



# 2024-25 SPONSORSHIP PROGRAM



Gain exposure to Destination Management Companies (DMCs) before, during, and after the annual conference held each year in February. There are many opportunities to build important relationships that will result in business development beyond the normal sphere of influence.

**2025 ADMEI ANNUAL CONFERENCE**  
**Live! by Loews | Arlington, TX USA**  
**23-25 FEBRUARY 2025**  
[www.admei.org](http://www.admei.org)

For more information:

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Director, Program & Events  
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# OPPORTUNITIES

The ADMEI Sponsor Program provides a way for suppliers and vendors to have exposure to DMCs before, during, and after its annual conference held each year in February. This three-day conference is ADMEI’s largest “in person” event of the year and the pinnacle opportunity to interact with global DMC professionals. The conference features keynote speakers, breakouts focused on best practices and emerging trends, networking opportunities, team building, activations, and the always amazing ADMEI Awards Gala.

<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>
<b>\$7,500</b>	<b>\$5,500</b>	<b>\$3,500</b>
Awards Reception (Day 3)	Breakfast (Day 2)	AM Refreshment Break (Day 2)
Awards Gala Entertainment (Day 3)	Breakfast (Day 3)	AM Refreshment Break (Day 3)
Lunch (Day 2)	Conference Activations	PM Refreshment Break (Day 2)
Lunch (Day 3)	First -Timer’s Reception	Breakout Session
Main Stage and Breakout Furniture	Linens	Lanyards
Off-site Evening Event (Day 2)	WiFi	Pre Conf. Board & CAB Reception
Reception (Day 1)		Pre Conf. Board / CAB Lunch
Registration and Foyer Furniture		
Registration Host (Day 1)		
Team Building		

## Elevate Your Exposure with a PLATINUM SPONSORSHIP



The Platinum Sponsorship offers a comprehensive twelve-month agreement tailored for organizations in the DMC industry aiming to maximize their visibility among ADMEI members and the broader DMC community.

This premier tier encompasses all benefits of Gold sponsorship plus year-round exposure, with perks such as ADMEI membership, directory listing, 2 complimentary conference registrations, sponsor sizzle reel exposure, social media mentions, prominent logo placement on ADMEI’s website, an exclusive ADMEI-branded platinum badge for sponsor website, podium time on the main stage, and more.

**ADMEI’s Platinum Sponsorship guarantees the highest level of recognition throughout the conference and the entire year.**

# BENEFITS

	PLATINUM	GOLD	SILVER	BRONZE
	\$13,500	\$7,500	\$5,500	\$3,500
<b>YEAR ROUND BENEFITS</b>				
ADMEI Annual Membership	X	X	X	-
Listing in Associate Directory	X	X	X	-
Year Round Recognition on ADMEI Website	X	-	-	-
Logo Recognition on ADMEI Webinars	X	-	-	-
Recognition & Link on ADMEI Newsletters	X	-	-	-
Use of ADMEI Logo on Sponsor Website and Emails	X	-	-	-
Year Round Sponsor Recognition on ADMEI Social Media	X	-	-	-
Opportunity to Introduce Webinars	X	-	-	-
<b>CONFERENCE BENEFITS</b>				
Complimentary Conference Registration	2	1	1	-
Discounted Conference Registrations (save 20% off regular rate)	Unlimited	Unlimited	1	1
Invitation to VIP and Board Reception	X	X	-	-
Gold Sponsorship credit included (\$7,500 level)	X	-	-	-
30 Second Sizzle Reel at the ADMEI Awards Gala	X	-	-	-
Opportunity for Advanced Seat Selection for Awards Gala	X	X	-	-
Opportunity to Present an Award During the Awards Gala	X	X	X	-
Opportunity to Introduce a Session on Main Stage or Breakout	X	X	X	-
Exhibitor Table	X	X	X	X
Electronic Conference Final Attendee List with Emails	X	X	X	X
Logo & Link on Conference Webpage	X	X	X	X
Logo & Link in Conference Emails and Conference App	X	X	X	X
Sponsor Recognition on ADMEI Social Media Accounts	X	X	X	X
Sponsor Recognition during ADMEI Conference & Awards Gala	X	X	X	X



DIGITAL ONLY SPONSOR	
ASSOCIATE SUPPLIER \$2,500	DMC \$1,500
<ul style="list-style-type: none"> <li>• Logo &amp; Link on Conference Webpage</li> <li>• Logo &amp; Link in Conference Emails and Conference App</li> <li>• Sponsor Recognition on ADMEI Social Media</li> <li>• Sponsor Recognition during ADMEI Conference &amp; Awards Gala</li> </ul>	

# CONFERENCE LENS

**Thursday, 22 February 2024**

8:00 AM – 12:00 PM	DMCP Exam	Inman
10:00 AM – 3:00 PM	Tour Options	Atlanta
11:00 AM – 6:00 PM	Registration	Ellington Foyer
1:00 PM – 4:00 PM	DMC Institute	Ellington A
4:00 PM – 5:00 PM	DMCP Social	Ellington BC
4:30 PM – 5:00 PM	You 'ADMEI' at Hello	Ellington BC
5:15 PM – 6:00 PM	Art Thief Teambuilding Icebreaker	Overlook West
6:00 PM – 7:00 PM	Welcome Reception	Overlook East

**Friday, 23 February 2024**

8:00 AM – 5:00 PM	Registration	Ellington Foyer
8:00 AM – 9:00 AM	Breakfast Buffet	Overlook East
9:15 AM – 10:30 AM	Keynote: The Future of Work is Flow™	Ellington DEF
10:30 AM – 10:45 AM	Break	Ellington Foyer
10:45 AM – 12:15 PM	DMC Owners and GMs DMC Sales DMC Operations	Ellington BC Ellington A Overlook West
12:15 PM – 1:15 PM	Lunch Buffet	Overlook East
1:30 PM – 3:00 PM	Transform Your Mtgs & Events with AI Ask the Attorney Designing with Intention	Ellington BC Ellington A Overlook West
3:00 PM – 3:30 PM	Networking Break	Ellington Foyer
3:30 PM – 5:00 PM	Elevating Your DMC Game	Ellington DEF
6:00 PM – 8:30 PM	Flight Club Transportation (Round Trip)	Lobby Departure

**Saturday, 24 February 2024**

8:00 AM – 11:00 AM	Registration	
8:00 AM – 8:45 AM	Breakfast Buffet	
9:00 AM – 9:30 AM	ADMEI Business Meeting	
9:30 AM – 10:45 AM	Michael Cerbelli's: The Hot List™	
10:45 AM – 11:00 AM	Break	
11:00 AM – 12:15 PM	Expect the Unexpected Making the Most of Your AV Budget High Cost of Undervaluing Your Skills	
12:15 PM – 1:15 PM	Lunch Buffet	
1:30 PM – 3:00 PM	Navigating the Elephant in the Room Flow State Mastery Marketing Your Brand	
6:30 PM – 7:00 PM	ADMEI Awards Reception	
7:00 PM – 11:00 PM	ADMEI Awards Gala & Dinner	

We are still feeling the buzz from our 2024 Annual Conference in Atlanta! With a turnout of 234 DMC professionals from 9 different countries, this conference was one of our highest attended and highest rated to date!

With ninety-one (91) first timers, the atmosphere was filled with energy and enthusiasm. The conference was packed full of educational sessions, dynamic keynote speakers, networking opportunities, exciting outings, great food, DMC Institute training and lots of fun!

To the left is a copy of the **2024 Schedule-at-a-Glance**, and below are links to the conference and Awards Gala sizzle reel.

Each year, the schedule and programs change based on the destination, venue, theme, sponsor enhancements, etc.



**2025 ADMEI ANNUAL CONFERENCE**  
LIVE! by Loews, Arlington, TX USA  
23 - 25 February 2025

# AGREEMENT FORM

Please complete this form and email to [kristina@admei.org](mailto:kristina@admei.org).

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Contact

\_\_\_\_\_  
Address

\_\_\_\_\_  
E-Mail

\_\_\_\_\_  
City State Zip

\_\_\_\_\_  
Phone

**SPONSOR PACKAGE**

PLATINUM - \$13,500      GOLD - \$7,500      SILVER - \$5,500      BRONZE - \$3,500

\_\_\_\_\_  
Sponsor item

**TERMS & CONDITIONS**

**Payment** – An invoice will be created upon receipt of this signed agreement and should be paid within 14 days of being received. Benefits will ensue upon receipt of payment.

**Refund** – This agreement is non-refundable; however, if one of the benefits listed is no longer available, ADMEI will work with Sponsor to reach agreement on a fair substitution.

**Limited Liability** – The liability of ADMEI for any act, error, or omission for which it may be held legally responsible shall not exceed the cost of any cash payment. ADMEI will not, in any event, be liable for consequential damages, including, but not limited to, lost income or profits. ADMEI shall not be subject to any liability whatsoever for any failure to hold event because of an act of God, outbreak of hostilities, insurrection, riot, civil disturbance, terrorism, government act or regulation, pandemic, fire, flood, explosion, accident, theft, or any other cause beyond the reasonable control of ADMEI. Unintentional or inadvertent failures of either party to print, publish, or circulate the other party’s name and/or materials shall not be considered a breach of the Agreement.

**General Terms** – The terms and conditions set forth in this Agreement govern the relationship between ADMEI and Sponsor. This Agreement is nonexclusive and does not constitute an endorsement by ADMEI or its representatives of the Sponsor’s products. Unless expressly agreed to in writing by ADMEI, no other terms or conditions appearing in contracts, orders, insertion instructions, or otherwise that conflict with the provisions of this Agreement shall be binding on ADMEI. ADMEI shall not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this Agreement. The waiver of any provision of this Agreement shall not be construed to a waiver of either party’s right to later require strict observation and performance of each of the provisions hereof. Facsimile or electronic transmission of a copy of this Agreement bearing a signature shall be deemed delivery of a signed original Agreement.

**Severability** – If any section or provision of this Agreement is deemed illegal by a competent court of law, all other provisions of this Agreement shall remain in force.

**Entire Agreement** – This Agreement constitutes the entire agreement between Sponsor and ADMEI. No modification or amendment to this Agreement shall be effective unless made in writing and signed or acknowledged by the party to be bound. Sponsorship levels and pricing are accurate at the time of printing this document. ADMEI reserves the right to modify sponsorship levels, pricing, or conference at any time.

\_\_\_\_\_  
Signature Date

**Thank you for your sponsorship!**