

# *Sponsorship Prospectus*

A stylized illustration of the St. Louis skyline in shades of orange and red. The Gateway Arch is a prominent dark blue-green archway that frames the city buildings. The sky is light blue with scattered white clouds.

# NatCon24

**April 15-17, 2024**

*America's Center Complex • St. Louis, Missouri*

NATIONAL COUNCIL  
*for Mental Wellbeing*

# 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 3,300 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 3 million people in the U.S. to identify, understand and respond to signs and symptoms of mental health and substance use challenges.

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# NatCon24

## – LARGEST CONFERENCE

*in mental health and substance use care!*

We invite you to THE event in mental health and substance use treatment. NatCon24 connects you with the most in-demand audiences in our field – from influencers and decision-makers to advocates and executives. Join us as we take over downtown St. Louis, Missouri, from April 15-17, 2024, at the America's Center Complex.

**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 – an invitation we hope you'll accept.



# NATCON BY THE *Numbers*

**#1** conference on mental health and substance use treatment.



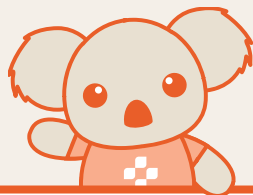
**200+** exhibitors and sponsors in attendance.



**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 events, roundtables and more!

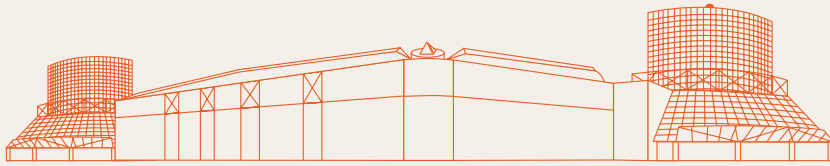




**TOTAL  
ATTENDEES**

**5,325**

**4,835**



**CONFERENCE YEAR**

**2023**  
(Los Angeles)

**2022**  
(Washington, D.C.)

**6,250**

**8,905**

**3,340**



**2019**  
(Nashville)

**2020**  
(Virtual)

**2021**  
(Virtual)

# ABOUT OUR ATTENDEES

NatCon is the leading conference that draws key decision-makers from across the country.



**69%** of NatCon attendees are executive level decision-makers from across the country.

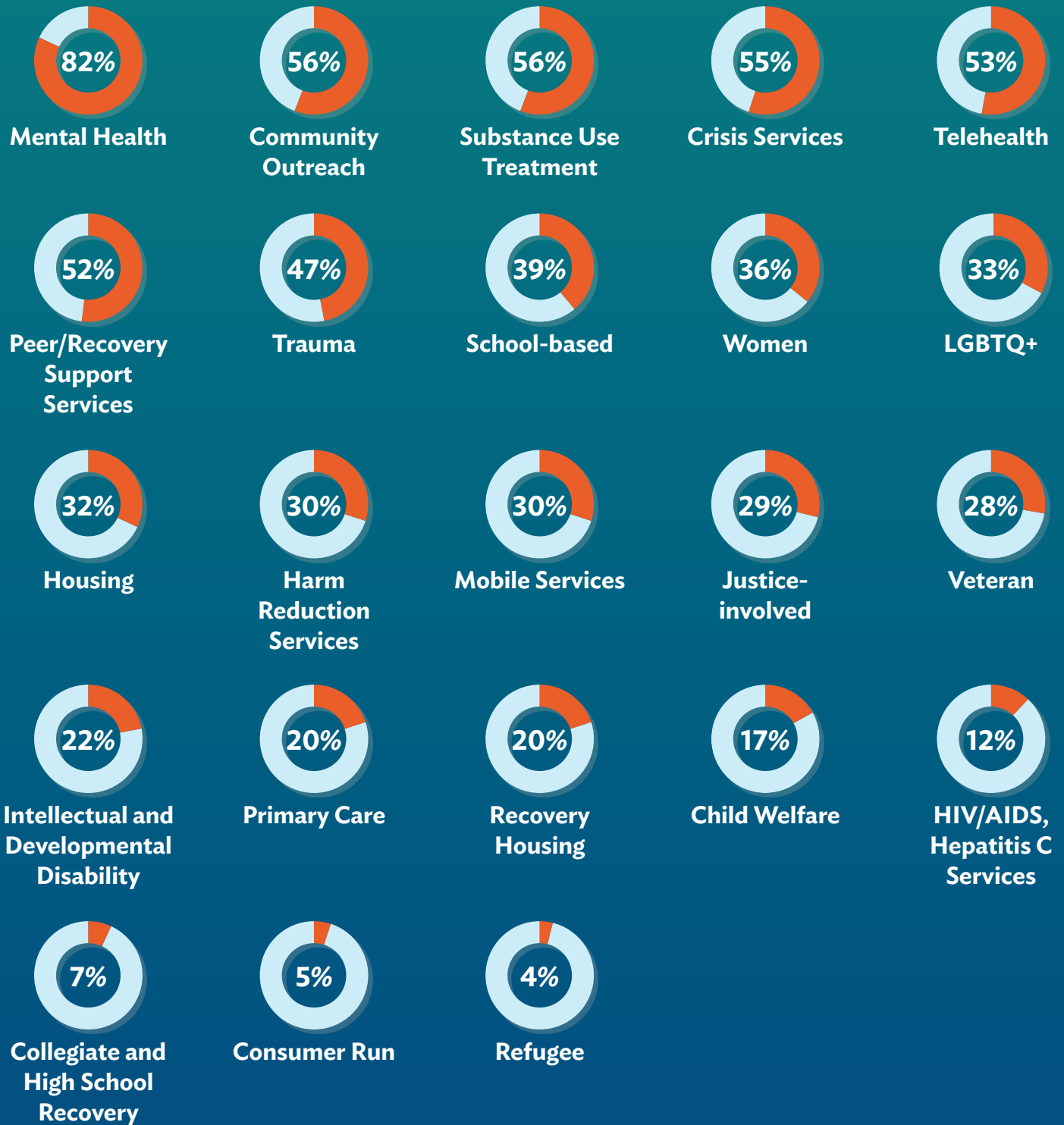
**53%** of attendees are employees, partners or clients of Certified Community Behavioral Health Clinics (CCBHCs).



## 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

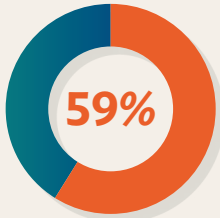
## Service Type



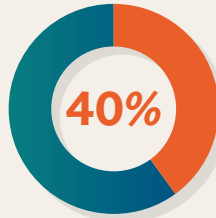
*Some attendees represent multiple service types.*



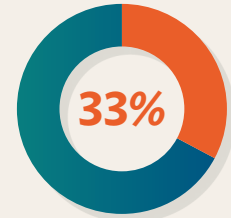
## Age Groups Attendees Serve



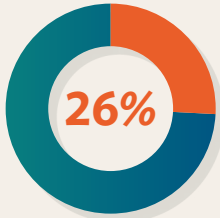
ALL OF THE ABOVE



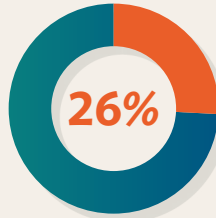
ADULT



YOUTH/ADOLESCENT



CHILD

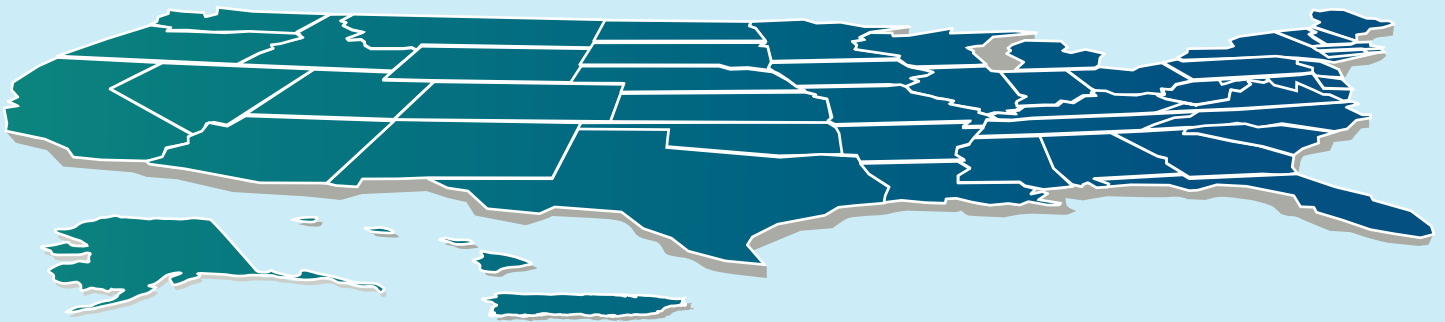


OLDER ADULT

*Some attendees represent multiple service types.*

## Membership Map

*A majority of NatCon attendees are National Council members.*



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

Over **3,300** member organizations serve 10 million people.

**450+** member organizations are CCBHCs and growing!

# WHY SPONSOR?

NatCon24 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.

**“Convention sponsorship offers unique marketing opportunities that can increase exhibit booth traffic by up to 104%.” – Center for Exhibition Industry Research (CEIR).**

## **Sponsorship Categories** (Click on each category to see opportunities.)



### **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 NatCon24 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, 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.

# SPONSOR LEVELS

Sponsorship options are chosen individually and 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.	✓	✓	✓	✓
Sponsorship icon used in your NatCon24 marketing campaign.	✓	✓	✓	✓
Recognition as a Sponsor in the NatCon24 Final Program.	✓	✓	✓	✓
Ad in NatCon24 Final Program.	Full-page	Half-page	N/A	N/A
One social media feature during NatCon24.	National Council's Instagram story	National Council's Instagram story	National Council's Twitter	N/A
Sponsor spotlight feature in one NatCon24 "Sponsored By" Prospect Email.	✓	N/A	N/A	N/A



# SPONSORSHIP OPPORTUNITIES

## Education – Sponsored Content

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



### EXHIBITOR SPOTLIGHT



1 LEFT!

**Partner: \$40,000 / Non-Partner: \$41,200**

- Showcase your thought leadership in the mental health and substance use treatment field by hosting a 45-minute discussion session, workshop, panel or roundtable at the Exhibitor Theater in the Wellbeing Zone during the lunch break on Monday or Tuesday. Only NatCon24 Exhibitors are eligible to host a spotlight. Sponsor provides session title, description and list of presenters to NatCon staff for review and approval.
- **Sponsorship benefits include:**
  - » Presentation Ready Stage – AV, including laptop, monitor, speakers, microphone and podium.
  - » One e-blast invitation to all attendees or targeted list with your copy and details prior to the session.
  - » Listing of session title, speakers, location and sponsoring company with description in NatCon24 agenda online and in the printed NatCon24 Final Program.
  - » Option to provide handouts approved by the National Council (at the Sponsor's expense).
  - » Complimentary lead retrieval device for your team to scan attendees.
  - » One push notification 20 minutes prior to the session.
  - » Exhibitor Spotlight recognition sign with session information on printed 22"x28" sign to be placed in Sponsor's booth.
  - » Logo and sponsorship acknowledgement in the printed NatCon24 Final Program, interactive floor map and "You are Here" signs.





## CAMPFIRE SESSIONS

SOLD

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

- Host an informal session on a topic of your choice! Campfire Sessions are 25-minute discussions at the Campfire Stage in the Wellbeing Zone. You can educate and connect with industry professionals during the lunch break on Monday or Tuesday on topics such as a healthy workforce, wellness, navigating through the unknowns of post-pandemic events and more!
- **Sponsorship benefits include:**
  - » Presentation Ready Stage – AV, including laptop, monitor, speakers, microphone and podium.
  - » Listing of session title, speakers, location and sponsoring company with description in NatCon24 agenda online and printed NatCon 24 Final Program.
  - » Logo and session title on printed 22”x28” sign.
  - » Sponsors provide session title, description and list of presenters to NatCon staff for review and approval.



## SOLUTIONS SHOWCASE STAGE



5 LEFT!

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

- Do you have something new you would like NatCon24 attendees to hear about outside of your booth? This 15-minute presentation is a great opportunity to showcase your latest solutions to a focused, engaged group of prospective and current clients.
- **Sponsorship benefits include:**
  - » Presentation Ready Stage – AV, including laptop, monitor, speakers, microphone and podium.
  - » Listing of session title, speakers, location and sponsoring company with description in NatCon24 agenda online and printed NatCon24 Final Program.
  - » Logo and session title on printed 22”x28” sign.
  - » Sponsors 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

SOLD

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

- Support the TED-style Talks and Ignite Sessions – our most attended sessions at NatCon! This sponsorship is solely for brand awareness and the Sponsor will be recognized on the TED-style Talks/Ignite Session signage and stage.
- 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.
- **Sponsorship benefits include:**
  - » 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.







## EDUCATIONAL TRACK SPONSORS - *EXCLUSIVE PER TRACK*

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

- Sponsor one or more educational tracks and be one of the leaders ensuring NatCon24 attendees obtain quality continuing education.
- **Sponsorship benefits include:**
  - » Logo on NatCon24 website and Mobile App agenda, printed NatCon24 Final Program, and Educational Track signage.



## POSTER PAVILION AND ONLINE GALLERY

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

- Sponsor the interactive Poster Pavilion in the Exhibit Hall (Booth 128) and the Online Gallery on the NatCon24 website. Attendees will explore poster presentations on high-definition, interactive touch screens with search and scroll features.
- **Sponsorship benefits include:**
  - » Logo and link on the Online Gallery marketed and available online to all members post-NatCon24.
  - » Listing and location on NatCon24 website, Mobile App, printed NatCon24 Final Program and onsite signage – including a Poster Pavilion hanging sign.



## Access

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



### PUPPY PARK

SOLD

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

- 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:**
  - » Two meter board signs (8’x3’) with Sponsor’s custom advertisements in area.
  - » Option to provide giveaways at Sponsor’s own expense.
  - » Listing and location on NatCon24 website and Mobile App.
  - » Listing and location in the printed NatCon24 Final Program, floor map and “You are Here” signs.



### NEWBEE HIVE FIRST-TIMERS’ LOUNGE

SOLD

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

- Last year, 52% of attendees were first-timers. Show your support for new attendees by sponsoring a lounge specially created for them. The NewBee Hive is located in a high-traffic area and provides a hub to network and relax.
- **Sponsorship benefits include:**
  - » Footer banner ad graphic in the first-timer emails.
  - » Exclusive Sponsor of first-timers’ reception on Sunday night at the Lounge.
  - » “Thank you to our Sponsors” listing on website and printed NatCon24 Final Program.
  - » Option to leave marketing collateral (at the Sponsor’s expense) on tabletops approved by National Council.
  - » Two meter board signs (8’x3’) with Sponsor’s custom ads in lounge.
  - » Listing and location on NatCon24 website, Mobile App, printed NatCon24 Final Program and onsite signage.



## LUNCH SUPPORTER ADVERTISER

**Partner: \$15,000 / Non-Partner: \$15,450 per lunch (3 available)**  
**Partner: \$40,000 / Non-Partner: \$41,200 all three days (Exclusive)**

- Nobody misses lunch! Lunch will be offered as a buffet meal for all attendees, located in the Exhibit Hall.
- **Sponsorship benefits include:**
  - » Logo on custom napkins.
  - » Sponsor logo on all onsite signage at each food and beverage station in the Exhibit Hall.



## NATCON GIVES BACK

SOLD

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

- Support NatCon's giving back efforts and help create wellbeing kits for distribution to a local charity that serves individuals experiencing homelessness in the surrounding area. Attendees will stuff bags with items that promote wellbeing, self-care and comfort. Help us help others!
- **Sponsorship benefits include:**
  - » All wellbeing and self-care supplies and bags.
  - » Meter board sign (8'x3') with Sponsor's custom ads in lounge.
  - » Listing and location on NatCon24 website, Mobile App and printed NatCon24 Final Program.



## REFRESH & RECHARGE LOUNGE

SOLD

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

- NatCon attendees need a quiet place to meet with fellow attendees, catch up on emails and recharge themselves and their electronic devices. The relaxed lounge includes three meeting PODS, comfortable seating and ample charging docks.
- **Sponsorship benefits include:**
  - » Two meter board signs (8'x3') with your custom advertisements.
  - » Two floor stickers with your logo and booth number.
  - » Option to leave marketing collateral (at the Sponsor's expense) on tabletops approved by National Council.
  - » Listing and location on NatCon24 website, Mobile App and printed NatCon24 Final Program.





## ARCADE GAMES

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

- Travel back in time with some iconic consoles from racing games to retro classics!
- **Games include:**
  - » Super Pac-Man
  - » Mario Bros
  - » Pinball
  - » Guitar Hero
  - » Wave Runner
  - » Skee-ball
  - » ...and more!



## WELLBEING SALON

**Partner: \$14,500 / Non-Partner: \$14,930**

- Let attendees try out a new hairstyle, enjoy a makeover and get beauty tips at the Wellbeing Salon located next to the Headshot Café. Professional makeup artists and hair stylists will work with the attendees to be picture-perfect ready!
- **Sponsorship benefits include:**
  - » Option to have a representative present to greet and network with attendees.
  - » Listing and location on NatCon24 website, Mobile App, printed NatCon24 Final Program and onsite signage.





## CCBHC CORNER

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

- 53% of NatCon attendees are affiliated with CCBHC's. Sponsor the CCBHC Corner where attendees can take selfies and mingle with peers. The CCBHC Corner is adjacent to the CCBHC Lounge.
- **Sponsorship benefits include:**
  - » Sponsor logo on CCBHC Corner signage.
  - » Option to leave marketing collateral (at the Sponsor's expense) on tabletops approved by National Council.
  - » Listing and location on NatCon24 website, Mobile App, printed NatCon24 Final Program and onsite signage.



## HEADSHOT CAFÉ

**SOLD**

**Partner: \$9,000 / Non-Partner: \$9,270**

- 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. Choose one of two options to share headshots with attendees:
  - » Option 1: Photo Gallery – Attendees will receive a link to all headshots within 48 hours. No added fee.
  - » Option 2: Processor – headshots will be sent to attendees via email onsite. Additional \$1,500 fee for entire time.
- **Sponsorship benefits include:**
  - » Option to have a representative present to greet and network with attendees.
  - » Listing and location on NatCon24 website, Mobile App, printed NatCon24 Final Program and onsite signage.





## MID-DAY MEETUPS (4 available)

**Partner: \$5,500 / Non-Partner: \$5,665**

- The opportunity to network with peers is one of the reasons attendees come to NatCon! Host a meet-up at the Wellbeing Zone Lounge.
- **Sponsorship benefits include:**
  - » A coffee station at the Wellbeing Zone Lounge.
  - » Sponsor recognition signage in the area.
  - » Listing and location on NatCon24 website, Mobile App, printed NatCon24 Final Program and onsite signage.
  - » Sponsor is responsible for additional promotion of meetup.



## HOSPITALITY EVENT



**6 LEFT!**

**Partner: \$5,500 / Non-Partner: \$5,665**

- Invite NatCon24 attendees to your special events. Host an ancillary hospitality event with NatCon marketing assistance and be part of the Hospitality Events page in the NatCon24 agenda. Hospitality events are strictly social activities that are held outside of NatCon24 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 printed NatCon24 Final Program and website.
  - » One e-blast scheduled to go out weeks prior to Hospitality to NatCon24 targeted list with your copy and details. Sponsor will work with the NatCon staff for copy approval, text formatting and email scheduling. Attendee demographic questions will be provided for a targeted list.
  - » Room rental only at a participating NatCon hotel. AV and catering may be purchased for an additional fee.



## Brand Awareness

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



### WI-FI

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

- Get everyone connected! Sponsor NatCon24's blanket Wi-Fi. Splash your company's company name across the devices of everyone who accesses the event Wi-Fi, throughout the duration of the Conference.
- **Sponsorship benefits include:**
  - » Custom password Wi-Fi generated by Sponsor.
  - » Custom ad on Wi-Fi splash screen.
  - » Four complimentary dedicated wired internet in Sponsor's booth.
  - » Sponsor logo on all Wi-Fi onsite signage and table tents.



### LANYARDS & BADGES BUNDLE

**SOLD**

**Partner: \$26,500 / Non-Partner: \$26,795**

- 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.



### OFFICIAL NATCON24 WATER BOTTLES

**SOLD**

**Contact for pricing.**

- Help attendees stay hydrated and remember you by co-branding the official NatCon24 reusable water bottles. Support the environment and give attendees a takeaway they'll use long after the Conference! Water bottles will be displayed at Registration.





## WATER STATIONS

**Contact for pricing.**

- Remind attendees to stay cool and hydrated! Water 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. Sponsor logo will be included on all water bubbler station signage.



## HYDRATION BUNDLE

**Contact for pricing.**

- Sponsor both Official NatCon24 Water Bottles and Water Stations.

**SOLD**



## AISLE BANNERS

**Partner: \$10,500 / Non-Partner: \$10,815**

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



## PLATE THERAPY

**Partner: \$10,000 / \$10,300**

- Ready, aim, throw – let it go! The “Letting Go Plates” trend began to reduce frustration, anxiety or even the past. Attendees will write on blank plates and throw their worries away!
- **Sponsorship benefits include:**
  - » Activity tent
  - » Protective gear
  - » 200 Blank white plates, additional plates can be added for an additional fee.
  - » Colorful markers





## SHUTTLE BUSES VIDEO

**Contact for pricing.**

- Looking for a unique way to reach NatCon24 attendees? Advertise on the official NatCon24 shuttle buses and be the first thing attendees see on their way to the America's Center Complex. (Sponsor is responsible for video production and delivery)



## SHUTTLE BUSES SIGNAGE

**Partner: \$3,150 / Non-Partner: \$3,250**

- Place your company logo on the signage for the shuttle buses that take attendees between official NatCon24 hotels and the America's Center Complex. Attendees will see your company name before every ride.



## SHUTTLE BUS BUNDLE

**Contact for pricing.**

- Double your impact — sponsor Shuttle Buses Video and Signage.



## GRATITUDE WALL

**Partner: \$8,400 / Non-Partner: \$8,650**

- Encourage the NatCon community to take a few minutes out of their busy Conference schedules to publicly express their gratitude, inspirations or motivations.
- **Sponsorship benefits include:**
  - » Sponsor logo on the Gratitude Wall.
  - » A social media post created and promoted by the National Council.





## COLORING WALL

SOLD

**Partner: \$8,400 / Non-Partner: \$8,650**

- Provide attendees with a creative outlet throughout the Conference. Sponsor will work NatCon staff on the final art design. We'll even provide the markers!
- **Sponsorship benefits include:**
  - » Sponsor logo on the coloring wall.
  - » A social media post created and promoted by the National Council.



## COFFEE BREAK

**Partner: \$6,300 / Non-Partner: \$6,490**

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



## RIBBON WALL

SOLD

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

- 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 with approval of the National Council.





## 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.



## POWER BANK RENTAL STATION

**SOLD**

**Contact for pricing.**

- 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.

## Brand Awareness – Convention Center



## COLUMN WRAPS

**Contact for pricing.**

- Convention Plaza Entrance (Exterior)
- Washington Avenue Lobby (East & West)
- Plaza Lobby



## ESCALATOR CLINGS

**Contact for pricing.**

- Washington Entrance Escalators
- Plaza Lobby to Second Floor Atrium
- Ferrara Theater Escalators

**SOLD**







## STAIR GRAPHICS

**SOLD**

*Contact for pricing.*

- Plaza Lobby to Second Floor Atrium



## “YOU ARE HERE” MAPS

**3 LEFT!**

*Partner: \$4,750 / Non-Partner: \$4,890*

- Show attendees where they are currently located on centralized maps on the main aisles of the Exhibit Hall. The display provides a quick view of the Exhibit Hall 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.



## DIRECTIONAL TOWERS

**1 LEFT!**

*Partner: \$3,750 / Non-Partner: \$3,865*

- Help attendees navigate the building while advertising your products/services. Advertise with company graphics and logos on one of the NatCon24 directional towers. Signs measure 3.3'x10'. Sponsors have one entire panel of a tower.



## Digital Communication

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



### CONFIRMATION EMAIL

SOLD

**Partner: \$7,350 / Non-Partner: \$7,570**

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



### “KNOW BEFORE YOU GO” EMAIL

SOLD

**Partner: \$7,350 / Non-Partner: \$7,570**

- All registered attendees can see your custom ad.
- Each attendee will receive an email detailing what to expect at NatCon24 prior to the event – with your custom footer banner advertisement! Link to the website of your choice.



### “SPONSORED BY” PROSPECT EMAIL

2 LEFT!

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

- Feature your logo and link in an e-blast to the NatCon24 prospect mailing list – over 50,000 contacts! Sponsor will work with the NatCon staff for copy approval, text formatting and email scheduling.



### E-BLASTS

SOLD

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

- Send your custom message/advertisement to all NatCon24 registrants in an e-blast scheduled to go out weeks prior to the Conference. Sponsor will work with the NatCon staff for copy approval, text formatting and email scheduling.

## Promotions/Advertising

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



### PRINTED FINAL PROGRAM ADS

**Partner: \$7,000 / Non-Partner: \$7,210 (Full Page)**

**Partner: \$4,500 / Non-Partner: \$4,635 (Half Page)**

- Showcase your brand by securing an ad in the printed NatCon24 Final Program and drive attendees straight to your booth. Programs will be distributed at Registration. Opportunities sell out quickly, so reserve your ad space today!
- **Specifications:**
  - » Full page specifications: 2550px wide x 3300px high or 8.5” wide x 11” high, 300 dpi
  - » Half page specifications: 2550px wide x 1650px high or 8.5” wide x 5.5” high, 300 dpi

## Promotions/Advertising – Onsite



### NATCON NAVIGATION BOOTHS (3 available)

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

- Placed strategically throughout the Convention Center, National Council staff assist attendees with all their questions at these prominent booths. Booths will be co-branded with NatCon24 theme and your custom ad.



### MAIN AISLE FLOOR STICKERS (5 available)

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

- We know that everyone always seems to be on their phone. Catch attendees’ eye where they will be looking – down, by sponsoring floor stickers! Place your custom branding ad on one of the main aisles in the Exhibit Hall. Specifications: 4’x8’.



## INTERACTIVE QR CODE WALL (10 available)

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

- Promote your digital ads at NatCon24! Sponsors will provide ads for a board of QR codes that attendees can scan. Only PDF files will be accepted. The Interactive QR Code Wall will be located next to the Ribbon Wall at Registration.

## Promotions/Advertising – Natcon Website



### HOTEL RESERVATION PAGE

**Partner: \$8,500 / Non-Partner: \$8,755**

- Place a custom ad on the lower portion of the Official NatCon24 Hotel Reservation page. This ad will follow attendees as they travel through the entire housing booking process. Everyone will continually see your branded ad. This branded ad can link to your exhibit booth or to a webpage of your choice.



### NAVIGATION AD

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

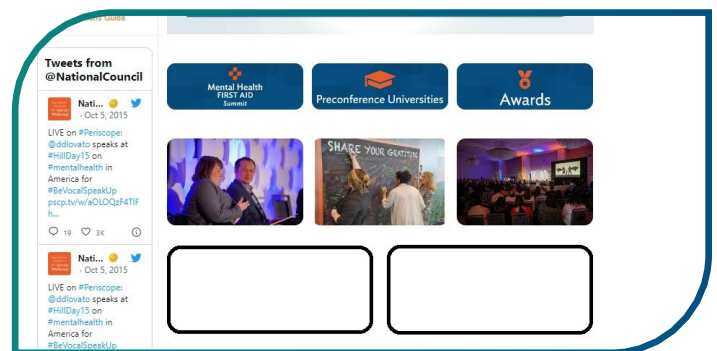
- Place a custom ad on the navigation bar of the NatCon24 website. This ad will follow attendees and will be continually seen as they navigate their way around the website. This branded ad can link to a webpage of your choice.



### 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. Every attendee that navigates their way through the Conference will see it. This branded ad can link to your exhibit booth or to a webpage of your choice.







### ROTATING BANNER ADS (3 available)

**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 choice.



### “BROWSE BY” PAGE ADS (3 available)

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

- Put your ad one of the “Browse by” page ads on the NatCon24 website. Choose from the following pages:
  - » Browse by Company
  - » Browse by Booth
  - » Browse by Category
- Your custom banner will appear on top of the page with a link to the webpage of your choice.

## Promotions/Advertising – Social Media



### SOCIAL MEDIA WALL

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

- Keep attendees updated on all the NatCon24 buzz! Your customized ad will be prominently displayed on the digital wall to help influence all attendees.
- Your company logo will be in a 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

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

- Promote your brand and booth 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 during NatCon24.



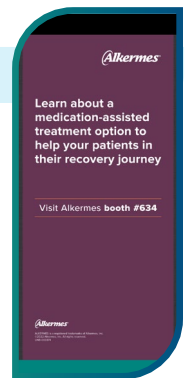
## Promotions/Advertising – Mobile App



### APP SPLASH SCREEN PAGE

**Partner: \$10,500 / Non-Partner: \$10,800**

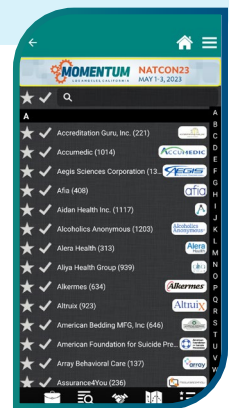
- Your custom graphic will appear on the opening page of the Mobile App. Your custom ad will be visible every time attendees open the Mobile App.



### EXHIBITOR LISTING PAGE BANNER AD

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

- Put your ad on the NatCon24 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 NatCon24 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



### SNACK STATIONS

#### *Contact for pricing.*

- Draw traffic to your booth with a specialty snack station. Attendees will appreciate the tasty snack break and will associate your company with the irresistible treat!



### SPORTS SIMULATORS

#### *Contact for pricing.*

- Engage with attendees with the competitive spirit! Host a sports simulator and take them to an experience to master their favorite sports!



### OXYGEN BAR

#### *Contact for pricing.*

- Stand out with a cool oxygen and aromatherapy bar. Connect with attendees as they breathe in and re-energize with oxygen and relax. This is a unique activation to drive traffic to your booth!



## EXHIBITOR PASSPORT GAME



3 LEFT!

**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 NatCon24 Welcome Reception will be held in the Exhibit Hall 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.



## PAYMENT TERMS

A deposit of 50% of the total fee for sponsorship is due at purchase. Full payment for the sponsorship is due on or before January 15, 2024. After January 15, 2024, full payment must accompany all contracts.

## CANCELLATIONS

The National Council will retain 25% of the total fee for sponsorship cancellations before October 16, 2023. The National Council will retain 50% of the total fee for sponsorship cancellations received between October 16, 2023, and January 15, 2024. No requests for refunds will be granted after January 15, 2024.

All cancellations and requests for refunds must be in writing.

For more information please review the NatCon24 Rules & Regulations in the [Expo Harvester](#).

# BECOME AN EXHIBITOR

## Top 5 Reasons to Exhibit at NatCon24



**CONNECT  
WITH ATTENDEES/  
CLIENTS  
FACE-TO-FACE**  
**77%**



**BUILD  
BRAND  
AWARENESS**  
**68%**



**GENERATE  
NEW LEADS**  
**65%**



**NETWORK  
AND CREATE  
RELATIONSHIPS**  
**65%**



**REACH  
YOUR TARGET  
AUDIENCE**  
**45%**

*Based on NatCon23 Exhibitor & Sponsor Survey data.*

