

# ***Sponsorship Prospectus***



## **NATCON25**

***May 5-7 • Philadelphia***

NATIONAL COUNCIL  
for Mental Wellbeing

*Pennsylvania Convention Center, Philadelphia*

# MAKING MENTAL WELLBEING *a Reality for Everyone, Everywhere*

The National Council for Mental Wellbeing is a membership organization that drives policy and social change on behalf of more than 3,400 mental health and substance use care 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 care 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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# LARGEST CONFERENCE

## *in mental health and substance use care!*

We invite you to experience the most anticipated event in mental health and substance use care. NatCon25 connects you with the most in-demand audiences in our field — from influencers and decision-makers to advocates and executives. Join us May 5-7, 2025, at the Pennsylvania Convention Center as we take over downtown Philadelphia!

**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 in mental health  
and substance use care



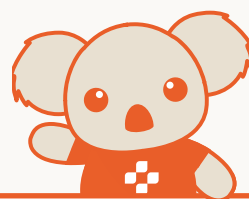
# 140+

CE/CME credits available  
through 10 accrediting  
bodies



# 200+

exhibitors and sponsors  
in attendance



**MHFA Summit**  
preconference event

# 70+

Poster presentations —  
innovative work at your  
fingertips



# 200+

educational sessions — more  
than 60 hours of learning

**ENGAGING**

TED-style Talks and  
Ignite Sessions



**NETWORKING**

at events, roundtables  
and more!



# NATCON BY THE *Numbers*

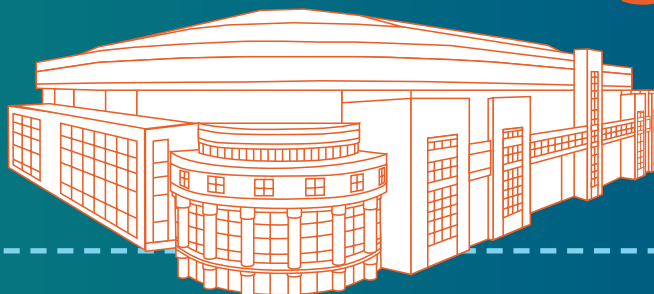
## CONFERENCE YEAR

## TOTAL ATTENDEES

**2024**

(St. Louis)

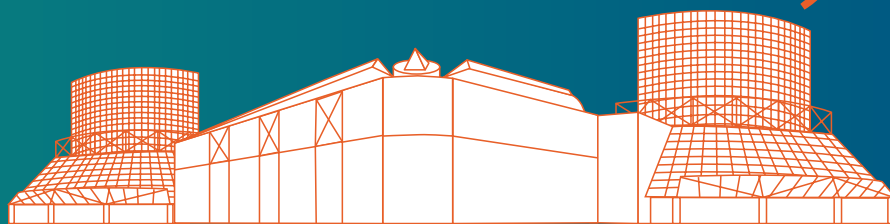
**5,865**



**2023**

(Los Angeles)

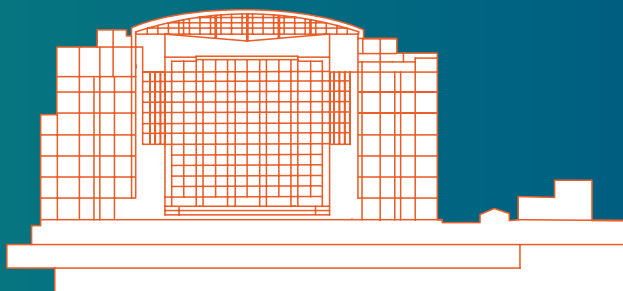
**5,325**



**2022**

(Washington, D.C.)

**4,835**



# ABOUT OUR ATTENDEES

*NatCon is the biggest event in behavioral health care, drawing **KEY DECISION-MAKERS** from across the country.*



**61%**

of NatCon attendees  
are executive-level  
decision-makers.



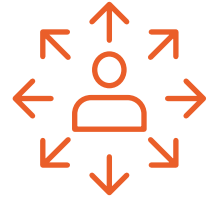
**58%**

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

## Attendees represent



**Mental Health and Substance Use  
Care Organizations — (22%)**



**CCBHCs —  
(21%)**



**Federally  
Qualified  
Health Centers**



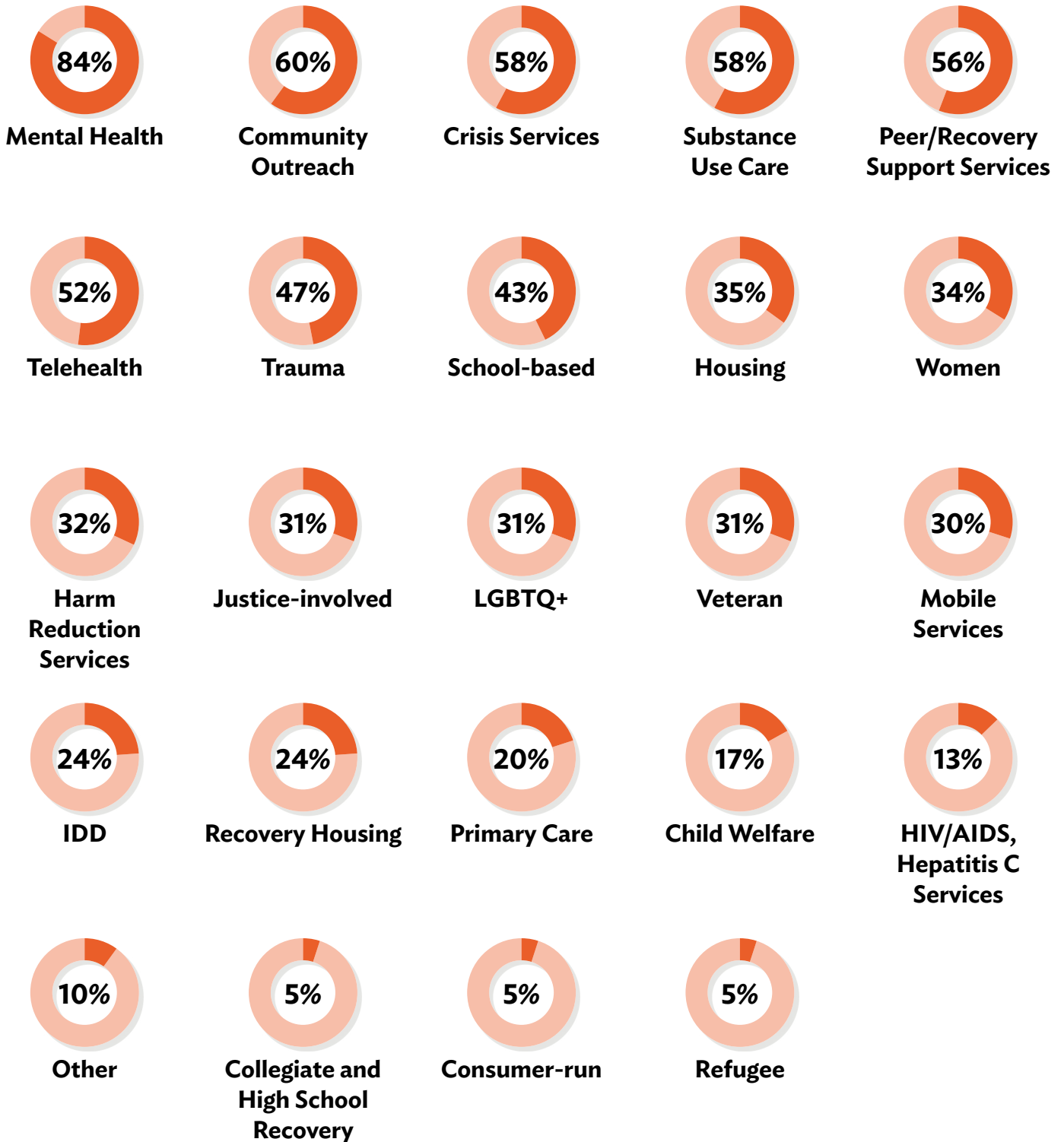
**Home Health  
Care Agencies**



**Public  
Health**

Academic and Research Institutions • Advocacy  
Organizations • Child and Adolescent Treatment  
Organizations • Criminal Justice • Hospitals • Housing  
Assistance • Intellectual and Developmental Disabilities  
(IDD) Organizations • Multi-state Treatment  
Organizations • Peer-run Organizations • Prevention and  
Recovery Support Organizations • Rural Health • State  
Departments and Associations • Telehealth

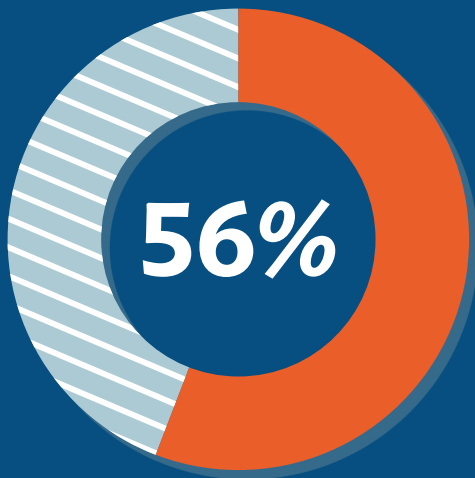
## Service types\*



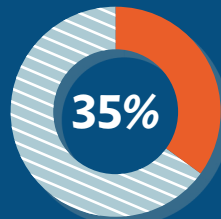
\*Some attendees represent multiple service types.



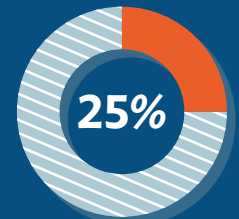
## Age groups attendees serve\*



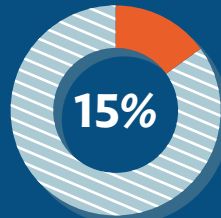
ALL AGE GROUPS



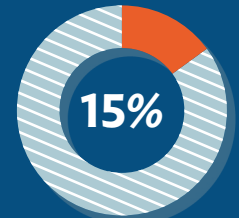
ADULTS



YOUTH/ADOLESCENTS



CHILDREN

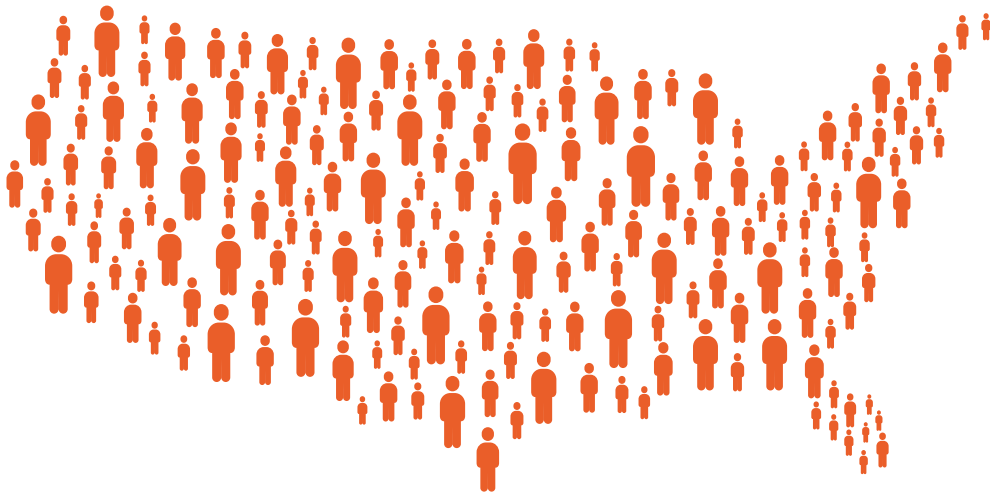


OLDER ADULTS

*\*Some attendees serve multiple age groups.*

## Membership map

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



The leaders of all  
**50** state mental health  
associations attend  
NatCon.

More than **3,400**  
member organizations  
serve more than 10 million  
people nationwide.

**450+** member  
organizations are  
CCBHCs, and that number  
is growing!



# WHY SPONSOR?

NatCon25 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 care 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**

## Sponsorship Categories



### EDUCATION

By providing useful information that is contextually appropriate, your company can enhance its credibility and trustworthiness while educating future clients with sponsored content.



### ACCESS

Gain access to specific audiences in mental health and substance use care 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 and social media.



### PROMOTIONS/ADVERTISING

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



### BOOTH TRAFFIC DRIVERS

If you also are an Exhibitor, drive attendee traffic to your booth with specialized sponsorship opportunities.

*(Click on each category to see 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	ADVOCATE	CONTRIBUTOR
	\$60,000+	\$35,000–\$59,999	\$20,000–34,999	\$10,000–\$19,999	\$1,000–\$9,999
Logo and link on the Conference website and mobile app	✓	✓	✓	✓	✓
Sponsorship icon used in your NatCon25 marketing campaign	✓	✓	✓	✓	✓
Recognition as a Sponsor in the NatCon25 printed program	✓	✓	✓	✓	✓
Ad in the NatCon25 printed program	Full-page	Half-page	Quarter-page	Quarter-page	N/A
One social media feature during NatCon25	National Council's Instagram story	National Council's Instagram story	National Council's X (formerly Twitter) feed	N/A	N/A
Sponsor spotlight feature in one NatCon25 "sponsored by" prospect email	✓	N/A	N/A	N/A	N/A

# SPONSORSHIP OPPORTUNITIES

## Education – Sponsored Content

Educate thousands of health care professionals and strengthen your role as a reliable source of information through sponsored content.

### All sponsored content will receive the following benefits:

- Presentation-ready stage — AV, including laptop, monitor, speakers, microphone and podium.
- Listing of session title, speakers, location and sponsoring company with description in NatCon25 agenda online and printed NatCon25 program.
- Logo and sponsorship acknowledgment in the NatCon25 printed program and interactive floor map.



### EXHIBITOR SPOTLIGHT (*only 2 available*)

**Partner: \$42,000/ Non-Partner: \$43,260**

- Showcase your thought leadership in the mental health and substance use care 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 NatCon25 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:**
  - » One e-blast invitation to all attendees or targeted list with your copy and details prior to the session.
  - » Complimentary lead-retrieval device for your team to scan attendees.
  - » One mobile app push notification 20 minutes prior to the session.
  - » Printed 22"x28" Exhibitor Spotlight recognition sign with session information to be placed in Sponsor's booth.
- **Add-on benefits:**
  - » Provide a relevant recorded webinar or video to post on the NatCon25 website and link in the daily recap email.
  - » Provide handouts approved by the National Council (at the Sponsor's expense).



## CAMPFIRE SESSIONS



1 LEFT!

**Partner: \$7,875 / Non-Partner: \$8,110**

- 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 and navigating through the unknowns of post-pandemic events.



## SOLUTIONS SHOWCASE STAGE



3 LEFT!

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

- Do you have something new you would like NatCon25 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.





## Education — Brand Awareness

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



### TED-STYLE TALKS/IGNITE SESSIONS (EXCLUSIVE)

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

- 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 Sessions signage and stage.

- **TED-style Talks**

- » Every word of a TED-style Talk counts. They don't make you wait for that "aha" moment. They are personal and 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 emcee at the start of each block of events.



### EDUCATIONAL TRACK SPONSORS (1 per track)

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

- Sponsor one or more educational tracks and be one of the leaders ensuring that NatCon25 attendees obtain quality continuing education.

- **Sponsorship benefits include:**

- » Logo on NatCon25 website, mobile app, printed program and Educational Track signage.



## POSTER PAVILION AND ONLINE GALLERY (EXCLUSIVE)

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

- Sponsor the interactive Poster Pavilion in the Exhibit Hall and the Online Gallery on the NatCon25 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, which is marketed and available online to all registered attendees after NatCon25.
  - » Listing on NatCon25 website, mobile app, printed program and onsite signage — including a Poster Pavilion hanging sign.



## Access — Specialty Areas

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

All specialty areas will be listed on the NatCon25 website, mobile app and printed program.



### PUPPY PARK (EXCLUSIVE)

**Partner: \$21,000 / Non-Partner: \$21,630**

- Sponsor an “aww” 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 ad in area.
  - » Option to provide giveaways at Sponsor’s own expense.







## LUNCH ADVERTISER

**Partner: \$15,750 / Non-Partner: \$16,225 per lunch (3 available)**

**Partner: \$42,000 / Non-Partner: \$43,260 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.
  - » Logo on all onsite signage at each food and beverage station in the Exhibit Hall.

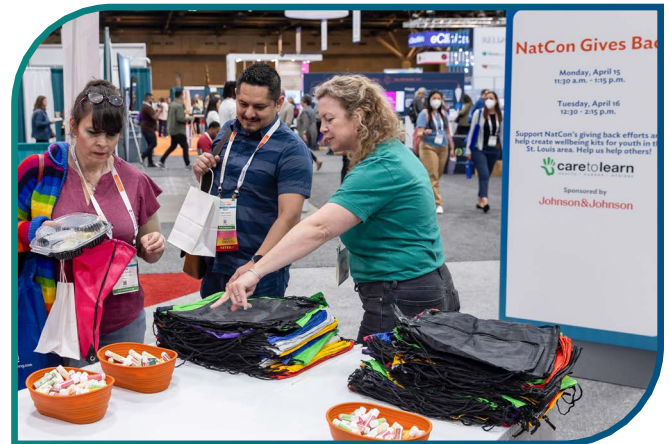


## NATCON GIVES BACK (EXCLUSIVE)

**SOLD**

**Partner: \$15,750 / Non-Partner: \$16,225**

- Support NatCon's efforts to give back by helping create wellbeing kits for distribution to a local charity that serves people 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 ad in community project area.







## REFRESH AND RECHARGE LOUNGE (EXCLUSIVE)

**Partner: \$15,750 / Non-Partner: \$16,225**

- 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 private meeting pods, comfortable seating and ample charging ports.
- **Sponsorship benefits include:**
  - » Logo on private meeting pods.
  - » Meter board sign (8'x3') with Sponsor's custom ad in area.
  - » Two floor stickers with your logo and booth number.
  - » Option to leave marketing collateral (at the Sponsor's expense) on tabletops, if approved by the National Council.



## ARCADE GAMES (EXCLUSIVE)

**Partner: \$15,750 / Non-Partner: \$16,225**

- Travel back in time with some iconic consoles — from racing games to retro classics!
- Games may include:
  - » Super Pac-Man
  - » Mario Bros
  - » Pinball
  - » Guitar Hero
  - » Skee-Ball
  - » ... and more!
- **Sponsorship benefits include:**
  - » Two floor stickers with Sponsor's custom ad in area.





## WELLBEING SALON (EXCLUSIVE)

**Partner: \$15,225 / Non-Partner: \$15,675**

- 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!
- **Sponsorship benefits include:**
  - » Meter board sign (8'x3') with Sponsor's custom ad in area
  - » Option to have a representative present to greet and network with attendees



## HEADSHOT CAFÉ (EXCLUSIVE)

**SOLD**

**Partner: \$11,025 / Non-Partner: \$11,575**

- 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.
  - » Option 2: Processor — Headshots will be sent to attendees via email onsite.
- **Sponsorship benefits include:**
  - » Option to have a representative present to greet and network with attendees.





## HOSPITALITY EVENT (only 8 available)

**Partner: \$5,775 / Non-Partner: \$5,950**

- Invite NatCon25 attendees to your special events. Host an ancillary hospitality event with NatCon marketing assistance and be part of the Hospitality Events page in the NatCon25 printed program. Hospitality events are strictly social activities that are held outside of NatCon25 educational programming. They may NOT contain product demonstrations, scientific presentations or educational programming.
- **Sponsorship benefits include:**
  - » Listing of hospitality event, location and your company's name in the NatCon25 printed program and website.
  - » One scheduled e-blast to NatCon25 targeted list with your copy and details weeks prior to hospitality event (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 (EXCLUSIVE)

**Partner: \$31,500 / Non-Partner: \$32,450**

- Get everyone connected! Sponsor NatCon25's blanket Wi-Fi. Splash your company's name across the devices of everyone who accesses the event Wi-Fi, for the duration of the Conference.
- **Sponsorship benefits include:**
  - » Custom Wi-Fi password generated by Sponsor.
  - » Custom ad on Wi-Fi splash screen.
  - » Four complimentary dedicated wired internet connections in Sponsor's booth.
  - » Sponsor logo on all Wi-Fi onsite signage and table tents.



### LANYARDS AND BADGES BUNDLE (EXCLUSIVE)

**Partner: \$27,825 / Non-Partner: \$28,135**

- Put your company's name around the neck of all Conference attendees! This is a fantastic way to spread your name and amplify your brand throughout the Conference.
- Your custom graphic will be printed on the back of each attendee badge.



**SOLD**



### OFFICIAL NATCON25 WATER BOTTLES (EXCLUSIVE)

**Contact us for pricing.**

- Help attendees stay hydrated and remember your name by co-branding the official NatCon25 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.



**PENDING**





## WATER REFILL STATIONS (EXCLUSIVE)

**Contact us 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 refill station signage.



**SOLD**



## AISLE BANNERS (EXCLUSIVE)

**Partner: \$11,025 / Non-Partner: \$11,355**

- 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.



## SHUTTLE BUSES VIDEO (EXCLUSIVE)

**Contact us for pricing.**

- Looking for a unique way to reach NatCon25 attendees? Advertise on the official NatCon25 shuttle buses and be the first thing attendees see on their way to the Pennsylvania Convention Center. (Sponsor is responsible for video production and delivery.)



## SHUTTLE BUSES SIGNAGE (EXCLUSIVE)

**Partner: \$3,310 / Non-Partner: \$3,415**

- Place your company logo on the signage for the shuttle buses that take attendees between official NatCon25 hotels and the convention center. Attendees will see your company name before every ride.



## SHUTTLE BUS BUNDLE (EXCLUSIVE)

**Contact us for pricing.**

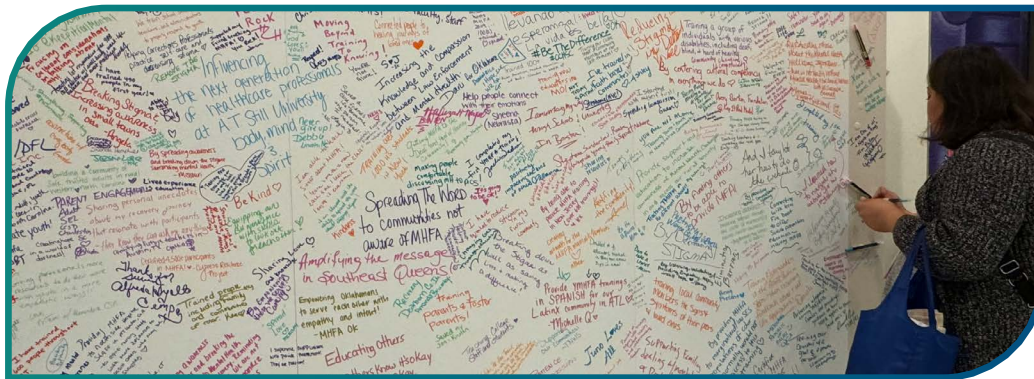
- Double your impact — sponsor both the shuttle bus video and signage!



## GRATITUDE WALL (EXCLUSIVE)

**Partner: \$8,820 / Non-Partner: \$9,085**

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



## COLORING WALL (EXCLUSIVE)

**Partner: \$8,820 / Non-Partner: \$9,085**

- Provide attendees with a creative outlet throughout the Conference. Sponsor will work with 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: \$6,615 / Non-Partner: \$6,815**

- 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.
  - » Logo on all onsite signage at each food and beverage station in the Exhibit Hall during specified coffee break.



## RIBBON WALL (EXCLUSIVE)

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

- NatCon attendees love their flair! Support this popular stop in the Registration area.
- **Sponsorship benefits include:**
  - » Logo and sponsorship acknowledgment on all applicable pre-event marketing.
  - » Logo on the Ribbon Wall.
  - » Option to create a customized ribbon to be placed on the wall, with approval of the National Council.



## RIDESHARE SIGNAGE (EXCLUSIVE)

**Partner: \$1,575 / Non-Partner: \$1,620**

- Place your company logo on the signage that informs attendees where they can find their rideshares. Brand the drop-off and pickup location signage for rideshare services at the Pennsylvania Convention Center.

**SOLD**



## Digital Communication

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



### “KNOW BEFORE YOU GO” EMAIL (EXCLUSIVE)



PENDING

**Partner: \$7,720 / Non-Partner: \$7,950**

- All registered attendees can see your custom ad.
- Each attendee will receive an email detailing what to expect at NatCon25 prior to the event — with your custom footer banner advertisement! Link to the website of your choice.



### “SPONSORED BY” PROSPECT EMAIL (only 4 available)

**Partner: \$5,250 / Non-Partner: \$5,410**

- Feature your logo and link in an e-blast to the NatCon25 prospect mailing list — more than 50,000 contacts! Sponsor will work with NatCon staff for copy approval, text formatting and email scheduling.



### E-BLASTS (only 3 available)

SOLD

**Partner: \$4,725 / Non-Partner: \$4,870**

- Send your custom message/advertisement to all NatCon25 registrants in an e-blast scheduled to go out weeks prior to the Conference. Sponsor will work with 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.

If custom ads are not submitted by Friday, February 28, the company logo will be used in place of an ad.



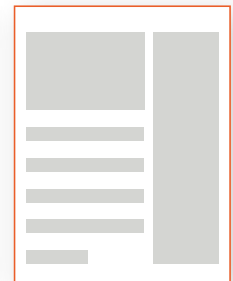
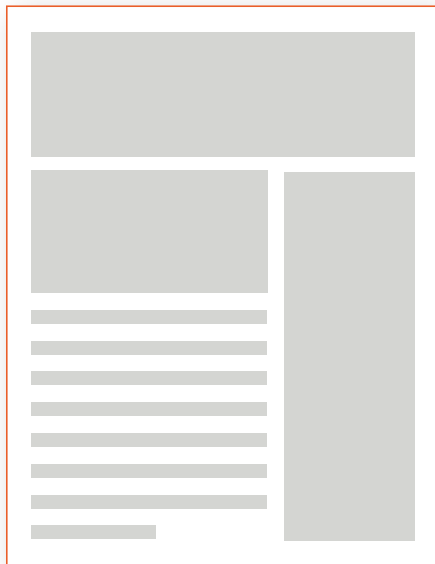
### PRINTED PROGRAM ADS

**Partner: \$7,350 / Non-Partner: \$7,570 (full-page)**

**Partner: \$4,725 / Non-Partner: \$4,870 (half-page)**

**Partner: \$2,365 / Non-Partner: \$2,560 (quarter-page)**

- Showcase your brand by securing an ad in the printed NatCon25 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: 2550px wide x 3300px high or 8.5" wide x 11" high
  - » Half-page: 2550px wide x 1650px high or 8.5" wide x 5.5" high
  - » Quarter-page: 1275px wide x 1650px high or 4.25" wide x 5.5" high



## Promotions/Advertising — Onsite

If custom ads are not submitted by Friday, February 28, the company logo will be used in place of an ad.



### NATCON NAVIGATION BOOTHS (only 2 available)

**Partner: \$3,150 / Non-Partner: \$3,245**

- National Council staff assist attendees with all their questions at these prominent booths placed strategically throughout the convention center. Booths will be co-branded with NatCon25 imagery and your custom ad.



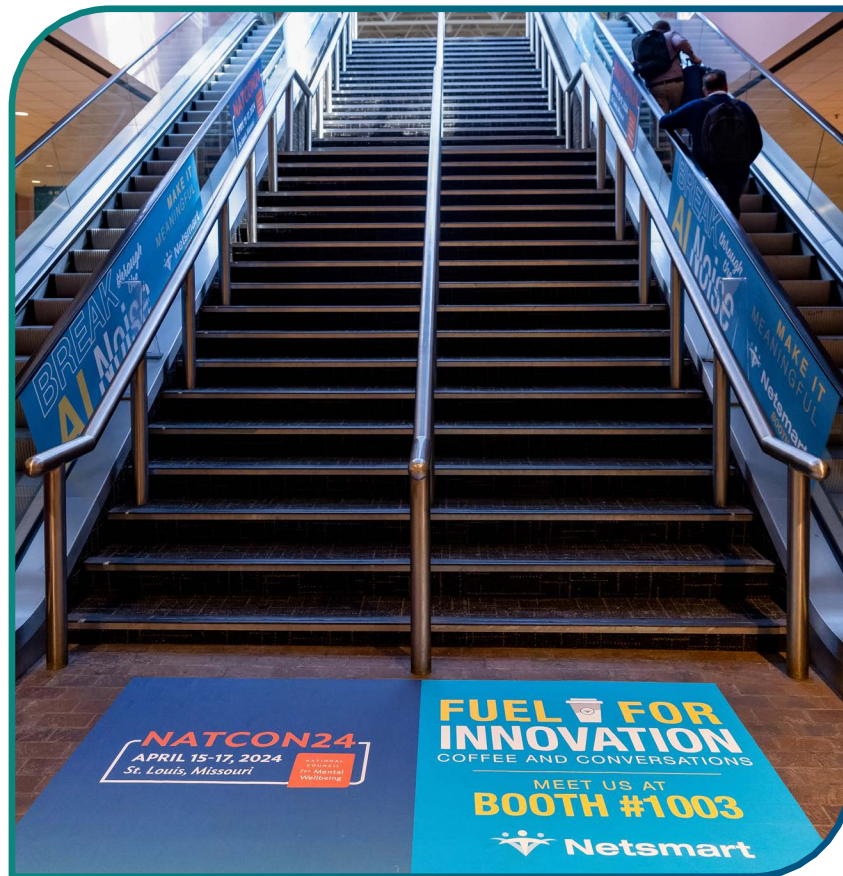
### MAIN AISLE FLOOR STICKER AD



**PENDING**

**Partner: \$3,150 / Non-Partner: \$3,245**

- We know everyone always seems to be on their phone. Catch attendees' eyes where they will be looking — down — by sponsoring floor stickers! Place your custom 4ft diameter floor sticker inside the Exhibit Hall. The ad graphic will be entirely your design.



## Promotions/Advertising — NatCon Website

If custom ads are not submitted by Friday, February 28, the company logo will be used in place of an ad.

All ads can link to your exhibit booth or to a webpage of your choice.



### HOTEL RESERVATION PAGE AD (EXCLUSIVE)

**Partner: \$8,925 / Non-Partner: \$9,195**

- Place a custom ad on the lower portion of the official NatCon25 Hotel Reservation page. This ad will follow attendees as they travel through the entire housing booking process, so everyone will continually see your branding.



### NAVIGATION BAR AD (EXCLUSIVE)

**Partner: \$7,875 / Non-Partner: \$8,110**

- Place a custom ad on the navigation bar of the NatCon25 website. This ad will follow attendees and will be seen continually as they navigate their way around the website.



### TILE ADS (only 2 available)

**Partner: \$7,875 / Non-Partner: \$8,110**

- Place a custom ad on the homepage of the NatCon25 website. This tile ad is placed among the tiles that direct attendees to sessions. Every attendee who navigates their way through the website will see it.



### ROTATING BANNER ADS (only 3 available)

**Partner: \$3,675 / Non-Partner: \$3,785**

- Place a custom ad on the right-hand column of the NatCon25 website. This ad will rotate on the platform and be seen by all attendees as they navigate to sessions and the Exhibit Hall.



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

**Partner: \$2,100 / Non-Partner: \$2,165**

- Put your custom banner ad on one of the “Browse by” page ads on the NatCon25 website. Choose from the following pages:
  - » Browse by Company
  - » Browse by Booth
  - » Browse by Category

## **Promotions/Advertising — Social Media**

If custom ads are not submitted by Friday, February 28, the company logo will be used in place of an ad.



### **SOCIAL MEDIA WALL AD** (*EXCLUSIVE*)

**Partner: \$6,825 / Non-Partner: \$7,030**

- Keep attendees updated on all the NatCon25 buzz! Your custom ad will be prominently displayed on the digital social media wall to help influence all attendees.
- Your company logo will be in a prominent location on the screen.
- **Sponsorship benefits include:**
  - » Logo on the screen wrap/border.
  - » Work with the National Council social media manager to develop copy for a post on the National Council’s Instagram, Facebook or X (formerly Twitter) channels.



### **SOCIAL MEDIA MENTIONS** (*multiple available*)

**Partner: \$1,575 / Non-Partner: \$1,625**

- Promote your brand and NatCon booth through social media posts on National Council channels. Sponsor can work with the National Council social media manager to develop copy for a post on the National Council’s Instagram, Facebook or X (formerly Twitter) during NatCon25.



## Promotions/Advertising — NatCon Mobile App

If custom ads are not submitted by Friday, February 28, the company logo will be used in place of an ad.



### APP SPLASH SCREEN AD (EXCLUSIVE)

**Partner: \$11,025 / Non-Partner: \$11,340**

- 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 BANNER AD (EXCLUSIVE)

**Partner: \$5,250 / Non-Partner: \$5,410**

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



### PUSH NOTIFICATIONS VIA MOBILE APP (only 6 available)

**Partner: \$1,575 / Non-Partner: \$1,625**

- Alert NatCon25 attendees to visit your booth or attend your events with special messages through the mobile app (max. 150 characters for each message).
- Limit to three push notifications available on Monday and three available on Tuesday.
- For each push notification, you pick one time slot on either day for your notification to be sent.

## Booth Traffic Drivers



### SNACK BREAKS

**Contact us for pricing and availability.**

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

»



## WELCOME RECEPTION BAR *(multiple available)*



PENDING

**Partner: \$2,625 / Non-Partner: \$2,705**

- The NatCon25 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 acknowledgment on all applicable pre-event marketing.
  - » Sponsor logo on signage at the bar.



## CUSTOM SPONSORSHIP

Have an idea that you don't see listed? You're in the right place!

Imagine a sponsorship that meets your company's goals.  
Let us help you bring it to life.

***Contact Alaina Herrera for more information.***

## Graphics Deadline

Custom ads and logos must be received by February 28, 2025, for inclusion in sponsorship materials. If graphics are not received by that deadline, the company logo will be used in place of an ad.

## 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 February 10, 2025. After February 10, 2025, full payment must accompany all contracts.

## Cancellations

The National Council will retain 50% of the total fee for sponsorship cancellations received between November 4, 2024, and February 10, 2025. No requests for refunds will be granted after February 10, 2025. All cancellations and requests for refunds must be in writing.

**For more information, please review the NatCon25 Rules and Regulations in the [Expo Harvester](#).**

## Hotel Accommodations

NatCon25 discounted room rates are available only by using the official NatCon25 housing website link listed in the Expo Harvester. You will receive access to the Expo Harvester once your sponsorship order is complete.



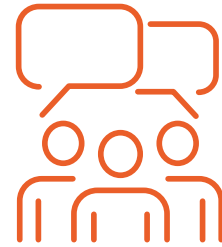


# BECOME AN EXHIBITOR

*Top five reasons to exhibit at NatCon\**

**1 CONNECT**  
with attendees/clients  
face-to-face

**96%**



**2 BUILD**  
brand awareness

**80%**



**3 GENERATE**  
new leads

**72%**



**4 NETWORK**  
and create relationships

**68%**



**5 REACH**  
your target audience

**64%**



*\*Based on NatCon24 Exhibitor and Sponsor survey data.*