



MOMENTUM

NATCON23

MAY 1-3, 2023 • LOS ANGELES, CALIFORNIA

NATIONAL
COUNCIL
for Mental
Wellbeing

Exhibitor and Sponsor Prospectus

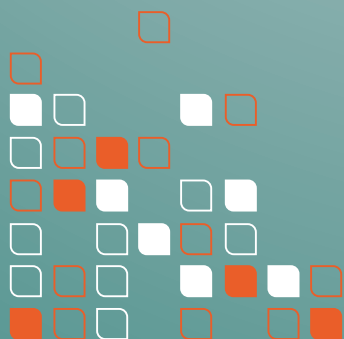


TABLE OF CONTENTS

WELCOME TO NATCON23.....	1
NATCON BY THE NUMBERS	2
WHY EXHIBIT/SPONSOR?.....	4
EXHIBIT INFORMATION.....	6
SPONSOR INFORMATION.....	9
SPONSORSHIP BENEFITS	10
SPONSORSHIP OPPORTUNITIES.....	11
<i>Education - Brand Awareness</i>	<i>12</i>
<i>Access.....</i>	<i>14</i>
<i>Brand Awareness</i>	<i>15</i>
<i>Brand Awareness – Lounges and Specialty Areas</i>	<i>17</i>
<i>Digital Communication</i>	<i>21</i>
<i>Promotions/Advertising – Hotel Advertisements.....</i>	<i>22</i>
<i>Promotions/Advertising – Onsite Advertisements.....</i>	<i>22</i>
<i>Promotions/Advertising – Online Advertisements-NatCon Website</i>	<i>24</i>
<i>Promotions/Advertising – Social Media</i>	<i>25</i>
<i>Promotions/Advertising – Digital Guide</i>	<i>26</i>
<i>Promotions/Advertising – Mobile App</i>	<i>27</i>
<i>Booth Traffic Drivers</i>	<i>28</i>

Mental Wellbeing – Reality for Everyone, Everywhere

The [National Council for Mental Wellbeing](#) is a membership organization that drives policy and social change on behalf of nearly 3,200 mental health and substance use treatment organizations and the more than 10 million children, adults and families they serve. We advocate for policies to ensure equitable access to high-quality services. We build the capacity of mental health and substance use treatment organizations. And we promote greater understanding of mental wellbeing as a core component of comprehensive health and health care. Through our [Mental Health First Aid \(MHFA\) program](#), we have trained more than 2.6 million people in the U.S. to identify, understand and respond to signs and symptoms of mental health and substance use challenges.

NatCon23

– **LARGEST** conference in mental health and substance use!

The National Council for Mental Wellbeing invites you to our largest Annual Conference and Expo yet! Join us as we take over downtown **Los Angeles, Calif., from May 1-3, 2023.**

As **THE** event in mental health and substance use treatment, NatCon23 connects you with the most in-demand audiences in our field – from influencers and decision-makers to advocates and executives.

More than a conference! NatCon is a unique opportunity to engage quality leads, grow your network and amplify your brand. And it's an exclusive invitation to invest in the important work our attendees are doing in communities nationwide – one we hope you'll accept.



NATCON BY THE *Numbers*

#1



conference in mental health and substance use treatment.

135+



exhibitors in attendance.

200+



educational sessions – over 60 hours of learning!

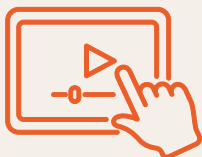
260+

of CE/CME credits available through 13 accrediting bodies.

Mental Health First Aid Summit
pre-Conference event.

55+

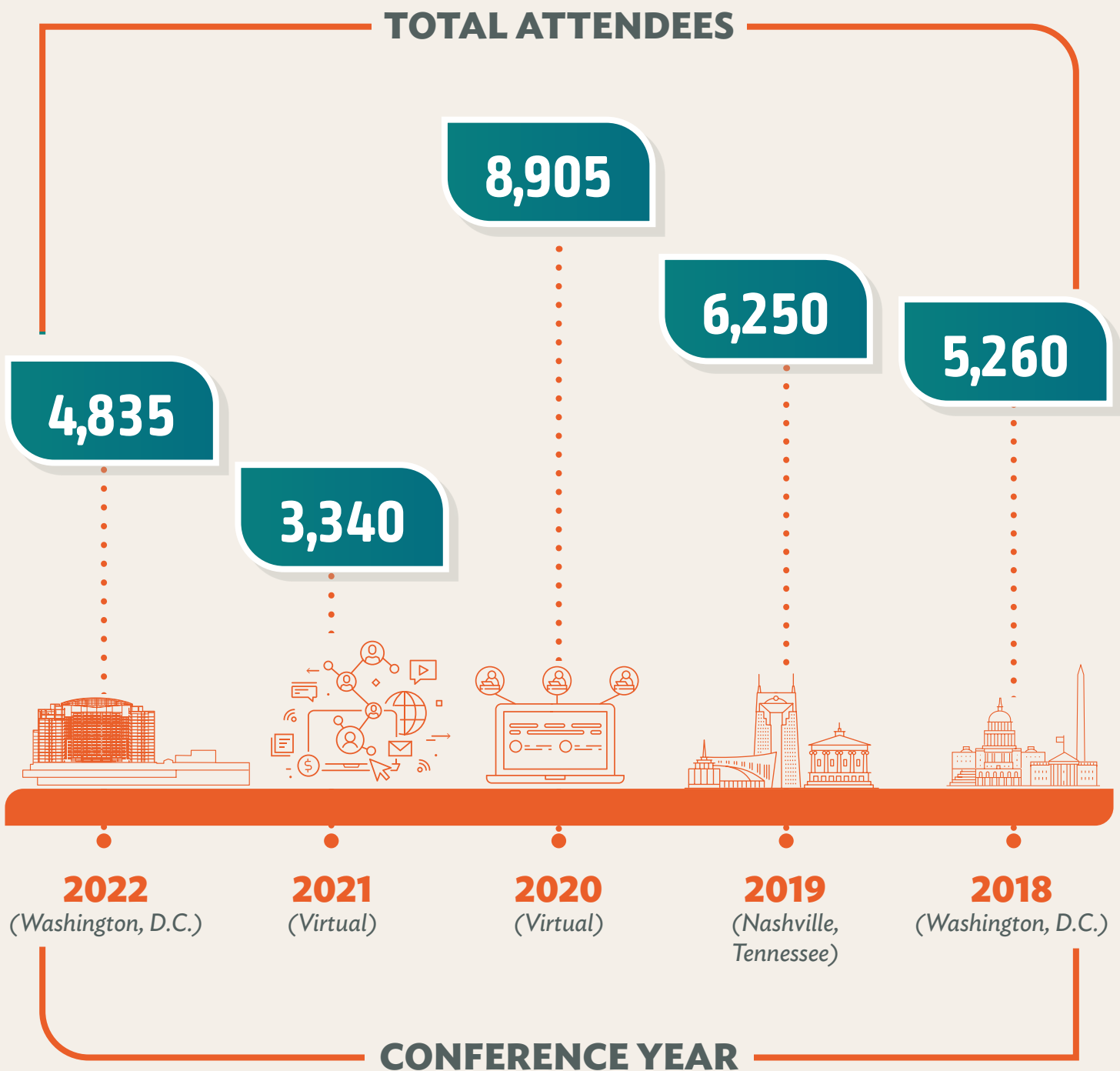
iPoster presentations – innovative work at your fingertips.



Dozens of TED-style Talks and Ignite Sessions.



Networking at meet-ups, roundtables and more!



WHY EXHIBIT/SPONSOR?

Exhibiting at NatCon23 will provide you with benefits you won't get at other exhibit halls in the mental health and substance use treatment industry. NatCon is the leading conference that draws key decision-makers from across the country.

56%

of NatCon attendees are executive level decision-makers from across the country.

43%

of attendees have 10+ years of experience.

Attendees Represent:

Academic and Research Institutions • Advocacy Organizations •

Certified Community Behavioral Health Clinics (CCBHCs)

Children and Adolescent Treatment Organizations • Criminal Justice

Federally Qualified Health Centers • Home Health Care

Agencies • Hospitals • Housing Assistance • Intellectual and Developmental

Disabilities (IDD) Organizations • **Mental Health and Substance Use**

Treatment Organizations • Multi-state Treatment Organizations

Peer-run Organizations • Prevention and Recovery Support Organizations

Public Health • Rural Health • State Departments and Associations • Telehealth

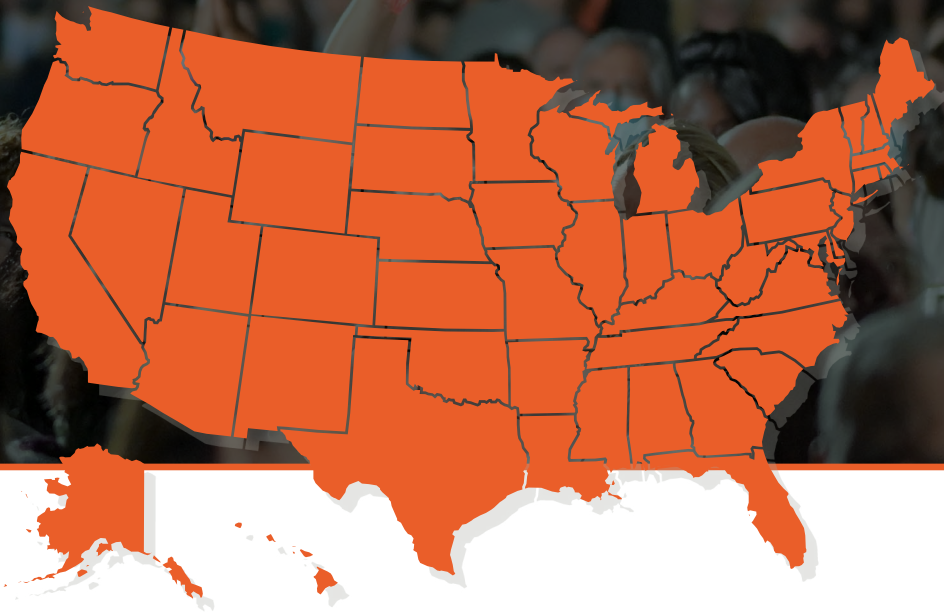
Membership Map

A majority of NatCon attendees are National Council members.

All **50** leaders of state mental health associations attend NatCon.

Over **3,200** member organizations serve 10 million people

450+ member organizations are CCBHCs and growing!



Telehealth.....	13%	Electronic Health Record...	6%	Non-profit/Education	4%
Health Information Technology	9%	Consulting and Advisory Services	5%	Treatment Providers	4%
Cared Management.....	7%	Medical Billing	5%		
Digital/Mobile Health.....	7%	Crisis Intervention	4%		

EXHIBIT INFORMATION

As an Exhibitor you'll have an all-access pass to all educational sessions and social events to connect and **extend your reach beyond** the Exhibit Hall. You'll get unique insight into the challenges the industry is facing and the solutions we're pursuing.

All National Council Partners receive the Partner rate for exhibiting opportunities.

Exhibitor Booth	Partner Price	Non-partner Price
Standard Inline (10'x10' or larger)	\$38 per sq. ft.	\$39.90 per sq. ft.
Corner Premium	\$300	\$300
Island (20'x20' or larger)	\$44 per sq. ft.	\$46.20 per sq. ft.

Learn more about the [National Council Partnership Program!](#)

BENEFITS ASSOCIATED WITH BOOTH PURCHASE INCLUDE:

- Two days of visibility in the Exhibit Hall (May 1-2, 2023).
- Three complimentary full Conference registrations, per 100 sq. ft., with access to all sessions, activities and meals from May 1-3, 2023.
 - » Additional discounted badges are available for \$775 each.
- 44" x 7" in-booth identification sign (company name/booth #).
- 8' high background drape and 36" side rails.
 - » Booth carpet and furniture must be purchased separately.
- Company listing on the NatCon23 website and mobile app with your custom categories available on the exhibitor page and interactive floor plan.
- Company listing in the NatCon23 Solutions Guide exhibitor page, printed Exhibit Hall map and Final Program.
- Pre- and post-Conference mailing lists (includes name, company name, title and mailing address).
 - » Lists do not include email addresses.
- Receive one [Priority Point](#) per 100 sq. ft. purchase for next year.

Secure Your Space – [View the NatCon23 Floor Plan](#)

The floor plan is live and is subject change. Booth selection is based on Priority Points, then first-come, first-served after Priority Points deadline. Multiple booths are combined per request.

Booth Selection and Earning Priority Points

Priority Points are earned based on previous NatCon participation and are accumulated annually. In general, exhibit space is assigned preferentially according to the exhibiting company's earned Points. The National Council reserves the right, at its sole discretion, to allocate space on any other basis it deems appropriate. Points are earned for exhibiting, sponsorship and advertising. Please review the [NatCon Priority Points Program](#) for more information.

NEW - Booth Add-ons

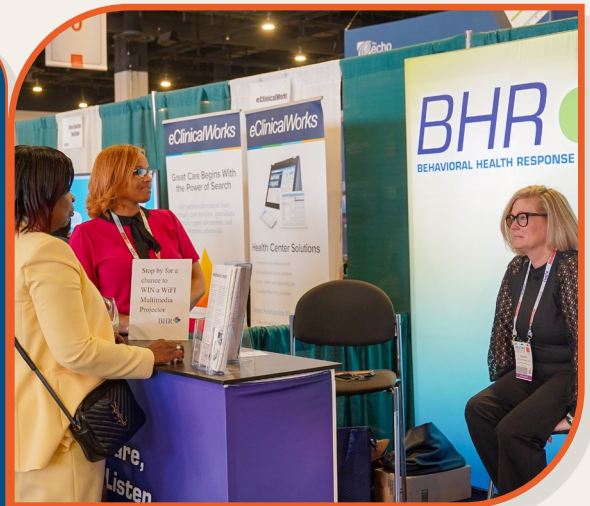
Additional packages to enhance your NatCon23 booth include:*

10'x10' Furniture Package: \$985

- Standard carpet
- 6' draped table
- Two chairs
- One waste basket
- 500 watt electrical outlet

10'x20' Furniture Package: \$1,970

- Standard carpet
- 6' draped table
- Two chairs
- One waste basket
- 500 watt electrical outlet



**No substitutions or changes allowed. Upgrades may be made with additional fees.*

EXPO SUITES

Expo Suites are private meeting rooms located in the Exhibit Hall that allow Exhibitors to customize the interior of the space to meet their needs. They are secured Monday, May 1, and Tuesday, May 2. Expo Suites are offered only to current NatCon23 Exhibitors and may not be secured for education (CE credit) under any circumstance. **Attendees can only access Expo Suites during regular Exhibit Hall hours.**

EXPO SUITES COST

- 10'x10' Expo Suite: \$6,000
- 10'x20' Expo Suite: \$7,500

EXPO SUITES INCLUDE

- Private hard-walled meeting room with door (no ceiling).
- One pedestal table with two standard chairs – upgrade is available.
- 2000 watts electrical.
- Basic carpeting, no padding – upgrade is available.
- 22"x28" sign with interchangeable sleeve.

Booth Payment Terms

Reservations for exhibit space should be made online and must be accompanied by full payment to be accepted. Reservations and payments must be complete prior to Friday, March 3, 2023, to be listed in the printed floor map and Final Program. Any reservations and payments completed after Friday, March 3, 2023, will only be included in the digital NatCon23 Solutions Guide, website and mobile app. Booths will be assigned on a first-come, first-served basis. Reservations without an authorized signature and required payment will not be processed.

In the event the Exhibitor fails to install the display by 5 p.m. PT on Sunday, April 30, 2023, fails to pay the full space rental at the time specified or fails to comply with any provisions concerning the use of display space, the National Council for Mental Wellbeing has the right to take possession of said space and resell it, or any part thereof.

Exhibitors may not assign, sublet or apportion to others the whole or any part of the space allocated, and may not display goods or services other than those manufactured or regularly distributed by them.

Booth and Event Cancellation Policy

Booth reservations may be canceled and a refund issued – less a 25% cancellation fee – by Friday, March 3, 2023. Cancellation after March 3, 2023, requires the Exhibitor to pay full rental, unless the space is resold. At that point, the Exhibitor will forfeit only the 25% cancellation fee. If the exposition is not held for any reason, the rental and lease of space to the Exhibitor will be terminated and the limit of claim for damage and/or compensation by the Exhibitor will be the pro rata amount paid. Cancellations must be received in writing.

For more information please review the NatCon23 Rules & Regulations in the [Expo Harvester](#).

Exhibit Schedule & Schedule at a Glance

EXHIBIT INSTALLATION DATES

Saturday, April 29, 2023: 2 – 9 p.m. PT
Sunday, April 30, 2023: 8 a.m. – 5 p.m. PT

EXHIBIT HALL HOURS

Monday, May 1, 2023: 7:30 a.m. – 7 p.m. PT
Tuesday, May 2, 2023: 7:30 a.m. – 4:30 p.m. PT

EXHIBIT DISMANTLE DATES

Tuesday, May 2, 2023: 4:30 – 8 p.m. PT
Wednesday, May 3, 2023: 8 – 11 a.m. PT

Check out the NatCon23 Agenda.



SPONSOR INFORMATION

Why Sponsor at NatCon?

NatCon23 is the place to connect and gain visibility with your ideal network.

Get your name, brand, product and/or services in front of thousands of attendees – the mental health and substance use treatment field's most desirable audience.

OUR SPONSORSHIP OPPORTUNITIES ARE DIVIDED INTO THE FOLLOWING CATEGORIES:



Education

By providing useful information that is contextually appropriate, your company becomes credible and trustworthy while educating your future clients with sponsored content.



Access

Gain access to specific audiences in mental health care and substance use treatment at NatCon23 that might otherwise be difficult to engage.



Brand Awareness

Make your brand/logo memorable and recognizable to attendees with targeted opportunities.



Digital Communication

Communicate your customized message through digital opportunities, including emails, e-newsletters social media and more.



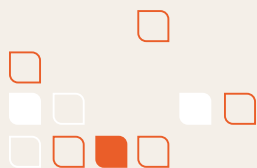
Promotions/Advertising

Promote and advertise your products, services and solutions through a variety of options.



Booth Traffic Drivers

Drive attendee traffic to your booth with specialized sponsorship opportunities.



SPONSORSHIP BENEFITS

Sponsorship options are chosen individually but may be combined to achieve the listed sponsor levels. Each level receives additional benefits.

All National Council Partners receive the Partner rate for sponsorship opportunities.
[Learn more about the National Council Partnership Program!](#)



	ELITE	SIGNATURE	PREMIER	CONTRIBUTOR
	\$60,000+	\$35,000-\$59,999	\$15,000-\$34,999	\$1,000-\$14,999
Logo and link on Conference website and mobile app.	✓	✓	✓	✓
Recognition as a Sponsor in the NatCon23 Solutions Guide.	✓	✓	✓	✓
Sponsorship icon to be used in your NatCon23 marketing campaign.	✓	✓	✓	N/A
Spotlight e-blast with your custom message to all NatCon23 registrants scheduled to go out during the weeks prior to the Conference. Educational content preferred.	✓	✓	N/A	N/A
Ad in NatCon23 Solutions Guide	Full page	Half page	N/A	N/A
Social media posts on the National Council platforms (Facebook, Instagram and Twitter)	One featured post on all three platforms	One post on two platforms	One post on one platform	N/A

SPONSORSHIP OPPORTUNITIES

Education – Sponsored Content



EXHIBITOR THEATER SPOTLIGHT



1 LEFT!

Partner: \$30,000 / Non-partner: \$30,900

- Showcase your thought leadership in the mental health and substance use treatment field by hosting a one-hour discussion session, workshop, panel or roundtable at the new Exhibitor Theater in the Wellbeing Zone.
- Only NatCon23 Exhibitors are eligible to host a spotlight.
- **Sponsorship benefits include:**
 - » AV, including laptop, monitor, speakers, microphone and podium – all ready for your presentation.
 - » One e-blast invitation to all attendees or targeted list with your copy and details prior to the session.
 - » Listing of session title, faculty, location and sponsoring company with description in NatCon23 website and mobile app.
 - » Listing of session title in the printed Final Program and floor map.
 - » Complimentary lead retrieval device for your team to scan attendees.
 - » Ability to provide handouts approved by National Council (at the Sponsor's expense).
 - » Digital signage outside of theater, Sponsor to provide graphic.
 - » Exclusive snacks in the theater for attendees.
 - » One push notification 20 minutes prior to the session.
 - » Sponsors to provide session title, description and list of presenters to NatCon staff for review and approval.



CAMPFIRE SESSIONS



3 LEFT!

Partner: \$7,000 / Non-partner: \$7,210

- Host your own informal educational session on a topic of your choice! Campfire Sessions are 20-minute discussions at a designated networking area in the Wellbeing Zone. You can educate and connect with industry professionals during breakout sessions on topics such as healthy workforce, wellness, navigating through the unknowns of post-pandemic events and more!
- **Sponsorship benefits include:**
 - » AV, including laptop, monitor, speakers, microphone and podium – all ready for your presentation.
 - » Listing of session title, faculty, location and Sponsoring company with description in NatCon23 website and mobile app.
 - » Listing of session title in the printed Final Program and floor map.
 - » Logo and session title on printed 22"x28" sign.
 - » Sponsors to provide session title, description and list of presenters to NatCon staff for review and approval.

Education - Brand Awareness

Support NatCon education and increase your company's brand awareness!



TED-STYLE TALKS/IGNITE SESSIONS (Exclusive)

Partner: \$10,000 / Non-partner: \$10,300

- TED-style Talks and Ignite Sessions are some of the most popular events at every NatCon.
- **Sponsorship benefits include:**
 - » Logo and Sponsorship acknowledgement on all onsite signage and applicable pre-event marketing.
 - » Logo recognition on walk-in slides.
 - » One 16:9 PowerPoint advertisement graphic on walk-in slides.
 - » Recognition and “Thank you” shout-out from MC at the start of each block of events.

TED-Style Talks

- Every word of a TED-style Talk counts. They don't make you wait for that “ah-ha” moment. They are personal, concise, challenge your perceptions and take you on a journey that is both inspiring and motivational in just 18 minutes or less.

Ignite Sessions

- It only takes five minutes to ignite the world and inspire change. Everyone has a story and we take Ignite's mission — “Everyone Speaks” — to heart by presenting a dynamic set of speakers who are ready to share their passions.

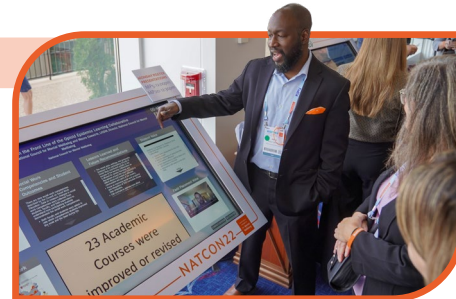




POSTER PAVILION AND ONLINE GALLERY *(Exclusive)*

Partner: \$10,000 / Non-partner: \$10,300

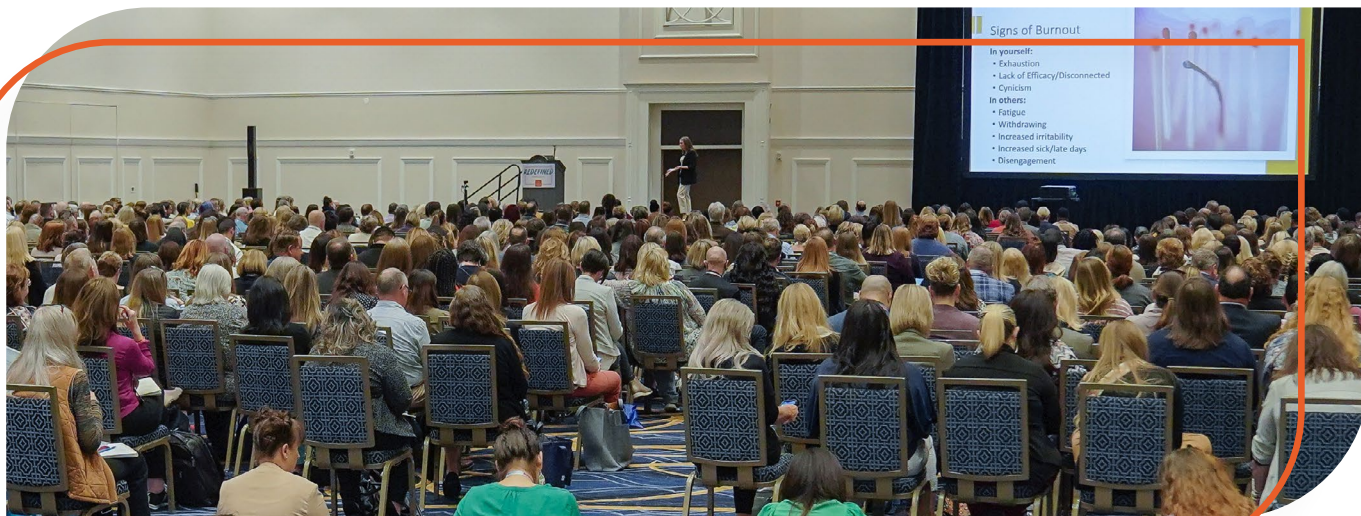
- The interactive Poster Gallery will be onsite and available on the NatCon23 website following the Conference.
- At the Conference, attendees will explore the poster presentations on high-definition, interactive touch screens with search and scroll features.
- **Sponsorship benefits include:**
 - » Logo and Sponsorship acknowledgement on all applicable pre-event marketing
 - » Footer banner ad with hyperlink on pre-event e-blast to all registered attendees.
 - » Logo and link on the Online Gallery marketed and available online to all members post-NatCon23.
 - » Listing and location in the printed Final Program, floor map and “You are Here” signs.
 - » Sponsorship recognition on Poster Pavilion hanging sign.



EDUCATIONAL TRACK SPONSORS *(EXCLUSIVE PER TRACK)*

Partner: \$10,000 / Non-partner: \$10,300

- Sponsorship of the educational tracks allows NatCon23 to provide exceptional quality continuing education training to its attendees.
- **Sponsorship benefits include:**
 - » Logo and Sponsorship acknowledgement on all applicable pre-event marketing.



Access

These opportunities allow Sponsors to meet with selected attendees in different settings.



NEW! SPECIALTY BOOTH EXPERIENCE

Partner/Non-partner: price based on activation

- Looking for a fun and effective booth driver? Choose one of the following activations to draw attendees and provide a unique experience!
 - » Carpool “Car”oake
 - » 360° camera
 - » Green screen
 - » Rollercoaster
 - » Games
- **Sponsorship benefits include:**
 - » Logo and Sponsorship acknowledgement on all applicable pre-event marketing.
 - » Ability to have a representative present to greet and network with attendees.
 - » Listing and location on NatCon23 website and mobile app.
 - » Listing and location in the printed Final Program, floor map and “You are Here” signs.
 - » Logo and Sponsor acknowledgement on content-contained email communication to all participants during or post-Conference.



HEADSHOT CAFÉ

SOLD

Partner: \$8,000 / Non-partner: \$8,240

- A new professional headshot can make attendees — and you — stand out! Make sure attendees stop by your branded Headshot Café for their free executive headshot. Photo will be digitally shared with attendees within 48 hours.
- Add-ons available.
- **Sponsorship benefits include:**
 - » Logo and Sponsorship acknowledgement on all applicable pre-event marketing.
 - » Ability to have a representative present to greet and network with attendees.
 - » Listing and location on NatCon23 website and mobile app.
 - » Listing and location in the printed Final Program, floor map and “You are Here” signs.
 - » Logo and Sponsor acknowledgement on content-contained email communication to all participants during or post-Conference.





NEW! HOSPITALITY EVENT

Partner: \$5,000 / Non-partner: \$5,510

- Host an ancillary hospitality event with NatCon marketing assistance.
- Hospitality events are strictly social activities that are held outside of NatCon23 educational programming. They may NOT contain product demonstrations, scientific presentations or educational programs.
- **Sponsorship benefits include:**
 - » Listing of Hospitality Event, location and your company's name in the NatCon23 agenda.
 - » One email to all NatCon23 attendees or targeted list with your copy and details.
 - » Room rental at the LA Convention Center or participating NatCon hotel (outside venue reservations at the company's expense).

Brand Awareness

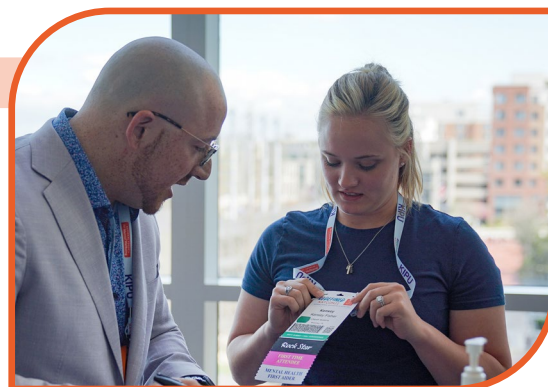


LANYARDS & BADGES

SOLD

Partner: \$25,000 / Non-partner: \$25,750

- Put your company's name around the neck of all Conference attendees! A great way to mobilize your name throughout the Conference.
- Your custom graphic will be printed on the back of each attendee badge.



WI-FI

SOLD

Partner: \$22,000 / Non-partner: \$23,175

- Get everyone connected! Sponsor NatCon23's blanket Wi-Fi. Splash your company's company name across the devices of everyone who accesses the event Wi-Fi, through the duration of the Conference.
- **Sponsorship benefits include:**
 - » Custom password Wi-Fi generated by Sponsor.
 - » Four complimentary dedicated wired internet in Sponsor's booth.
 - » Sponsor logo on all Wi-Fi onsite signage and table tents.



NEW! WATER BOTTLES & REFILL STATIONS (Exclusive)

Partner: \$20,000 / Non-partner: \$20,600

- Help attendees stay hydrated and remember you by putting your logo on reusable water bottles and water bubbler refill stations. Support the environment and give attendees a takeaway they'll use long after the Conference!
- Water bubbler refill stations will be strategically placed around the Exhibit Hall within high traffic areas to encourage visitors to refill their water bottles and reduce plastic consumption.
- **Sponsorship benefits include:**
 - » Sponsor logo on all water bubbler station signage.



NEW! LIVE MUSIC (Exclusive)

Partner: \$15,000 / Non-partner: \$15,450

- Set the mood and energize attendees as they enter Registration to pick up their badges and during Monday's Welcome Reception in the Exhibit Hall.
- **Sponsorship benefits include:**
 - » Logo and Sponsorship acknowledgement on all pre-event marketing.
 - » Sponsor acknowledgement on designed backdrop.
 - » One bar with your company logo at the Welcome Reception.
 - » Listing and location on NatCon23 website and mobile app.



SHUTTLE BUSES SIGNAGE

Partner: \$3,000 / Non-partner: \$3,090

- Place your company logo on the signage for the shuttle buses that take attendees between official NatCon23 hotels and the Los Angeles Convention Center. Attendees will see your company name before every ride.



RIDE-SHARE SIGNAGE

Partner: \$1,500 / Non-partner: \$1,545

- Place your company logo on the signage that informs attendees where they can find their ride-shares. Brand the drop-off and pick-up location signage for ride-share services at the Los Angeles Convention Center.

SOLD

Brand Awareness – Lounges and Specialty Areas



NEW! LUNCH SUPPORTER ADVERTISER



1 LEFT!

Partner: \$15,000 / Non-partner: \$15,450 per lunch

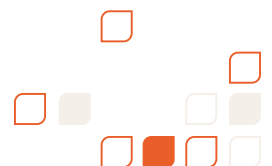
- Nobody misses lunch! Lunch will be offered as a buffet meal for all attendees, located in the Exhibit Hall.
- **Sponsorship benefits include:**
 - » Logo and Sponsorship acknowledgement on all pre-event marketing.
 - » Logo on custom napkins.
 - » Sponsor logo on all onsite signage at each food and beverage stations in the Exhibit Hall.
 - » Recognition as lunch supporter at afternoon General Sessions.



NEW! NATCON CENTRAL PARK (Exclusive)

Partner: \$15,000 / Non-partner: \$15,450

- Sponsor the NatCon Central Park – a central location for attendees to rest, network and participate in fun activities. This is perfect for lots of social media recognition!
- **Sponsorship benefits include:**
 - » Logo and Sponsorship acknowledgement on all applicable pre-event marketing.
 - » Custom advertisements on park benches inside the park.
 - » Logo on table clings for game tables.
 - » Listing and location on NatCon23 website and mobile app.
 - » Listing and location in the printed Final Program, floor map and “You are Here” signs.





NEWBEE HIVE (FIRST-TIMERS) LOUNGE (Exclusive)

SOLD

Partner: \$15,000 / Non-partner: \$15,450

- Last year, 41% of attendees were first-timers. Show your support for first-time attendees by sponsoring the NewBee Hive Lounge.
- The Lounge is located in a high-traffic area and is a hub for first-time attendees to network and relax.
- **Sponsorship benefits include:**
 - » Logo and Sponsorship acknowledgement on all applicable pre-event marketing.
 - » Footer banner ad graphic in the first-timer emails.
 - » Exclusive Sponsor of first-timers' reception on Sunday night at the lounge.
 - » Two large onsite signs (8'X3') with your custom advertisements.
 - » Thank you to our Sponsors listing on website and Final Program.
 - » Two large onsite signs (8'X3') with your custom advertisements.
 - » Ability to leave marketing collateral (at the Sponsor's expense) on tabletops approved by National Council.
 - » Listing and location on NatCon23 website and mobile app.
 - » Listing and location in the printed Final Program and floor map.



PUPPY PARK (Exclusive)

SOLD

Partner: \$15,000 / Non-partner: \$15,450

- Sponsor an "Awww" moment. Attendees can't help but smile when they are playing with pups, and nothing helps attendees unwind and relax like the Puppy Park. Dogs from a local shelter are ready for love — and they're all up for adoption.
- This is perfect for lots of social media recognition!
- **Sponsorship benefits include:**
 - » Logo and Sponsorship acknowledgement on all applicable pre-event marketing.
 - » Two large onsite signs (8'X3') with your custom advertisements.
 - » Ability to provide giveaways at Sponsor's own expense.
 - » Listing and location on NatCon23 website and mobile app.
 - » Listing and location in the printed Final Program, floor map and "You are Here" signs.





NEW! REFRESH & RECHARGE LOUNGE (Exclusive)

SOLD

Partner: \$12,000 / Non-partner: \$12,360

- NatCon attendees need a quiet place to meet with fellow attendees, catch up on emails and recharge themselves and their electronic devices. A new, innovative and centrally located networking lounge includes three meeting PODS, comfortable seating and ample charging docks.
- **Sponsorship benefits include:**
 - » Logo and Sponsorship acknowledgement on all applicable pre-event marketing.
 - » Two large onsite signs (8'X3") with your custom advertisements.
 - » Two floor stickers with your logo and booth number.
 - » Ability to leave marketing collateral (at the Sponsor's expense) on tabletops approved by National Council.
 - » Listing and location on NatCon23 website and mobile app.
 - » Listing and location in the printed Final Program and floor map.



NEW! BREAKFAST SUPPORTER ADVERTISER

Partner: \$10,500 / Non-partner: \$10,815 per breakfast
Partner: \$26,500 / Non-partner: \$27,295 all three days

- Rise and shine for this breakfast Sponsorship! Support attendees with the most important meal of the day, located in the Exhibit Hall.
- **Sponsorship benefits include:**
 - » Logo and Sponsorship acknowledgement on all applicable pre-event marketing.
 - » Logo on custom napkins.
 - » Sponsor logo on all onsite signage at each food and beverage stations in the Exhibit Hall.
 - » Recognition as breakfast supporter at morning General Sessions.



NEW! POWER BANK RENTAL STATION

Partner: \$10,000 / Non-partner: \$10,300

- Attendees will never run out of power again! You'll get prime visibility with branded tables, signage and the rentable power banks for attendees to use throughout the Conference.



GRATITUDE WALL

SOLD

Partner: \$8,000 / Non-partner: \$8,240

- Encourage the NatCon community to inspire others by sharing what they are grateful for despite a difficult year.
- **Sponsorship benefits include:**
 - » Logo and Sponsorship acknowledgement on all applicable pre-event marketing.
 - » Sponsor logo on the gratitude wall.
 - » Posted during NatCon, a social media post created by the National Council promoting gratitude and thanking the Sponsor.



COFFEE BREAK SPONSOR

Partner: \$6,000 / Non-partner: \$6,180

- Coffee is a hug in a mug! Attendees love coffee and they love the Exhibit Hall coffee breaks.
- **Sponsorship benefits include:**
 - » Logo and Sponsorship acknowledgement on all applicable pre-event marketing.
 - » Logo on custom cocktail napkins.
 - » Sponsor logo on all onsite signage at each food and beverage stations in the Exhibit Hall during their specified coffee break.



RIBBON WALL

SOLD

Partner: \$2,500 / Non-partner: \$2,575

- NatCon attendees love their flair! Support the popular stop in the registration area.
- **Sponsorship benefits include:**
 - » Logo and Sponsorship acknowledgement on all applicable pre-event marketing.
 - » Sponsor logo on the Ribbon Wall.
 - » Option to create a customized ribbon to be placed on the wall approved by the National Council.





NEW! SPEAKER READY ROOM

Partner: \$2,000 / Non-partner: \$2,060

- Show your support of NatCon23 Speakers with your Sponsorship of the Speaker Ready Room.
- Your company branding will be placed on signage outside the room as well as on the sleep screens of all computers inside the room.

Digital Communication



CONFIRMATION EMAIL

SOLD

Partner: \$7,000 / Non-partner: \$7,210

- Every pre-registered attendee will see your digital banner advertisement on their email registration confirmation!
- Includes one custom footer banner with the ability to link to a website of your choice.



“KNOW BEFORE YOU GO” EMAIL

SOLD

Partner: \$7,000 / Non-partner: \$7,210

- All registered attendees can see your custom ad.
- Each attendee will receive an email detailing what to expect at NatCon23 prior to the event – with your custom footer banner advertisement! Link to the site of your choice.



E-BLASTS

SOLD

Partner: \$4,500 / Non-partner: \$4,635

- Send your custom message/advertisement to all NatCon23 registrants in an e-blast scheduled to go out during the weeks prior to the Conference. Sponsor can work with the NatCon content director to develop copy and schedule e-blast.

Promotions/Advertising – Hotel Advertisements



HOTEL KEY CARDS (EXCLUSIVE LICENSE FEE ONLY)

Partner: \$5,150 / Non-partner: \$5,305

- Advertise your custom graphics on the headquarter hotel's key cards so that all attendees will see your advertisement and logo.
- This fee is for the license only — additional production and hotel fees will apply.



HOTEL DOOR HANGERS (EXCLUSIVE LICENSE FEE ONLY)

Partner: \$5,150 / Non-partner: \$5,305

- Create custom “Do Not Disturb Door Hangers” and showcase your company and/or message.
- Door hangers will be placed in sleeping rooms of NatCon23 attendees at headquarter hotel.
- Artwork to be provided by the Sponsor. This fee is for the license only — additional production and hotel fees will apply.

Promotions/Advertising – Onsite Advertisements



PRINTED FLOOR MAP

Partner: \$12,000 / Non-partner: \$12,360

- The map is a pocket guide to the Exhibit Hall featuring the Exhibitors and activities. They will be placed on the attendee resource table at registration along with the Final Program and other giveaways.
- Your logo will be displayed on the front cover and one custom graphic inside.



NEW! DIRECTIONAL TOWERS (4 left!)

Partner: \$3,500 / Non-partner: \$3,605

- Help attendees navigate the building while advertising your products/services. Advertise with company graphics and logos on one of the NatCon23 directional towers.
- Signs measure 3.3'x10'. Sponsors have one entire panel of a tower.

SOLD**NEW! “YOU ARE HERE” MAPS****Partner: \$4,500 / Non-partner: \$4,635**

- Show attendees where they are currently located on centralized maps on the main aisles of the Solutions Pavilion. The display provides a quick view of the Solutions Pavilion and convention center layout and identifies locations of various services.
- Your custom graphics are highly visible with backlighting – they are guaranteed to be seen. Your custom graphics are on the lower display panel.

**NATCON NAVIGATION BOOTHS****2 LEFT!****Partner: \$3,000 / Non-partner: \$3,090 each**

- Placed strategically throughout the Convention Center, National Council staff will assist attendees with all their questions at these prominent booths.
- Booths will be co-branded with NatCon23 theme and your custom ad.

**NEW! PARK BENCH ADS (Exclusive)****Partner: \$2,500 / Non-partner: \$2,575**

- Attendees can sit down and relax for a minute on strategically placed aisle benches located in the main aisles of the Solutions Pavilion.
- Place your custom advertisement on dual-sided benches for maximum visibility. Attendees will see your ads as they walk past or sit down.

**NEW! ONSITE OPPORTUNITIES**■ **Column Wraps**

- » Exterior Figueroa/Pico

■ **Clings**

- » Stair Clings
- » Escalator Clings
- » Door Clings
- » Security Bollards

- **More Onsite Visibility! Contact the [NatCon Sales Team](#) for more details and pricing.**



Promotions/Advertising – Online Advertisements-NatCon Website



NEW! NAVIGATION AD

SOLD

Partner: \$7,500 / Non-partner: \$7,725

- Place a custom ad on the navigation bar of the virtual platform. This ad will follow attendees as they navigate their way around the meeting platform. Your branded ad will be continually seen by everyone.
- This branded ad can link to your exhibit booth or to a webpage of your choosing.



NEW! TILE ADS (2 Available)

Partner: \$7,500 / Non-partner: \$7,725

- Place a custom ad on the homepage of the platform. This tile ad is placed among the tiles that direct attendees to sessions. It will be seen by every attendee that navigates their way through the Conference.
- This branded ad can link to your exhibit booth or to a webpage of your choosing.



ROTATING BANNER ADS



2 LEFT!

Partner: \$3,500 / Non-partner: \$3,605

- Place a custom ad on the right-hand column of the virtual platform. This ad will rotate on the platform and be seen by all attendees as they navigate to sessions and the Exhibit Hall.
- This branded ad can link to your exhibit booth or to a webpage of your choosing.



NEW! BROWSE BY COMPANY BANNER AD

SOLD

Partner: \$2,000 / Non-partner \$2,060

- Put your ad on the browse by company page on the NatCon23 website. Your custom banner will appear on top of the page with a link to a URL of your choice.

Promotions/Advertising – Social Media



SOCIAL MEDIA WALL

Partner: \$6,500 / Non-partner: \$6,695

- Keep attendees updated on all the NatCon23 buzz! Your customized ad will be prominently displayed on the digital wall to help influence all attendees.
- Your company logo will have prominent location on the Social Media Wall.
- Sponsorship benefits include:
 - » Logo on the screen wrap/border.
 - » Sponsor can work with the NatCon social media manager to develop copy for a post on National Council's Instagram, Facebook or Twitter.



SOCIAL MEDIA MENTIONS (3 Available)

Partner: \$1,500 / Non-partner: \$1,545

- Promote brand and engagement opportunities with NatCon through social media posts on National Council channels.
- Sponsor can work with the NatCon social media manager to develop copy for a post on National Council's Instagram, Facebook or Twitter.



Promotions/Advertising – Digital Guide

NATCON23 SOLUTIONS GUIDE AD



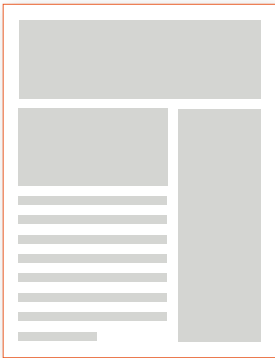
- This fun, interactive digital guide is highly visible to all NatCon23 registrants. The guide includes Exhibitor listings, Sponsor listings, industry articles and more! It’s a great way to increase name recognition beyond the event.
- Solutions Guide opportunities sell out quickly, so reserve your ad space today!

*Expand your post-Conference reach!
After NatCon23, the Solutions Guide will be distributed to the National Council’s email database of more than **65,000** recipients!*

■ **AD SIZES:**

» **Full-page**

Partner: \$7,000 / Non-partner: \$7,210



2550px wide x 1650px high or 8.5”x11”

» **Half-page**

Partner: \$4,500 / Non-partner: \$4,635

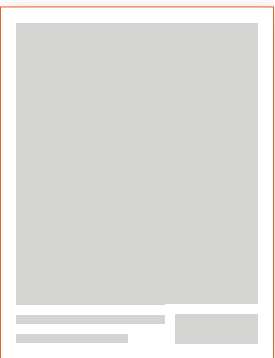


1275px wide x 825px high or 8.5”x5.5”

■ **NEW! SPECIAL PLACEMENT:**

» **Back Cover**

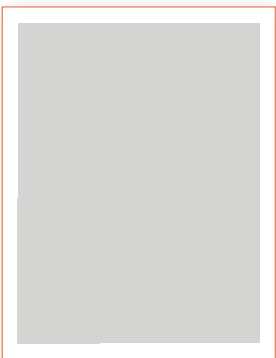
Partner: \$8,000 / Non-partner: \$8,240



2550px wide x 1650px high or 8.5”x11”

» **Inside Front Cover**

Partner: \$7,500 / Non-partner: \$7,725



2550px wide x 1650px high or 8.5”x11”

» **Two-page Full Centerfold (one available)**

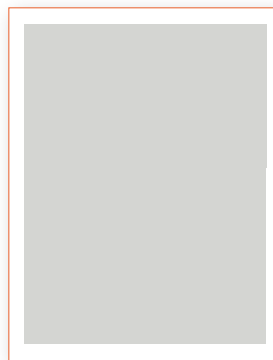
Partner: \$12,000 / Non-partner: \$12,360



2550px wide x 1650px high or 8.5"x11" (each)

» **Inside Back Cover**

Partner: \$7,500 / Non-partner: \$7,725



2550px wide x 1650px high or 8.5"x11"

Promotions/Advertising – Mobile App



APP SPLASH SCREEN PAGE

SOLD

Partner: \$10,000 / Non-partner: \$10,300

- Your custom graphic will appear on the opening page of the mobile app. Your custom ad will be visible every time attendees open the mobile app.



BANNER AD ON EXHIBITOR LISTING PAGE

Partner: \$5,000 / Non-partner: \$5,150

- Put your ad on the NatCon23 mobile app. Your custom banner will appear on the Exhibitor listing page with a link to a URL of your choice.



PUSH NOTIFICATIONS VIA MOBILE APP

Partner: \$1,500 / Non-partner: \$1,545

- Alert NatCon23 attendees to visit your booth or attend your events with special messages through the NatCon mobile app. Max. 150 characters each.
- Limit to three push notifications on each day the Exhibit Hall is open (Monday and Tuesday).

Booth Traffic Drivers



AISLE BANNERS

SOLD

Partner: \$10,000 / Non-partner: \$10,300

- Stand out and make your logo visible for attendees in the aisles of the Exhibit Hall — and drive traffic to your booth.
- Your company logo and booth number will appear on ALL ceiling hung aisle signs.



NEW! MAIN AISLE DOUBLE-SIDED POP-UPS

Partner: \$3,000 / Non-partner: \$3,090

- Advertise your products or services and drive traffic to your NatCon booth on 3'x7' double-sided pop-up ads placed in the main aisles of the Exhibit Hall.



EXHIBITOR PASSPORT GAME

SOLD

Partner: \$3,000 / Non-partner: \$3,090

- Drive significant traffic to your booth by participating in the app-based Passport Game. To earn points, attendees must scan a custom QR code AND correctly answer a trivia question about your company.
- Sponsorship benefits include:
 - » All participating attendees MUST visit your booth to scan the QR code.
 - » All participating attendees MUST answer one trivia question about your company that you submitted.
 - » Logo and Sponsorship acknowledgement on all applicable pre-event marketing.
 - » Logo and Sponsorship acknowledgement on all onsite signage.
 - » 22"x28" sign provided at your booth with your specific QR code.
 - » NatCon will give away prizes each day (determined by the number of Sponsors) as well as one grand prize at the end of the Conference. Each participating Exhibitor is asked to provide one prize with an estimated value of at least \$100. The prize donation does not constitute a 501(c)(3) charitable donation.
 - » The National Council will provide the grand prize.
 - » Sponsor reports will be provided post-Conference.





WELCOME RECEPTION BAR

Partner: \$2,500 / Non-partner: \$2,575

- The NatCon23 Welcome Reception will be held in the Solutions Pavilion at the end of the first day of the Conference. The bar will be strategically placed near your booth, allowing for maximum traffic flow.
- No other events are held during this time, providing an excellent networking opportunity in a dynamic atmosphere.
- Sponsorship benefits include:
 - » Logo and Sponsorship acknowledgement on all applicable pre-event marketing.
 - » Sponsor logo on signage at your bar.

