

Exhibitor 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

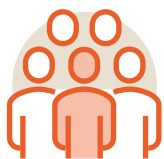


conference in mental health
and substance use care



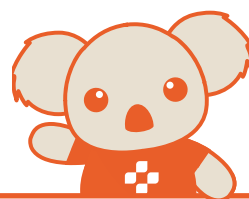
140+

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*

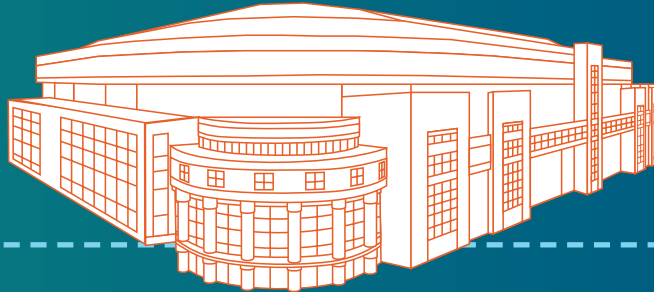
CONFERENCE YEAR

TOTAL ATTENDEES

2024

(St. Louis)

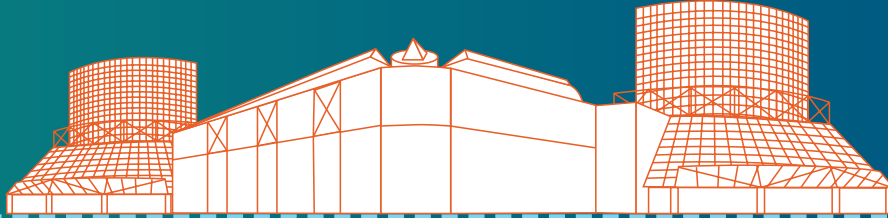
5,865



2023

(Los Angeles)

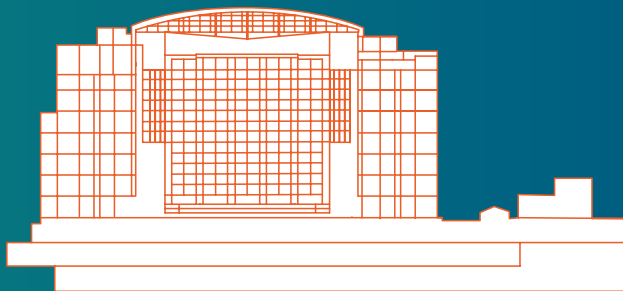
5,325



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.



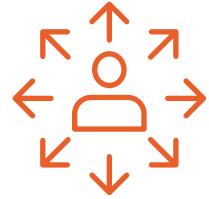
58%

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**



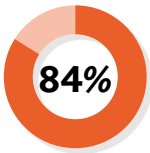
**Home Health
Care Agencies**



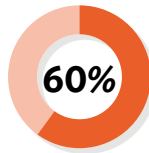
**Public
Health**

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

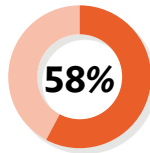
Service types*



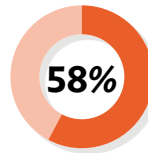
Mental Health



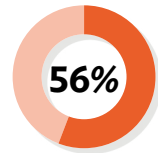
Community Outreach



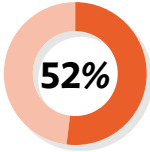
Crisis Services



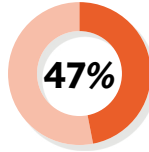
Substance Use Care



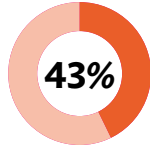
Peer/Recovery Support Services



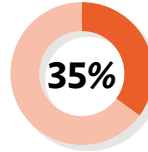
Telehealth



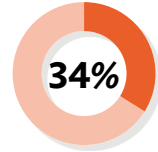
Trauma



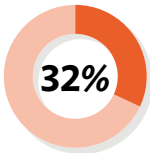
School-based



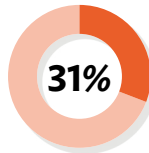
Housing



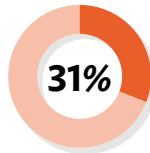
Women



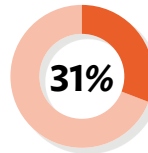
Harm Reduction Services



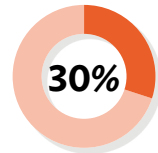
Justice-involved



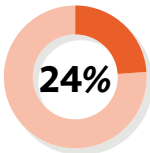
LGBTQ+



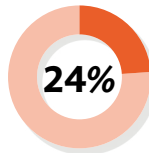
Veteran



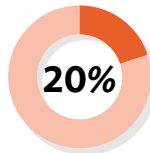
Mobile Services



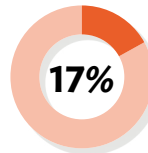
IDD



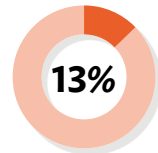
Recovery Housing



Primary Care



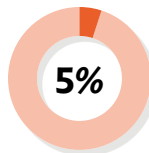
Child Welfare



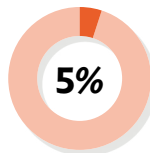
HIV/AIDS, Hepatitis C Services



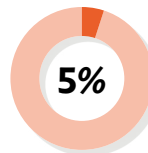
Other



Collegiate and High School Recovery



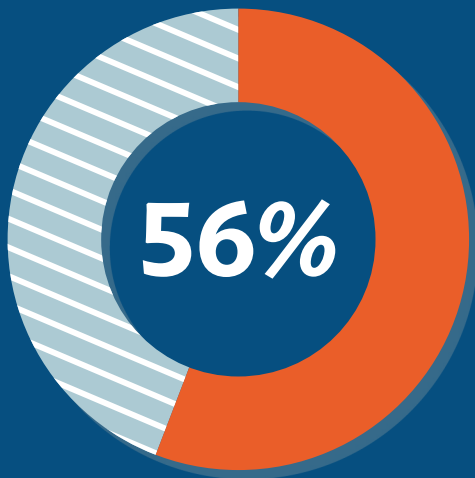
Consumer-run



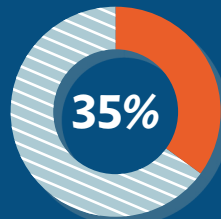
Refugee

**Some attendees represent multiple service types.*

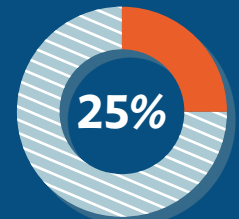
Age groups attendees serve*



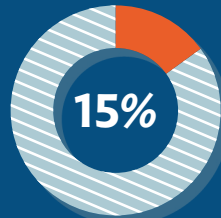
ALL AGE GROUPS



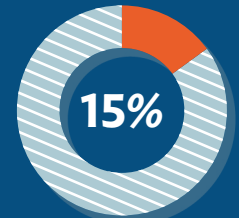
ADULTS



YOUTH/ADOLESCENTS



CHILDREN

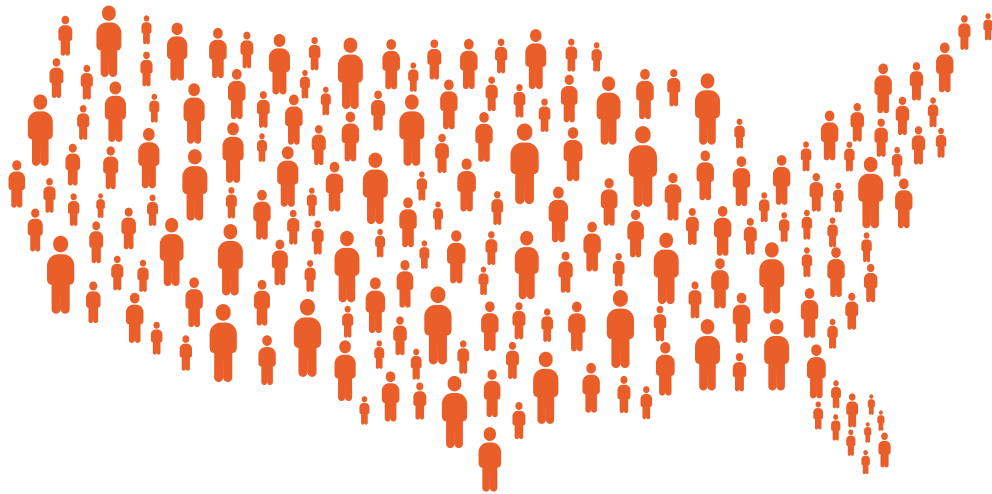


OLDER ADULTS

**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!

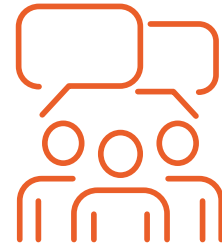
WHY EXHIBIT?

Exhibiting at NatCon25 will provide you with exclusive benefits you won't find at other exhibit halls in the mental health and substance use care field.

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.*

Top 10 solutions represented in the Exhibit Hall



HEALTH
INFORMATION
TECHNOLOGY
25%



TELEHEALTH
20%



CONSULTING
AND ADVISORY
SERVICES
19%



DIGITAL/MOBILE
HEALTH
19%



ELECTRONIC
HEALTH RECORDS
18%



CARE
MANAGEMENT
17%



EDUCATION AND
TRAINING
17%



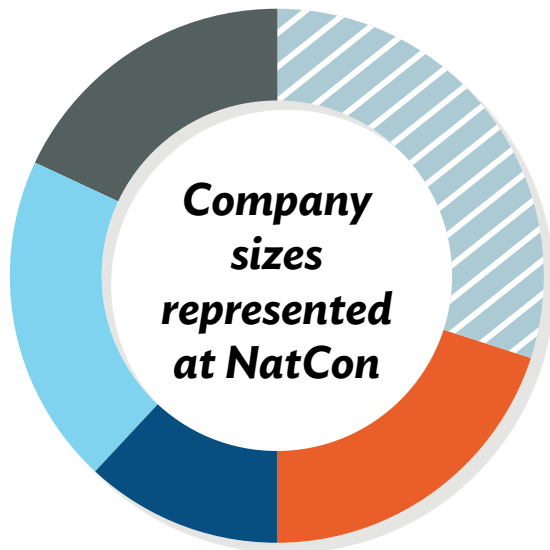
NONPROFIT/
EDUCATION
14%



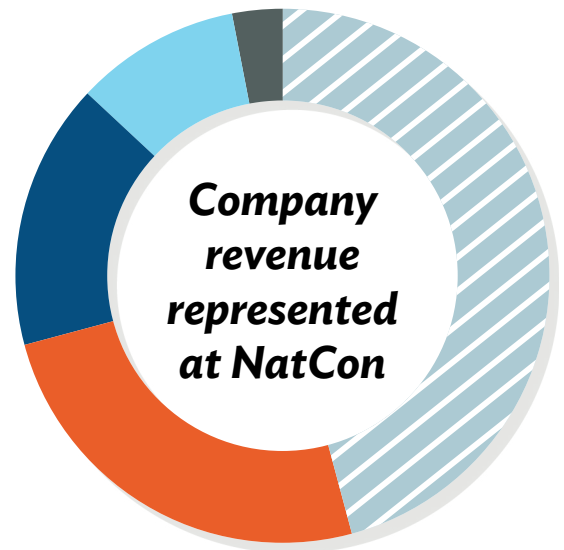
TREATMENT
PROVIDERS
11%



TELEPSYCHIATRY
9%



	Very small to small (1-25)	30%
	Small to medium (26-250)	20%
	Medium to large (251-1,000)	12%
	Large to very large (1,001-10,000)	20%
	Very large to enterprise (10,001-415,000)	18%



	Less than \$10M	46%
	\$10M-\$100M	25%
	\$100M-\$1B	16%
	\$1B-\$10B	10%
	Greater than \$10B	3%

BOOTH PRICES AND BENEFITS

As an Exhibitor, you'll have an all-access pass to all educational sessions and social events, so you can connect and extend your reach beyond the Exhibit Hall. You'll also 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	EARLY BIRD RATE (by 1/6/2025)		STANDARD RATE (after 1/6/2025)	
	Partner Price	Non-Partner Price	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.	\$39.50 per sq. ft.	\$41.50 per sq. ft.
Premium *Island or Peninsula (400 sq. ft. or larger)	\$44 per sq. ft.	\$46.20 per sq. ft.	\$45.75 per sq. ft.	\$48 per sq. ft.
Corner Fee	\$300		\$300	

Booth Purchase Benefits

- Two days of visibility in the Exhibit Hall (May 5-6, 2025).
- Three complimentary full Conference registrations per 100 sq. ft., with access to all sessions, activities and meals from May 5-7, 2025.
 - » 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 number).
 - » Booth carpet and furniture are not included and must be purchased separately.
 - » Furniture packages are only available for standard booth sizes 10'x10', 10'x20' or 10'x30' inline (100-300 sq. ft.).
- Company listing on the NatCon25 website and mobile app.
 - » Product categories are available on the Exhibitor page and interactive floor plan.
- Company listing on the NatCon25 printed program Exhibitor page.
- Pre- and post-Conference mailing lists (includes contact name, company name, title and mailing address.)
 - » Lists do not include email addresses.
- One [Priority Point](#) per 100 sq. ft. toward a purchase for next year.

Booth Add-ons

Additional packages to enhance your NatCon25 booth and help you save money!

10'x10' Furniture Package: \$1,100	10'x20' Furniture Package: \$1,525	10'x30' Furniture Package: \$1,945
<ul style="list-style-type: none"> ■ Standard 10'x10' carpet ■ 6' draped table ■ Two chairs ■ One wastebasket ■ 500-watt electrical outlet 	<ul style="list-style-type: none"> ■ Standard 10'x20' carpet ■ 6' draped table ■ Two chairs ■ One wastebasket ■ 500-watt electrical outlet 	<ul style="list-style-type: none"> ■ Standard 10'x30' carpet ■ 6' draped table ■ Two chairs ■ One wastebasket ■ 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](#) handout for more information.

SECURE YOUR SPACE

The floor plan is live and subject to change. Booth selection is based on Priority Points, followed by first-come, first-served after the 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 February 10, 2025. After February 10, 2025, full payment must accompany all contracts.

In the event the Exhibitor fails to install the display by 5 p.m. ET on Sunday, May 4, 2025 — or fails to make 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 if they begin breaking down their booth before 4:30 p.m. ET on Tuesday, May 6, 2025.

CANCELLATIONS

The National Council will retain \$1,000 per 10'x10' space rented when exhibit booth cancellation is received before November 4, 2024. The National Council will retain 50% of the total fee for exhibit booth cancellations received between November 4, 2024, and February 10, 2025. No requests for refunds will be granted after February 10, 2025. The National Council reserves the right to resell the exhibit booth without notice or refund after February 10, 2025. 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 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 NatCon25 Rules and Regulations in the [Expo Harvester](#).

EXHIBIT HALL SCHEDULE

EXHIBIT INSTALLATION DATES:

- **Saturday, May 3, 2-9 p.m. ET**
- **Sunday, May 4, 8 a.m.-5 p.m. ET**

EXHIBIT HALL HOURS:

Monday, May 5: 7:30 a.m.-7 p.m. ET

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

Tuesday, May 6: 7:30 a.m.-4:30 p.m. ET

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

EXHIBIT DISMANTLE DATES:

- **Tuesday, May 6, 4:30-8 p.m. ET**
- **Wednesday, May 7, 8-11 a.m. ET**

All displays must be erected and completely arranged for viewing by 5 p.m. ET on Sunday, May 4, 2025, for official inspection by the National Council. Noisy or unsightly work in any Exhibitor's booth area is prohibited during official exhibit hours.

NatCon25 agenda coming soon!



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 exhibit booth order is complete.

BECOME A SPONSOR

Interested in becoming a sponsor? NatCon25 is the place to connect with health care leaders 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

