



from NATIONAL
COUNCIL FOR
MENTAL
WELLBEING

2027
APRIL 12-14
NEW ORLEANS

EXHIBITOR PROSPECTUS

New Orleans Ernest N. Morial Convention Center
New Orleans, Louisiana

Meet the people driving the future of mental health and substance use care.

Every year, NatCon, presented by the National Council for Mental Wellbeing, brings together the organizations, leaders and innovators shaping the future of mental health and substance use care.

From executive leaders and clinicians to policymakers, innovators and technology partners, NatCon brings together the organizations and decision-makers transforming mental health and substance use care across the country.

Whether you're launching a new solution, strengthening your brand or building lasting partnerships, NatCon provides unparalleled opportunities to connect with the people shaping what's next.



“The National Council staff and overall program have been instrumental in helping us build our brand in the behavioral health space. We truly appreciate the referrals!”

— 2026 Exhibitor





WHY EXHIBIT AT NATCON?

NatCon is more than the nation's largest conference in behavioral health — it's where meaningful connections begin.

As an exhibitor, you'll connect directly with executive leaders, clinicians, government agencies, nonprofit organizations, CCBHCs and innovators actively searching for products, services and solutions that advance behavioral health.

Whether you're introducing a new technology, expanding your customer base or strengthening relationships with existing clients, NatCon offers the opportunity to showcase your organization in front of thousands of professionals who are driving meaningful change in communities nationwide.

NATCON BY THE NUMBERS

The NatCon Experience 2026



5,625

Attendees



290+

Educational Sessions



248

Exhibitors & Sponsors



146+

CE/CME Credits



90+

Poster Presentations



24%

Executive-Level
Decision Makers

50%

CCBHC Employees,
Partners or Clients



47%

First-Time
Attendees



6

Countries
Represented



FEATURED

LEARNING AND NETWORKING EXPERIENCES

NatCon extends beyond the Exhibit Hall with nationally recognized education and specialized learning opportunities designed for behavioral health professionals.



Mental Health First Aid Summit



Crisis Response Services Summit



Certified Community Behavioral Health Clinic (CCBHC) Forum

MORE TO EXPERIENCE

Keynote Presentations

Visionary leaders sharing bold ideas and real-world impact.

Wellness Experiences

Recharge your mind and body through movement, mindfulness, and self-care.

Networking & AI Matchmaking

Build meaningful connections with peers and potential collaborators.

Headshot Opportunities

Refresh your professional image!

Exhibit Hall Activations

Engaging, interactive experiences that inspire, inform, and connect.

A HISTORY OF INSPIRING VOICES

For decades, NatCon has welcomed visionary leaders, passionate advocates, and changemakers who inspire action and move behavioral health forward.



Angela Duckworth

Psychologist & Author
University of Pennsylvania



Shankar Vedantam

Host, Hidden Brain
NPR



Isabel Wilkerson

Pulitzer Prize-winning
Journalist and *New York Times*
Bestselling Author



Patrick J. Kennedy

Former U.S. Congressman
Mental Health Advocate



Nzinga Harrison

Author, Psychiatrist
& Addiction Expert



Adam Grant

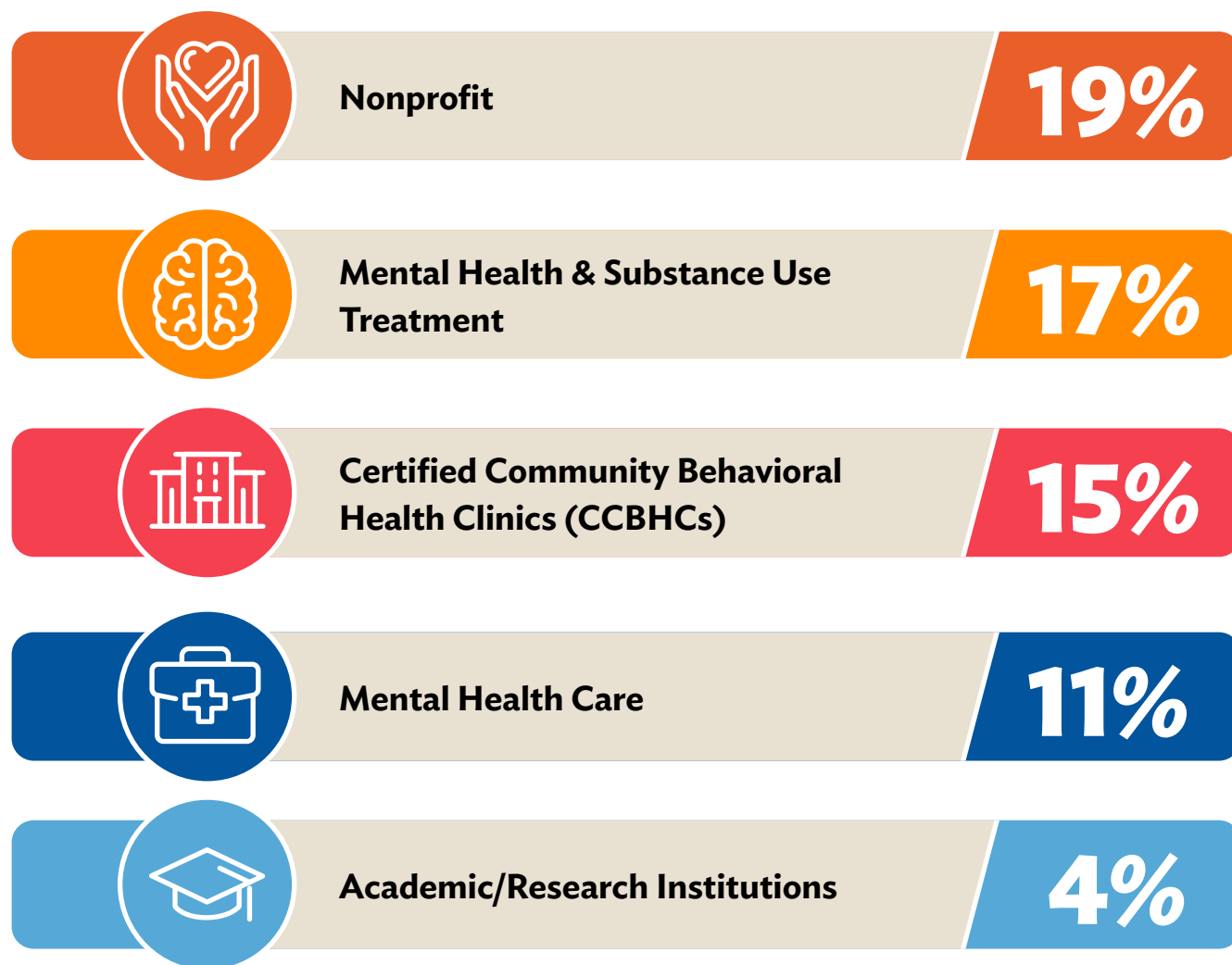
Bestselling Author and
Organizational Psychologist

WHO YOU'LL MEET

NatCon brings together one of the most diverse audiences in mental health and substance care, creating opportunities to connect with leaders across every sector of the industry. From executive leadership and clinical providers to policymakers, researchers and technology innovators, attendees come to NatCon ready to discover new solutions, share best practices and build meaningful partnerships.

Whether your organization serves providers, payers, government agencies or community organizations, you'll engage with professionals actively shaping the future of mental health and substance use care.

ORGANIZATIONS REPRESENTED



TOP SOLUTIONS

ATTENDEES ARE LOOKING FOR



36%
CRISIS
INTERVENTION



24%
CARE
MANAGEMENT



24%
CHILDREN'S
SERVICES



23%
TELEHEALTH



21%
TREATMENT
PROVIDERS



“NatCon is easily the biggest and best behavioral health conference of the year—it’s a must-attend event!”

— 2026 Exhibitor



ADDITIONAL ATTENDEE INSIGHTS

This prospectus highlights key findings from the 2026 attendee data. To explore the complete demographic report, detailed statistics and full category breakdowns, [click here](#).

EXHIBITOR COMMUNITY

NatCon exhibitors are industry leaders showcasing innovative products, services and solutions that support mental health and substance use care. Offering everything from technology and treatment tools to workforce and wellness resources, they represent the forefront of progress in the field and are here to connect, collaborate and inspire.

TOP REASONS TO EXHIBIT



Connecting with attendees face-to-face



88%



Generating new leads



79%



Networking opportunities



71%



Building brand awareness



62%



Reaching a target audience



59%

LEADING SOLUTIONS IN THE EXHIBIT HALL



Health Information
Technology

25%



Consulting and
Advisory Services

22%



Education and
Training

21%



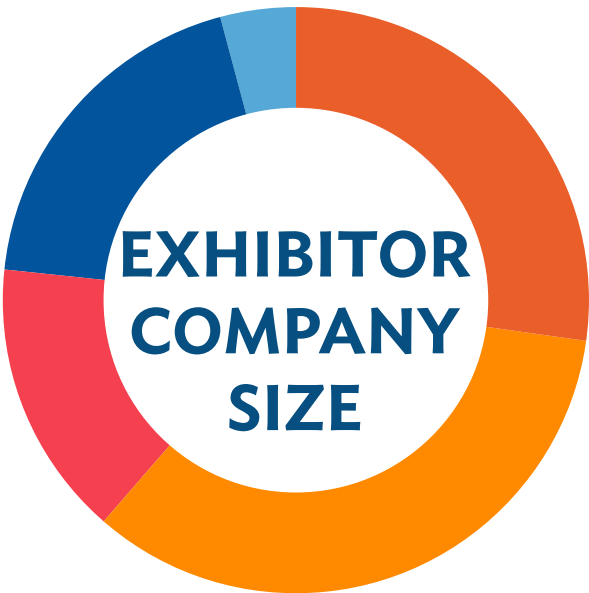
Electronic Health
Records

21%



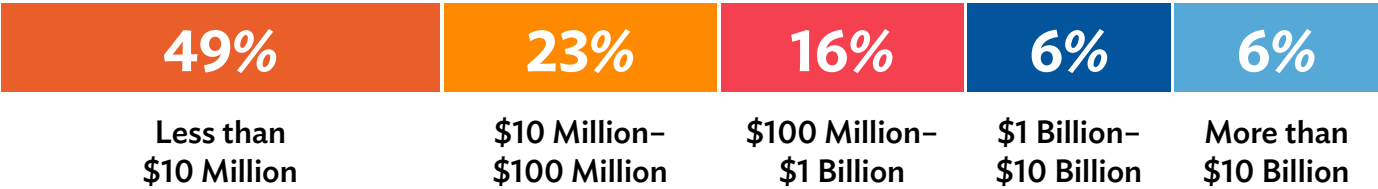
Nonprofit/
Education

20%



1-25	27%
26-250	34%
251-1,000	15%
1,001-10,000	19%
More than 10,000	4%

EXHIBITOR REVENUE RANGE OVERVIEW



BOOTH RATES & BENEFITS

A platform to build relationships, generate leads and shape the future of behavioral health.

Every exhibit includes access to the full NatCon experience — giving your team opportunities to engage with attendees beyond the Exhibit Hall through educational sessions, networking events and community experiences.

National Council Partners receive exclusive discounted rates for exhibiting and sponsorship opportunities. Learn more about the [National Council Partnership Program](#)!

BOOTH TYPE	PRICE
Partner	\$41.50 per sq.ft.
Nonpartner	\$43.00 per sq. ft.
Corner Fee	\$450

Booth Purchase Benefits



CONFERENCE ACCESS

Two complimentary full conference registrations per 100 sq. ft.

- ✓ Full access to educational sessions
- ✓ Conference meals and attendee engagement
- ✓ Additional badges available for **\$850** each



MARKETING REACH

Pre- and post-conference attendee mailing lists

- ✓ Contact name
- ✓ Company
- ✓ Title
- ✓ Mailing address

Email addresses are not included.



BRAND VISIBILITY

Two days of visibility in the Exhibit Hall (April 12–13)

- ✓ Company listing on the NatCon website
- ✓ Company listing in the NatCon mobile app
- ✓ Connect with behavioral health leaders and decision-makers



BOOTH ESSENTIALS

- ✓ 8' back drape and 36" side rails (standard booths only)
- ✓ Discounted furniture packages available
- ✓ Carpet and furniture ordered separately

BOOTH ADD-ONS

Designed exclusively for NatCon 2027, our turnkey furniture packages include the essentials for a polished, professional exhibit space. Save time on planning and setup while creating a welcoming experience for attendees from the moment the Exhibit Hall opens.

10'x10' Furniture Package

 Partner: \$1,495 / Nonpartner: \$1,550

- ✓ Standard 10' × 10' carpet
- ✓ 6' draped table
- ✓ Two chairs
- ✓ Wastebasket
- ✓ 5-amp electrical outlet

10'x20' Furniture Package

 Partner: \$2,050 / Nonpartner: \$2,115

- ✓ Standard 10' × 20' carpet
- ✓ 6' draped table
- ✓ Two chairs
- ✓ Wastebasket
- ✓ 5-amp electrical outlet

No substitutions or changes are permitted. Additional enhancements are available for an additional fee.



INVESTMENT LEVEL

Your Investment Level is based on your total spend on exhibit space and sponsorships. Once you reach a qualifying level, you gain access to the additional benefits below, which are offered in addition to the benefits included with your exhibit booth and sponsorship selections.

National Council Partners receive exclusive discounted rates for sponsorship (and exhibiting) opportunities. Learn more about the [National Council Partnership Program!](#)

BENEFIT	TRANSFORM \$75,000+	THRIVE \$40,000	SUPPORT \$20,000
ACCESS			
Additional Full Conference Registrations*	4	2	1
First Right of Refusal for 2028 Sponsorship Opportunities	1st Priority	2nd Priority	3rd Priority
VIP Reception Invitations	2	1	
Choice of Exclusive Sponsor Benefit**	✓		
DIGITAL RECOGNITION			
Recognition on NatCon website and mobile app	Logo	Logo	Logo
Social Media Spotlight (Instagram, LinkedIn, Facebook)	All 3	2 of 3	1 of 3
ONSITE RECOGNITION			
General Session Slide Deck	Logo	Logo	
Thank You to Our Sponsors Board	Logo	Logo	Logo
Exhibit Hall Entrance Floor Sticker	✓		

* Additional registrations are provided in addition to any complimentary registrations included with your exhibit booth purchase.

** Includes choice of additional complimentary sponsorship opportunity such as Lunch Break, Internet, Poster Pavilion, and Awards of Excellence Program based on availability.

Booth selection and earning priority points

Exhibit space is assigned through the NatCon Priority Points program, which recognizes organizations for their continued participation through as Exhibitors and/or Sponsors. Companies with the highest Priority Point totals receive the earliest opportunity to select booth space.

Following the [Priority Points selection period](#), all remaining booth space is assigned on a first-come, first-served basis.

While Priority Points guide booth assignments, the National Council reserves the right to allocate exhibit space at its sole discretion.

Secure your space

Ready to reserve your booth? Explore the interactive floor plan to view available locations and begin planning your exhibit experience.

The interactive floor plan is updated regularly throughout the booth selection process, and multiple booths may be combined to create a larger exhibit space.

**View NatCon
Floor Plan**



⚠ EXHIBITOR TERMS AND CONDITIONS

PAYMENT

A deposit of 50% of the total exhibit booth fee is due at the time of contract submission (\$1,000 per 10'x10' space rented is nonrefundable). Full payment is due no later than January 12, 2027. After this date, full payment must accompany all new contracts.

If the Exhibitor fails to install their display by 5:00 p.m. CT on Sunday, April 11, 2027, fails to submit full payment by the specified deadline, or does not comply with any terms related to booth usage, the National Council reserves the right to take possession of the exhibit space and resell it, in whole or in part.

SUBLEASING OF SPACE

Exhibitors are not permitted to assign, sublet, or share any portion of their assigned exhibit space with others. Additionally, only products or services that are manufactured or regularly distributed by the Exhibitor may be displayed within the booth.

COMPETITORS

The National Council is unable to identify or account for competitive relationships between exhibitors when assigning or selecting exhibit space. As such, the proximity of competitors cannot be guaranteed or considered during the booth assignment process. Exhibitors selecting space near a competitor do so at their own discretion, and this will not be considered valid grounds for booth reassignment.

CANCELLATIONS

Cancellations received before October 12, 2026, will result in the National Council retaining \$1,000 per 10'x10' space rented. Cancellations received between October 12, 2026, and January 12, 2027, will result in the National Council retaining 50% of the total exhibit booth fee. After January 12, 2027, all booth fees are due in full and no refunds will be issued, regardless of cancellation. The National Council reserves the right

to resell the exhibit booth without notice or refund. The National Council also reserves the right to deny or cancel booth assignments for companies with overdue account balances with the National Council or its affiliates. All cancellations and requests for refunds must be in writing.

SPACE REDUCTION

If an Exhibitor requests a reduction in the size of their originally selected booth (including mergers, acquisitions, or other situations where an Exhibitor reduces or releases 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 outlined under the Cancellation terms above.

Please review the full NatCon 2027 Terms and Conditions in the Exhibitor Resource Center for more details.

EXHIBIT HALL SCHEDULE

(SUBJECT TO CHANGE)

→ MOVE-IN

- ✓ **Saturday, April 10, 2027:**
2–9 p.m. CT
- ✓ **Sunday, April 11, 2027:**
8 a.m. – 5 p.m. CT

🕒 EXHIBIT HALL HOURS

- ✓ **Monday, April 12, 2027:**
8:00 a.m. – 4:30 p.m. CT
- ✓ **Tuesday, April 13, 2027:**
8:00 a.m. – 4:30 p.m. CT
- ✓ ***Exhibitors can access the Exhibit Hall beginning at 7:00 a.m. CT.***

← MOVE-OUT

- ✓ **Tuesday, April 13, 2027:**
4:30 p.m. – 8 p.m. CT

🏗️ **Booth Setup and Dismantling**

All displays must be fully erected and arranged for viewing by 5:00 p.m. CT on Sunday, April 11, 2027, for official inspection by the National Council. Noisy or unsightly work in any Exhibitor's booth area is prohibited during official exhibit hours.

Goods received after the opening of the Exhibit Hall must be delivered to the booth and arranged during non-official exhibit hours. Goods and materials used in any display (except bona fide samples) may not be removed from the Exhibit Hall until the Exhibit Hall officially closes, without prior approval from the National Council.

All materials must be cleared from the Exhibit Hall by 8 p.m. CT on Tuesday, April 13, 2027. It is the sole responsibility of each exhibitor to have materials packed, identified and cleared for shipment by this time. The National Council reserves the right — with no liability for damage, spoilage or loss — to dismantle, dispose of, store, and clear from the premises any display material, goods, property or merchandise of an exhibitor that fails to comply with this requirement. The National Council may also order such actions to be taken at the sole expense of the exhibitor.

Exhibit booths must not be disturbed, dismantled or removed before 4:30 p.m. CT on Tuesday, April 13, 2027, or a fee of \$1,000 will apply.

🏨 **Hotel Accommodations**

Discounted hotel rates are available exclusively through the official NatCon 2027 housing portal. Access to the portal will be provided after your exhibit booth reservation is confirmed.



BECOME A SPONSOR

“Convention sponsorship offers unique marketing opportunities that can increase exhibit booth traffic by up to 104%.”

— Center for Exhibition Industry Research

Showcase your brand at NatCon 2027 and reach key decision-makers in mental health and substance use care. Sponsorship gives you exclusive opportunities to stand out, connect with leaders and make an impact. Get involved and amplify your presence at the event!

Questions? Our Exhibits & Sponsorship team is here to help. Contact us to discuss exhibiting, sponsorship opportunities or booth selection.



View Sponsorship Prospectus





“The event was well thought out and well organized. The team was quick to respond and assist with any questions I had, and I appreciated the time and effort that went into making the event successful.”

— 2026 Exhibitor