2027 Memberships and Sponsorship Guide

As Members or Sponsors, The DSF Stands for You.



Mission

Remain the independent voice for the Digital Signage industry

OUR COMMUNITY

270+ Members and growing

- 150+ End Users
- 20 Advisory Sponsors
- 120 Corporate Memberships

OUR FOCUS

- Enrich the DSF as a valuable education and marketing platform for Members and Sponsors
- Grow and cultivate our community by focusing on the 4 pillars of greatest value to our audience

THE TEAM

- A working, volunteer board governs the DSF
- Elected by Members, for Members
- With active committees of industry leaders eager to make a difference

1 SHOWCASE

We host regional education & networking events –mix & mingles are highly coveted and provide an opportunity to showcase products, present Work That Wins, and invite local teams to network with the regional ecosystem for learning, face time and business development.

2 EDUCATE

DSF provides an official certification course that aligns with the Digital Signage Experts Group (DSEG.)

We're out front and provide the education topics for key industry shows for AVIXA [Infocomm] and DSE.

3 GIVE ACCESS

We provide members with access to industry trade shows, new vertical/end-user shows – as well as speaker bureau, panels, presentations, and thought leadership [AVIXA D=SIGN, Power Hours, DSE Education Sessions, as well as a presence in DSF-sponsored booths]

4 RECOGNIZE

The DSF leverages all our digital channels to promote members, their work, and the services they offer – and recognizes the amazing work that comes from our member companies. We judge the DSE Awards to recognize and raise the bar.

Showcase | Educate | Access | Recognize



2027 Events

Mix & Mingles
South Florida: February 25
Nashville: May
Pixel Awards: Boston • September
subject to change

2027 Membership Pricing

End User

FREE Non-Reseller
Non-Manufacturer-Membership

Silver

$750 Corporate Sponsorship

Gold

$1,500 Corporate Sponsorship

Platinum

$3,500 Corporate Sponsorship

Advisory

$11,000 Corporate Sponsorship

Digital Signage Federation 2027 Benefits	End User	Silver	Gold	Platinum	Advisory Council
EVENTS					
Mix & Mingles					
Attendance Fee	Free	Included	Included	Included	Included
Mix & Mingle Attendance [per event]	1	2	5	10	15
Receipt of Attendee List/event			$500	$300	Included
On-Site Sponsorship Recognition					Included
Swag Sponsorship (1 Sponsor)				$2500+Swag	$2500+Swag
DSF Pavilions					
Participation Priority			3rd	2nd	1st
Participation Discount			Full Price	10% off	20% off
# of attendees*			1	2	3
Speaking Opportunity					Priority
Signage Socials					
Sponsorship Priority			3rd	2nd	1st
Access to attendee list			Included	Included	Included
Pixel Awards					
Tickets/attendance					Preferential pricing
Marketing					
Amplification					
Social Amplification			1/quarter	2/quarter	4/quarter
Highlights on DSF site			X	X	X
Digiscape					
Inclusion, # of categories			1	2	3

Digital Signage Federation 2027 Benefits	End User	Silver	Gold	Platinum	Advisory Council
INDUSTRY LEADERSHIP					
Education					
DSEG License, #	10% off	2	2	2	2
Online Education Access	X	2	5	10	15
Course Creation			X	X	X
Thought Leadership					
Speakers Submission*	X		X	X	X
Path to DSF Leadership					
Committee Volunteers*	X		X	X	X
Project/Event Mgt				X	X
DSF Board Member Voting Rights, #					
	1	1	2	3	5
Annual Fee:	**Free**	**$750**	**$1,500**	**$3,500**	**$11,000**

*Based on Qualifications/Avaliability

End User: Non-Reseller, Non-Manufacturer
Silver, Gold, Platinum, Sponsor: Corporate Sponsorship

STATS THAT MATTER

WE'RE SOCIAL



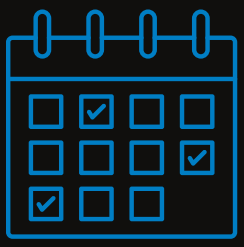
- 8,000+ LinkedIn followers
- Total LinkedIn posts/week: about 15
- Monthly LinkedIn Impressions: 12,107
- Monthly Total Click-Throughs: 544
- Average email open rate of over 28% on 3788 contacts

LEARNING



- 34 - Active Courses, available ala carte or one of 4 Learning Plans in Foundations, Digital Signage 101, Software/Content and Hardware
- 4 - AVIXA Power Hour Webinars
- 6 - AVIXA D=SIGN Courses

EVENTS & THOUGHT LEADERSHIP



- 3 Regional Events (100–130 avg attendees)
- 3+ Industry Events
- Growing Speakers Bureau
- Continuously evaluate new end user events to provide Members access to at a value eg – CEDIA, IAAPA, RICE, SHOP, RSPA

Join The DSF TODAY

Our DSF Membership portal makes renewing memberships, joining the DSF, or signing up easy. Visit https://mydsf.org/

JOIN THE DSF

Visit https://mydsf.org/

Renew

Log in to renew your membership in a few clicks.

Join

Choose the level that fits your needs.

Sign Up

Access directories, events, and news.

