

DSN

DIRECT SELLING NEWS

DSN PRESENTS A NEW OPPORTUNITY FOR ACTIVE DIRECT SELLING COMPANIES



Become a
PATRON today.
Enjoy the **PERKS**
all year.

Since 2004, **Direct Selling News (DSN)** has proudly served the entire channel and the direct selling executives that lead it.

Our mission? To serve, educate and edify the channel as the daily resource for breaking global news, emerging trends and powerful stories. With DSN, it's easy for direct selling executives to stay informed, engaged and always one step ahead.

We accomplish this through a three-pronged multimedia approach, consisting of the following free open content:

- **Daily news stories**, company spotlights, executive announcements, special interest stories and more, posted on DirectSellingNews.com.
- **Original exclusive podcasts** filled with dynamic interviews with some of the most innovative and influential executives from the channel's most revered brands, plus expert thought leaders and icons all discussing direct selling's past, present and future.
- **A 100-page monthly publication** (print and digital versions) filled with in-depth, big-picture reporting on the channel and the trends and innovators that shape it.
- **Premier education, recognition, awards and events** for active corporate direct selling executives including:
 - ▶ Direct Selling University (DSU)
 - ▶ Annual DSN Global Celebration and Global 100 List
 - ▶ Customer-Centric Recognition Program
 - ▶ Bravo Awards
 - ▶ Best Places to Work Awards
 - ▶ New awards and recognition programs currently in development

BE AN ACTIVE PARTICIPANT IN PROGRESS AND EVOLUTION WITHIN THE CHANNEL

Our latest innovation is yet another way we can provide relevant information, exposure, edification and education to the companies in the channel we consider partners and friends. In 2022, we are introducing a new opportunity to **become an official patron of DSN through our new Membership Program.**

For you, this provides an even deeper level of exposure to the stories, innovators and events that shape the channel now and in the future. For us, it allows us to provide even more in-depth research, advocacy, journalism, recognition and support to the channel we all value and revere. Membership really does have its perks—here's a look at what your Membership provides the channel, and how it can help your company.



WHY BECOME A MEMBER?

REASON **1**

Growing your network and your skill set provides motivation and momentum

Executives need training, inspiration, recognition and peer-to-peer camaraderie just as much as the field in order to stay engaged, motivated and productive. Industry-specific events are where ideas, momentum and evolution happen for your company and our channel.

DSN has provided free educational and networking events such as [Direct Selling University](#) and recognition galas such as the prestigious annual [Global Celebration Event](#) for more than 20 years. **Your Membership enhances your staff development initiatives and supports the growth, future and evolution of the industry.** Your Membership makes it possible for DSN to continue providing access to relevant education, recognition and inspiration for active corporate executives as well as develop new recognition and award programs to further edify the channel's leading companies and executives.

REASON **2**

Your time is too valuable to spend chasing down news and information

Finding the time to research and stay up to speed on market trends and innovations happening in the channel is a massive, time-consuming task. But without insight and perspective into the global market, the competition, the challenges and the opportunities—companies often fall short of achieving their goals.

Nobody covers the business of direct selling better than DSN. For more than 17 years, our monthly publication, events and original multi-media content have made us the channel's trusted go-to journalistic and educational resource. **Your Membership helps you, your team and the channel as a whole stay informed, engaged and always one step ahead.**



REASON **3**

Inspiring and educational training benefits your entire corporate team—from industry outsiders to seasoned veterans

On average, it takes a year for employees coming from outside of the channel to fully learn and understand the intricacies of this unique business model. Plus, keeping your current corporate leaders up to speed on current trends and best practices is equally challenging—and crucial—for your business.

DSN is excited to announce a new on-demand library exclusively for DSN Members. **As a Member, your entire corporate staff has access to exclusive training and educational video and audio content from some of the top leaders and innovators in the channel.** Remember, DSU event replays are available for a few days, but the Membership-only on-demand library lasts forever—it's **Masterclass for direct selling!**

The on-demand library contains TED-style lessons from innovative industry leaders spanning every business function and area, including:

- Founders
- CMOs
- CCOs
- VPs
- CEOs
- CSOs
- SVPs
- And More!

These influential leaders tackle the topics that matter most in today's market as well as share proven fundamentals to help you and your team discover the big ideas that can change your business now and in the future. The on-demand library will launch with 100+ video and audio options and new audio and video lessons, courses and presentations will be added regularly each year.

As a Member, your entire corporate staff has access to exclusive training and educational video and audio content from some of the top leaders and innovators in the channel.

REASON **4**

Changing the public's perceptions about direct selling makes the entire channel stronger

DSN believes in the direct selling channel, its potential and its future. But turning the public discourse about direct selling requires a collective community effort.

DSN is an advocate and champion of the industry. **Your Membership helps DSN share and celebrate the stories that need to be told and supports the recognition of companies that are achieving success with integrity.**



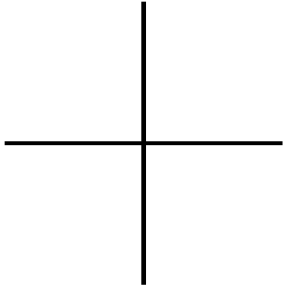
MEMBERSHIP LEVELS & BENEFITS

Sponsorship of the channel's premier events attests to your prominent leadership role within the industry and guarantees exposure to relevant influencers and thought leaders. Your association and support provide credibility to your company and the channel.

DSN Members receive recognition, accolades and all the benefits of sponsoring two events a year plus additional benefits per level, including access to exclusive content and original research, all year long.

As a Patron, you receive:

- **Exclusive on-demand video and audio access** for all corporate employees.
- **Acknowledgement and logo inclusion** on/in;
 - ▶ All event marketing and promotional efforts (digital and print, emails, ads and a minimum of one thank you social post per event)
 - ▶ All event websites
 - ▶ All virtual, in-person and streaming events
 - ▶ All post-event communications and recaps
 - ▶ Pages of DSN and online at DirectSellingNews.com
- **Inclusion acknowledging your role as a Member in one (1) collage-style compilation ad in every issue of DSN (print and digital)** during the lifespan of your Membership
- **Digital Asset: Official DSN Member Graphic** to promote your company's sponsorship and support on your website, email signatures and marketing credibility for the life of your Membership
- **Four seats** to the DSN Global Celebration



As a GOLD or PLATINUM Member, you receive all of the benefits listed at left plus:

ADDITIONAL BENEFITS	PLATINUM	GOLD
Access to original and exclusive new research and special interest pieces.	X	X
VIP First Access to breaking news stories via text.	X	X
Reserved seating at in-person DSU events for your attending corporate team.	X	X
Reserved/Preferred up-front seating at the annual in-person DSN Global Celebration Event for all company attendees.	X	
Reserved/Premium seating at the annual in-person DSN Global Celebration Event for all company attendees (up to 10 seats).		X
Guaranteed invitation to any C-Level events sponsored and/or hosted by DSN, including CEO Forum.	X	X
Guaranteed invitation and access to VIP-only receptions, talks and events at DSU featuring keynote speakers and other dignitaries.	X	
DSN Podcast interview highlighting company , with accompanying assets to share.	X	
Transcribed podcast article featured as an Executive Q & A in print and digital versions of DSN.	X	



PRICING

PLATINUM / \$50,000 per 12-month term

GOLD / \$25,000 per 12-month term

PATRON / \$12,000 per 12-month term

TERMS & DETAILS

Submission and completion of the Membership application does not confirm acceptance. All submissions will be reviewed and responded to individually.

REQUIREMENTS

Direct Selling News Membership is reserved to companies that have been in business for at least two years and which exhibit the highest levels of ethical business standards. DSN reserves the right to deny, suspend or discontinue the Membership of any company undergoing published legal actions or regulatory disputes (including any settlement of such) that may negatively impact DSN or other DSN Member companies.

PAYMENT OPTIONS

Memberships are on a rolling 12-month auto-renew cycle.

OPTION 1 / Yearly invoice for the total annual amount.

OPTION 2 / Two equal payments with second payment due within 120 days.

Your Membership helps DSN share and celebrate the stories that need to be told and supports the recognition of companies that are achieving success with integrity.

For questions, please contact

membership@directsellingnews.com