

Exhibitor Prospectus

The background features a stylized illustration of the St. Louis skyline in shades of orange and red. The Gateway Arch is a prominent dark blue silhouette in the center. The sky is light blue with scattered white clouds. The text 'NatCon24' is rendered in large, white, 3D block letters with a slight shadow, positioned in the lower half of the image.

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.



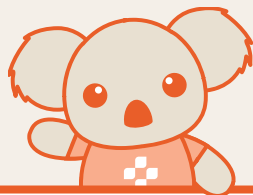
200+ exhibitors and sponsors in attendance.



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.



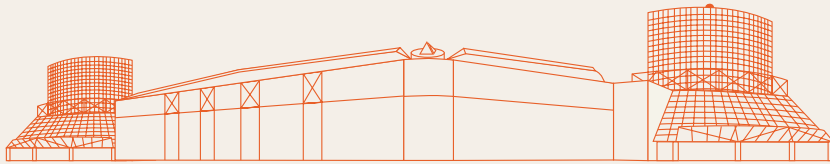
Networking at events, roundtables and more!



**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.

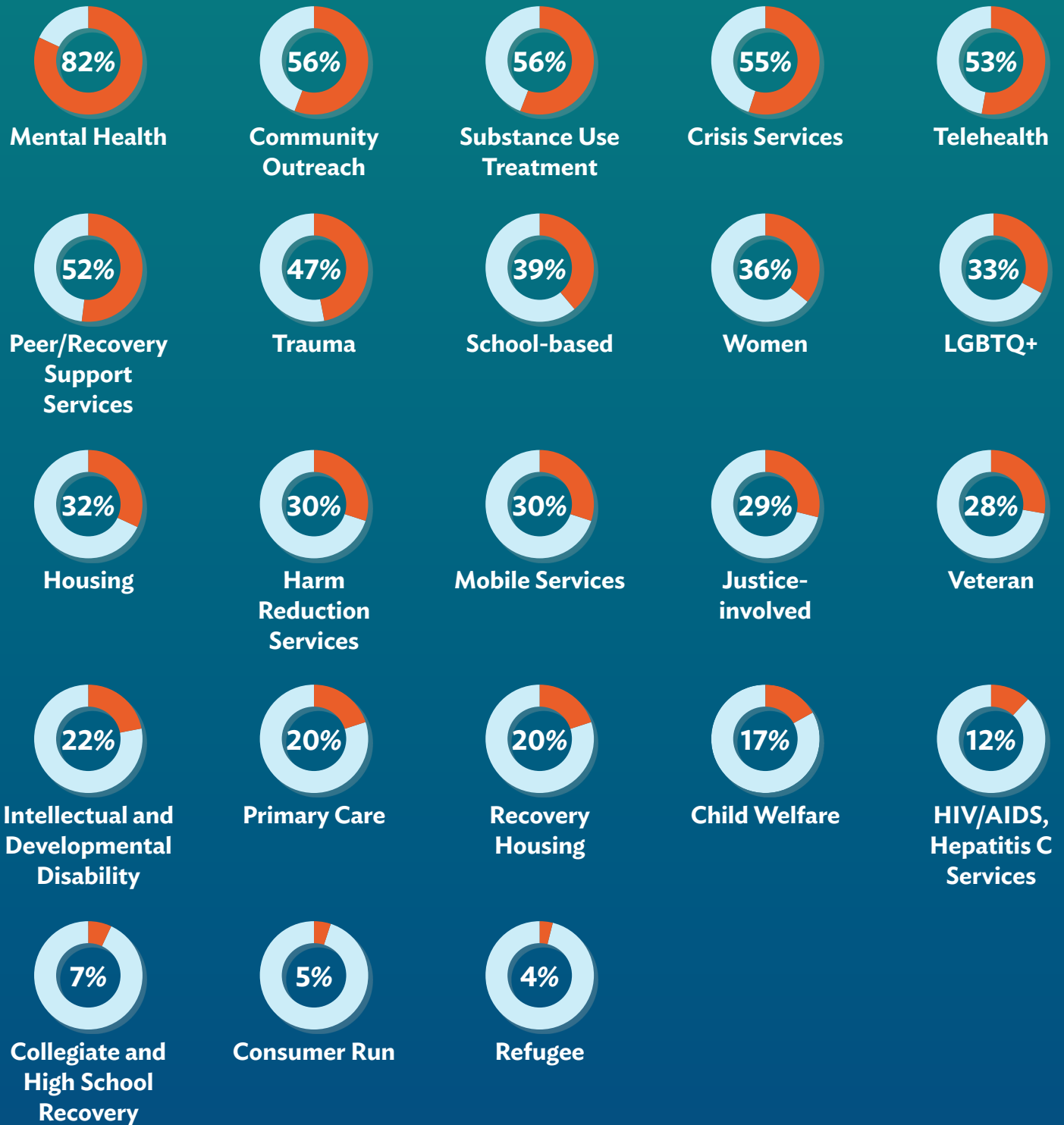
53% of attendees are employees, partners or clients of Certified Community Behavioral Health Clinics (CCBHCs).



Attendees Represent

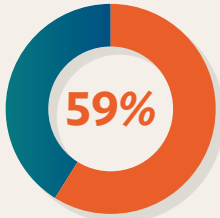
Academic and Research Institutions • Advocacy Organizations •
Certified Community Behavioral Health Clinics (CCBHCs) •
Children and Adolescent Treatment Organizations • Criminal Justice •
Federally Qualified Health Centers • **Home Health Care Agencies** • Hospitals •
Housing Assistance • Intellectual 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

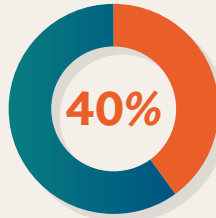


Some attendees represent multiple service types.

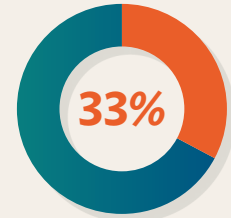
Age Groups Attendees Serve



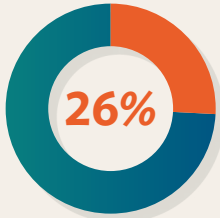
ALL OF THE ABOVE



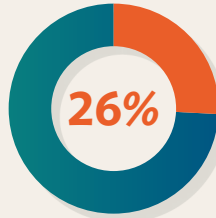
ADULT



YOUTH/ADOLESCENT



CHILD

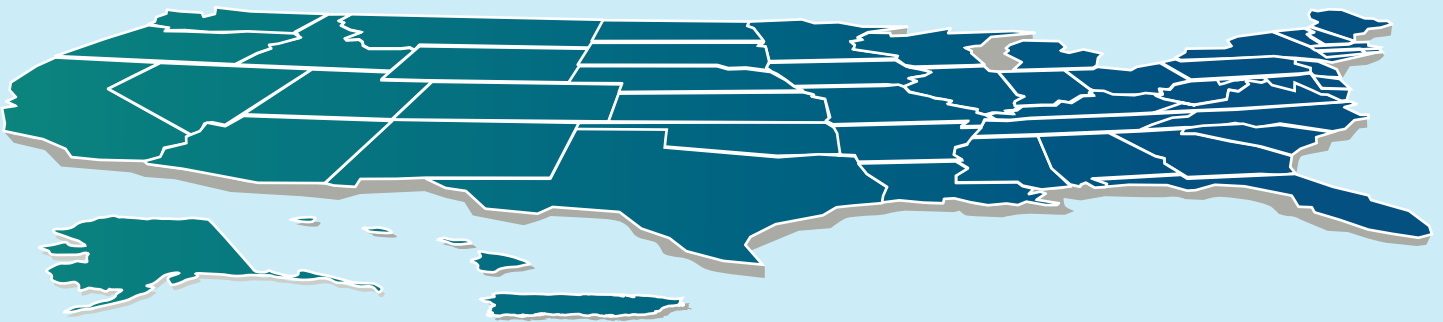


OLDER ADULT

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 EXHIBIT?

Exhibiting at NatCon24 will provide you with benefits you won't get at other exhibit halls in the mental health and substance use treatment industry.

Top 10 solutions represented in the Exhibit Hall



HEALTH
INFORMATION
TECHNOLOGY
28%



TELEHEALTH
26%



CONSULTING
AND ADVISORY
SERVICES
21%



EDUCATION
AND TRAINING
21%



DIGITAL/MOBILE
HEALTH
19%



ELECTRONIC
HEALTH RECORDS
18%



NON-PROFIT/
EDUCATION
16%



CARE
MANAGEMENT
15%



CRISIS
INTERVENTION
15%



MANAGED
CARE
12%

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.

BOOTH PRICES AND BENEFITS

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

Booth Size	Partner Price	Non-Partner Price
Standard *10'x10', 10'x20' or 10'x30' inline (100-300 sq. ft.)	\$38 per sq. ft.	\$39.90 per sq. ft.
Premium *Island or Peninsula (400 sq. ft. or larger)	\$44 per sq. ft.	\$46.20 per sq. ft.
Corner Fee	\$300	\$300

Booth Purchase Benefits

- Two days of visibility in the Exhibit Hall (April 15-16, 2024).
- Three complimentary full Conference registrations, per 100 sq. ft., with access to all sessions, activities and meals April 15-17, 2024.
 - » Additional discounted badges are available for \$775 each.
- 8' high background drape and 36" side rails with 7"x 44" identification sign (company name/ booth #).
 - » Booth carpet and furniture are not included and must be purchased separately.
 - » Furniture packages available for 10'x10' and 10'x20' booths.
- Company listing on the NatCon24 website and Mobile App.
 - » Product categories are available on the Exhibitor page and interactive floor plan.
- Company listing in the NatCon24 Final Program Exhibitor page.
- 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. toward purchase for next year.

Booth Add-ons

Additional packages to enhance your NatCon24 booth and help you save money!

10'x10' Furniture Package: \$985

- Standard 10'x10' carpet
- 6' draped table
- Two chairs
- One waste basket
- 500 watt electrical outlet

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

- Standard 10'x20' 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.

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.

Secure Your Space

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



PAYMENT TERMS

Exhibit Booths: A deposit of 50% of the total fee for the exhibit booth is due with each contract (\$1,000 per 10'x10' space rented is nonrefundable). Full payment for the exhibit booth is due on or before January 15, 2024. After January 15, 2024, full payment must accompany all contracts.

In the event the Exhibitor fails to install the display by 5 p.m. CT on Sunday, April 14, 2024 – or fails to pay the full payment for the exhibit booth at the time specified or fails to comply with any provisions concerning the use of display space – the National Council shall have the right to take possession of said exhibit booth and resell it, or any part thereof. Exhibitors will be fined \$1,000 for booths that have not been removed by 4:30 p.m. on Tuesday, April 16.

CANCELLATIONS

The National Council will retain \$1,000 per 10'x10' space rented for exhibit booth cancellations received before October 16, 2023. The National Council will retain 50% of the total fee for exhibit booth cancellations received between October 16, 2023, and January 15, 2024. No requests for refunds will be granted after January 15, 2024. The National Council reserves the right to resell the exhibit booth without notice or refund after January 15, 2024. The National Council reserves the right to deny or cancel exhibit booth to companies that have overdue account balances with the National Council or any of its affiliates.

All cancellations and requests for refunds must be in writing.

SPACE REDUCTIONS

In the event any Exhibitor requests a **space reduction** from the originally selected exhibit booth (this includes mergers, acquisitions or other similar situations when one Exhibitor reduces or releases originally assigned space to co-locate with another Exhibitor), the reduction will be treated as a cancellation and the Exhibitor will be subject to the same conditions and restrictions stated under the Cancellation terms.

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

Exhibit Hall Schedule

EXHIBIT INSTALLATION DATES:

- **Saturday, April 13, 2024: 2 – 9 p.m. CT**
- **Sunday, April 14, 2024: 8 a.m. – 5 p.m. CT**

EXHIBIT HALL HOURS:

Monday, April 15, 2024: 7:30 a.m. – 7 p.m. CT

- **Key Dedicated Hours:**
 - » **Breakfast:** 7:30 – 8:30 a.m. CT
 - » **Lunch:** 11:30 a.m. – 1:15 p.m. CT
 - » **Welcome Reception:** 5:30 – 7 p.m. CT

Tuesday, April 16, 2024: 7:30 a.m. – 4:30 p.m. CT

- **Key Dedicated Hours:**
 - » **Breakfast:** 7:30 a.m. – 8:30 a.m. CT
 - » **Lunch:** 12:30 – 2:15 p.m. CT
 - » **Wellbeing Fair:** 3:15 – 4:30 p.m. CT

EXHIBIT DISMANTLE DATES:

- **Tuesday, April 16, 2024:
4:30 – 8 p.m. CT**
- **Wednesday, April 17, 2024:
8 – 11 a.m. CT**

All displays must be erected and completely arranged for viewing by 5 p.m. CT on Sunday, April 14, 2024, for official inspection by the National Council. Noisy or unsightly work in any Exhibitor's booth area is prohibited during official exhibit hours.

NatCon24 Agenda coming soon!



Hotel Accommodations

NatCon24 discounted room rates are available only by using the Official NatCon24 housing website link listed in the Expo Harvester. You will receive access to the Expo Harvester once your exhibit booth or sponsorship order is complete.

BECOME A 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



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.