Lounge is located directly across from the registration desk)

SILVER \$2,500 (5 AVAILABLE)

2018 DEMA CONVENTION

SPONSORSHIP LEVELS

DLATINUM

\$7,500

PACKAGE INCLUDES:

- (4) Convention Tickets
- (1) 6 x 10 Exhibit Table with Electric and WiFi
- Exhibitor map listing with company & contact info listed on Convention App
- Logo on Convention Website
- Logo on Convention E-Blast Announcements
- Social Media posts
- Logo on Sponsor Signage
- Welcome Bag Insert

ADDITIONAL ITEMS INCLUDED:

- DEMA Live! Podcast Interview
- Friday Welcome Reception Sponsor
- (1) VIP Cabana during Welcome Reception (contact us for creative ways to utilize your Cabana!)
- Saturday Night Gala Sponsor

PLUS...

EXCLUSIVE SPECIAL ITEM:

SELECT 1 OF THE FOLLOWING:

- A) Convention App Sponsor (Logo on Convention App Title Page)
- **B)** Hotel Room Key Card Sponsor (Logo on all attendee Key Cards)
- C) Lanyard Sponsor (logo on attendee lanyards)
- **D)** Name Badge Sponsor (logo on back of name badges)

2018 DEMA CONVENTION

SPONSORSHIP LEVELS

GOLD

\$5,000

PACKAGE INCLUDES:

- (3) Convention Tickets
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- Exhibitor map listing with company & contact info listed on Convention App
- Logo on Convention Website
- Logo on Convention E-Blast Announcements
- Social Media posts
- Logo on Sponsor Signage
- Welcome Bag Insert

ADDITIONAL ITEMS INCLUDED:

- DEMA Live! Podcast Interview
- Board of Director Meeting Sponsor
- Logo on Board of Director Meeting signage
- Networking Break & Beverage Sponsor
- Logo on Break & Beverage Signage

PLUS...

EXCLUSIVE DAILY BEVERAGE SPONSOR

Your company logo/name on coffee cup sleeves and beverage napkins to be used during daytime breaks and beverage service on specific day.

Please select 1 day:

- A) Friday
- B) Saturday
- C) Sunday

(Above choices are on a first come, first serve basis)

2018 DEMA CONVENTION

SPONSORSHIP LEVELS

SILVER

\$2,500

PACKAGE INCLUDES:

- (2) Convention Tickets
- (1) 6 x 10 Exhibit Table with Electric and WiFi
- Exhibitor map listing with company & contact info listed on Convention App
- Logo on Convention Website
- Logo on Convention E-Blast Announcements
- Social Media posts
- Logo on Sponsor Signage
- Welcome Bag Insert

PLUS...

REGISTRATION SPONSOR

Includes:

- Company logo on Registration Desk Signage
- Hospitality Lounge Sponsor
- Opportunity to place company brochures or collaterial on Lounge table(s)
- Company logo on Lounge Welcome sign

(Hospitality Lounge is open to all attendees and is located directly across from the registration desk)

EXHIBIT TABLE

INCLUDED IN ALL PLATINUM, GOLD & SILVER PACKAGES:

- 6 x 10 Exhibit Space
- 6 ft. skirted table with two chairs & waste basket
- Listing on the convention App
- Listing on the DEMA Convention Website
- Dedicated breaks for attendees to network at the Exhibitor Marketplace
- Signage with company logo at Exhibitor Marketplace
- NEW! Open 3 Days Now Open Friday, Saturday and Sunday!
- NEW! Electrical (included, only if requested)
- NEW! Wi-Fi Usage (included, only if requested)
- NEW! All booths are premium locations!

Booths do not include material handling and shipping costs associated with your booth and must be coordinated with the host hotel. *Additional Convention tickets must be purchased for each exhibitor if needed* These items are purchased a la carte, please contact us for further information. You are welcome to host a raffle give-away however you must inform DEMA thirty days out of what your winner will receive and must be raffled off during the scheduled raffle time and location. A detailed description of your booth vision, design and goods advertised must be submitted with your application for approval by DEMA. Your table will have to be set up Thursday night by 10 pm. Table must be open all three days, starting Friday at 8:00 am and ending Sunday at 3:00 pm.

EXHIBITOR MARKETPLACE

As an Exhibitor you will have the opportunity to communicate directly with Private Service Professionals and industry leaders searching for first class companies in our Exhibitor Marketplace. Educate members on the latest trends in your industry-related products and services. NEW this year, only convention sponsors will be allowed to have an exhibit table. The exhibit tables will be positioned in the middle of all the action! They will surround the foyer of the main ballroom and snack breaks will take place right in the middle of the space. This new format guarentee's you maximum exposure!

MAXIMIZE YOUR EXPOSURE AT THE CONVENTION

Enhance your company's image, expand your brand and leave a lasting impression in buyer's minds.

- Put your company name and logo in front of some of the most powerful Private Service Professionals in the country
- Position your company for future business growth
- Be recognized as a leader in the Luxury Market
- Increase your product and brand recognition
- Stand out from the competition



2018 DEMA CONVENTION SPONSORSHIP OPPORTUNITIES

MEM!

Convention Tri-Fold Schedule Ad

\$900

Exclusie outside back cover advertising placement

NEW!

Convention Space Wi-Fi Sponsor CALL FOR PRICING

- Exclusive sponsor of Covenvtion space Wi-Fi for all attendees
- Company logo/name will appear on Wi-Fi sign in page

Welcome Bag Inserts:

\$250

(plus cost of your gift and/or literature, please provide adequate pieces, you will be notified of amount within one month of the convention)



AWARDS

Help recognize excellence in the industry by sponsoring one of our coveted awards at the Awards Ceremony.

Sponsoring an award will give you visibility within the association for an entire year and for years to come by being included on our website and promotional materials for the 2018 Convention.

The DEMA Lifetime Achievement \$650

Private Service Professional of the Year \$400

Chapter of the Year \$400

Educator of the Year \$400

Vendor of the Year \$400

Placement Agency of the Year \$400

Humanitarian of the Year Award \$400





2018 DEMA CONVENTION SPONSOR REGISTRATION FORM

September 27-30, 2018 | Rosen Shingle | Orlando, Florida Please complete and keep a copy of this form for your records. Once complete, please email to DEMA HQ at info@domesticmanagers.com PLEASE PRINT OR TYPE Address: City | State | Zip: Phone: SPONSORSHIP OPTIONS - (Total your a la carte choices) SPONSORSHIP LEVELS: **MISCELLANEOUS: AWARDS:** Platinum ☐ Convention Tri-Fold Schedule ☐ DEMA Lifetime Achievement \$7,500 \$900 \$650 ☐ Convention Space Wi-Fi ☐ Gold \$5,000 CALL FOR PRICING Private Service Professional of the Year \$400 ☐ Welcome Bag Inserts ☐ Humanitarian Award ☐ Silver \$2,500 \$250 \$400 ☐ Educator of the Year \$400 ☐ Vendor of the Year \$400 ☐ Placement Agency of the Year \$400 CONVENTION TICKETS: MEMBER NON-MEMBER OTHER TICKETS: ■ Welcome Reception, (Friday) Only - Guest \$75 \$429 \$529 ☐ Full Event Ticket (pp) Before 8/14/17 Awards Gala, (Saturday) Only - Guest \$329 \$279 \$175 One Day Ticket (pp) **Before 8/14/17** ☐ Fnlisted Aide \$95 ☐ Full Event Ticket (pp) 8/14/17 - 9/20/17 \$529 \$629 ☐ Private Service Student \$95 One Day Ticket (pp) 8/14/17 - 9/20/17 \$279 \$329

METHOD OF PAYMENT	☐ Check (Payable to DEMA) ☐ Amex ☐ VISA ☐ Mastercard ☐ Discover	MAIL CHECK PAYMENTS TO:
Card Number:	Exp. Date: / CVV# (3 digits)	DEMA
Signature:	Amount to be charged: \$	440 Fisher Rd., Grosse Pointe, MI 48230

☐ I have read & agree to the Exhibitor / Sponsor, Attendee Terms and Conditions

EXHIBITOR, SPONSOR & ATTENDEE TERMS AND CONDITIONS

EXHIBITOR/SPONSOR CANCELLATION POLICY:

There are no refunds for cancellations by exhibitors/sponsors. If an exhibitor/sponsor cancels at any time, for any reason, the exhibitor/sponsor will be responsible for the entire Exhibitor/Sponsorship fee. Domestic Estate Management Association reserves the right to relocate or reschedule programs. If rescheduled conference does not mesh with the exhibitor's/sponsor's needs or schedule, the exhibitor/sponsor may elect to seek a credit to be used on any Domestic Estate Management Association future convention, valid for one year from the date of the originally scheduled conference dates.

EXHIBITOR/SPONSOR GENERAL TERMS:

The Exhibitor/Sponsor understands that neither Domestic Estate Management Association nor the Facility maintain insurance covering the Exhibitor's/Sponsor's liability or property. The Exhibitor/Sponsor is hereby advised that they must carry worker's compensation, commercial general liability including products and completed operations, independent contractors, personal injury and blanket contractual liability insurance at limits of at least \$1,000,000 per, \$1,000,000 aggregate. These coverage's must be evidenced by a Certificate of Insurance with a 30-day notice of cancellation provision to the holder and Domestic Estate Management Association as additional insured of at least 30 days before the proposed exhibit date. The Certificate of Insurance must be sent to Domestic Estate Managers Association via email to info@domesticmanagers.com.

It is strongly recommended that the Exhibitors also carry insurance to cover the loss of or damage to their exhibits of other personal property while such property is located at or is in transit to or from the exhibit site. Domestic Estate Management Association nor the Facility assumes no liability for any loss, damage or injury to any property of the Exhibitor or to any of its officers, agents, employees or contractors, whether attributable to accident, fire, water, theft or any other cause whatsoever. In no event shall Domestic Estate Management Association or the Facility be liable to Exhibitor/Sponsor or anyone claiming through Exhibitor/Sponsor for incidental, consequential, special or indirect damages including lost profits, even if Domestic Estate Management Association has been apprised of the possibility of such loss.

Exhibitor/Sponsor assumes responsibility and agrees to indemnify and defend Domestic Estate Management Association and the Facility and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises.

Exhibitor/Sponsor is liable for any damage caused to Facility floors, walls, or columns, or to standard booth equipment, or to other exhibitors' property. The Exhibitor/Sponsor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damages to displays, equipment and other property brought upon the Facility premises, and shall indemnify, defend, and hold harmless the Facility, its owners, affiliated companies, agents, servants and employees. Exhibitors shall indemnify and hold harmless Domestic Estate Management Association and its servicing agent from all liability (damage or accident) which might ensue from any cause resulting or connected with transportation, placing, removal or display of exhibits.

Domestic Estate Management Association wishes to remain an affiliate community event in every sense of the term. While exhibitor diversity is encouraged all exhibitors must adhere to the following:

A. Inappropriate Dress and Conduct – Exhibitor staff members that demonstrate partial nudity, indecency or conduct inappropriate for a mixed audience will not be allowed.

B. Offensive Material – Exhibitor may NOT display marketing collateral containing illegal subject matter, racially or ethnically discourteous content or depict nudity or sexual conduct of any kind. No material or merchandise containing illegal subject matter, racially or ethically discourteous content or depict nudity or sexual conduct of any kind (ex. promotional condoms), may be sold, given, or distributed in any way. Offensive materials are determined at the sole discretion of Show Management. Non-compliance can result in removal of offensive material or expulsion from the conference with no refund of exhibition or attendance fees. If you are unsure of your item(s) – please contact us at info@domesticmanagers.com BEFORE the event.

This Agreement shall be governed and construed in accordance with the laws of the State of Florida. The parties intend to and hereby irrevocably confer exclusive jurisdiction to enforce this Agreement upon the State of Florida and submit to personal jurisdiction therein. The parties further agree that, to the extent permitted by law, valid service of process in any such action or proceeding may be achieved as follows: a) delivered by hand; b) sent by fax/telecopier (with receipt confirmed), provided that a copy is mailed the same day by registered or certified mail, return receipt requested; or c) when received by the addressee if sent by Express Mail, Federal Express or other express delivery service.

PAYMENT TERMS

Payments for all Exhibitors/Sponsorships are due within 7 business days of agreeing to sponsorhip or your slot may be given to another sponsor, unless otherwise agreed upon by DEMA. If payments are not received within 7 business days, your registration may be subject to automatic cancellation. Please note Booth/Table/Sponsorship packages booked within the early bird rate period must be paid in full before the early bird rate period ends. If payment is received after the early bird rate period ends, you will be charged the then current rate.

EXHIBITOR MARKETPLACE DISPLAY REGULATIONS

Booth space will be 6'x10' and will be set with:

- · 1 6' draped table
- · 2 standard chairs & 1 wastebasket

*** Any additional equipment or materials will be the responsibility of each exhibitor. Including any costs and co-ordination for the exhibit ***

EXHIBIT HALL REGULATIONS

Installation Deadline: Your exhibition space must be set up Thrusday September 14th from 5:00 pm-midnight and occupied by 8:30 am Friday, September 15, 2017 - end of show. If you do not advise Show Management of any delays, the exhibition space will be regarded as abandoned and may be reassigned by Domestic Estate Management Association sole discretion. Display Area Height: All booth displays and associated marketing collateral must not exceed a height of 6'. Any collateral that is over 4' in height must not be displayed anywhere in the front 8' of your exhibition space so as not to detract from and/or impede the view of your adjacent exhibitors or passersby.

Exhibition Area Code and Sound Levels: Materials must not be hung from any walls, drapery, scaffolding or aerial fixtures whatsoever and must not block aisles, fire exits or extinguishers. All exhibition materials and electrical wiring must comply with fire code. Exposed areas of booth displays must be finished and present an attractive appearance when viewed from aisles or adjoining booths. Any portion of the booth display that shares a common border with another exhibitor must not contain marketing collateral of any kind that would detract from the adjoining exhibitor. Exhibition space sound level must not exceed customary decibels so as not to disturb other exhibitors.

Placement of signage or Distribution of advertisements and/or promotional material of any kind may be made only within the booth assigned to the exhibitor presenting such material. A firm or organization not assigned exhibit space will not be permitted to solicit business within the exhibit area or in any other conference areas.

Failure to abide by these conditions may result, at the discretion of the Domestic Estate Management Association, in the closing of an exhibit and/or the restriction or eviction of persons involved without compensation to the exhibitor and/or attendee, and the exhibitor and/or attendee may forfeit the right to attend a future Domestic Estate Management Association event.

Aisle Traffic Flow: The distribution of marketing collateral is restricted to your exhibition space. Obstruction of aisles so as to prevent and or impede traffic flow is prohibited. Any activity that results in a traffic flow impediment or creates a hazardous condition will not be tolerated. Failure to comply may result in removal from the premises.

