



from NATIONAL
COUNCIL FOR
MENTAL
WELLBEING

2027
APRIL 12-14
NEW ORLEANS

SPONSORSHIP 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 SPONSOR?

As a sponsor, you'll gain high-impact exposure and direct access to thousands of health care professionals who are actively seeking solutions, partnerships and services.

Stand out. Drive engagement. Build lasting connections.

Sponsor NatCon 2027 and make your brand impossible to miss!



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

— Center for Exhibition Industry Research



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

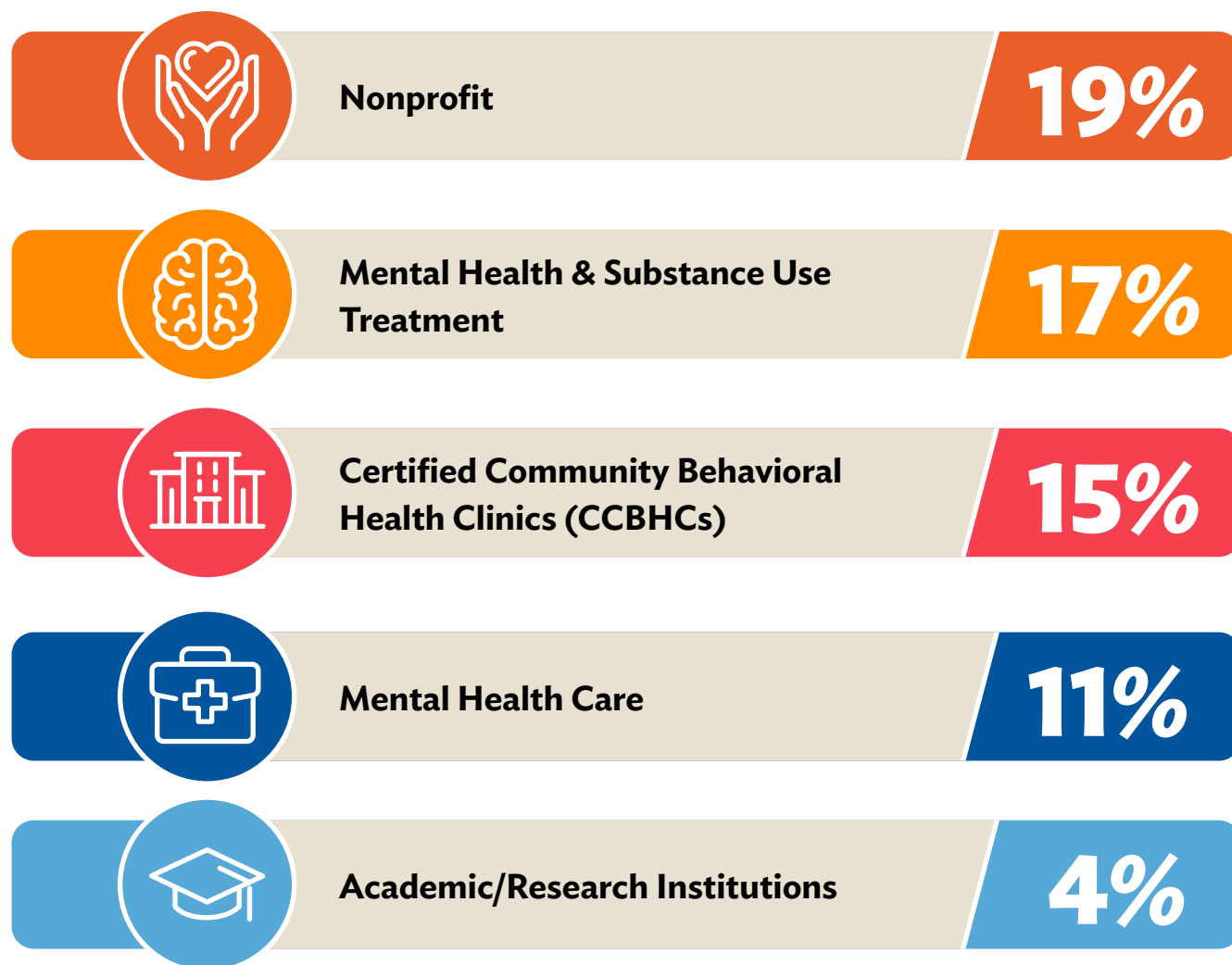
Bestselling Author and
Organizational Psychologist

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](#).

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.

SPONSORSHIP OPPORTUNITIES

Explore **NatCon 2027** sponsorships by category. Whether your goal is to showcase expertise, create memorable attendee experiences, increase brand visibility, or expand your digital reach, use the sections below to find opportunities that align with your objectives.

THOUGHT LEADERSHIP



- Ted-Style Talks
- Educational Tracks
- Expo Theater Breakout Sessions
- Expo Theater Learn and Learns

ENHANCED EXPERIENCES



- NatCon Gives Back
- Puppy Park
- Wellbeing Salon
- Headshot Café
- Coloring Wall
- Gratitude Wall
- Crisis Summit & CCBHC Precon Reception
- Ribbon Wall
- Exhibitor Passport

ONSITE BRANDING



- Lanyards and Badges Bundle
- Aisle Banners
- Coffee Break
- Main Aisle Floor Sticker Ad
- Ride-Share Signage

DIGITAL ADVERTISING



- App Splash Screen Ad
- NatCon Newsletter Spotlight
- Digital Sign Ad
- General e-Blast
- Know Before You Go Email
- Daily Recap Email
- Social Media Mentions
- Push Notifications

THOUGHT LEADERSHIP



TED-STYLE TALKS

Partner: \$12,050 / Nonpartner: \$12,550

- Put your brand at the center of one of NatCon's most inspiring learning experiences. As the exclusive TED-style Talks sponsor, your organization will receive high-visibility recognition throughout this rapid-fire presentation series. Note: This is a track-level sponsorship; individual sessions are not sponsored.
- **Additional benefits:**
 - » 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 (EXCLUSIVE - 1 PER TRACK)

Partner: \$11,300 / Nonpartner: \$11,750

- Support high-quality continuing education by sponsoring an educational track, such as CCBHC, Crisis Response, or Integrated Care. Your brand will be connected to timely, mission-driven learning for NatCon attendees.



EXPO THEATER BREAKOUT SESSIONS

Partner: \$11,000 / Nonpartner: \$11,450

- Lead a one-hour educational session in the Expo Theater, located in the heart of the Exhibit Hall. Share insights, showcase innovations and engage directly with attendees while positioning your organization as a thought leader within the behavioral health community. Presentations occurring in the Exhibit Hall are not eligible for accreditation.



EXPO THEATER LEARN AND LEARNS

Partner: \$9,500 / Nonpartner: \$10,000

- Spark meaningful conversations with a 20-minute session in the Expo Theater on Monday, April 12, or Tuesday, April 13. Choose a timely topic, such as workforce wellness or organizational culture, and connect with engaged attendees in a relaxed, high-visibility setting. Presentations occurring in the Exhibit Hall are not eligible for accreditation.



ENHANCED EXPERIENCES



NATCON GIVES BACK

Partner: \$27,500 / Nonpartner: \$28,600

- Help attendees give back by supporting a hands-on service project benefiting a local nonprofit organization. Your brand will be featured on project materials and prominent signage in the Community Zone, connecting your organization to a meaningful experience that makes a positive impact in the local community.



PUPPY PARK

Partner: \$26,350 / Nonpartner: \$27,400

- Bring joy, relaxation and smiles to attendees through Puppy Park, an attendee favorite presented with a local animal shelter. This interactive, social media-friendly experience draws strong foot traffic and places your brand at the center of a feel-good moment, with logo recognition on prominent on-site signage and the option to provide branded giveaways.





WELLBEING SALON

Partner: \$15,000 / Nonpartner: \$15,600

- Help attendees feel refreshed and confident with professional mini makeovers by expert hair and makeup artists. Your brand will be featured on the appointment scheduling platform and prominent salon signage, with the option to staff the space and connect with attendees. Post-event metrics are included to help measure your impact.



HEADSHOT CAFÉ

Partner: \$15,000 / Nonpartner: \$15,600

- Help attendees refresh their professional image with a complimentary executive headshot in this high-traffic activation. Your brand will be featured on the appointment scheduling platform and prominent on-site signage, with the option to staff the space and connect with attendees. Post-event metrics are included to help measure your impact.





COLORING WALL

Partner: \$10,650 / Nonpartner: \$11,050

- Give attendees a creative outlet throughout the conference with the Coloring Wall. Your logo will be prominently displayed on the wall, with additional visibility through a dedicated National Council social media post.



GRATITUDE WALL

Partner: \$10,650 / Nonpartner: \$11,050

- Invite attendees to share messages of gratitude and inspiration throughout the conference. Your logo will be prominently displayed on the Gratitude Wall, with added visibility through a dedicated National Council social media post.





CRISIS SUMMIT & CCBHC PRECON RECEPTION

Partner: \$6,000 / Nonpartner: \$6,200

- Connect with professionals advancing Crisis Response and CCBHC initiatives at this attendee-requested reception. Sponsors receive recognition in related marketing, on-site signage and event materials, with the option to offer brief welcome remarks and display branded collateral.



RIBBON WALL

Partner: \$3,700 / Nonpartner: \$3,850

- Help attendees personalize their NatCon experience at this popular Registration area attraction. Your custom ad will appear on the Ribbon Wall and in applicable pre-event marketing, with the option to create a custom ribbon for display with National Council approval.



EXHIBITOR PASSPORT

Partner: \$3,550 / Nonpartner: \$3,650

- Encourage attendees to explore the Exhibit Hall, engage with exhibitors and complete activities at participating booths for prize eligibility. This interactive experience drives meaningful conversations and attendee engagement throughout the show floor.

ONSITE BRANDING

GRAPHICS DEADLINE

Custom ads and logos for any sponsorship materials must be received by Monday, Jan. 18, 2027. If the appropriate graphics are not received by this deadline, the company logo will be used in place of an ad.



LANYARDS AND BADGES BUNDLE

Partner: \$32,700 / Nonpartner: \$34,050

- Put your brand in attendees' hands throughout the conference with your company name featured on all lanyards and a custom graphic printed on the back of each attendee badge.



AISLE BANNERS

Partner: \$15,200 / Nonpartner: \$15,800

- Guide attendees through the Exhibit Hall while keeping your brand highly visible with your logo and booth number featured on all ceiling-hung aisle signs.



COFFEE BREAK

Partner: \$7,200 / Nonpartner: \$7,500

- Keep attendees energized during coffee breaks at designated Exhibit Hall stations. Your logo will be featured on custom napkins and break signage, giving your brand visibility during high-traffic networking moments.



MAIN AISLE FLOOR STICKER AD

Partner: \$3,800 / Nonpartner: \$3,950

- Capture attendee attention in high-traffic Exhibit Hall aisles with vibrant floor sticker ads featuring your custom graphic.



RIDE-SHARE SIGNAGE

Partner: \$1,950 / Nonpartner: \$2,000

- Guide attendees to ride-share pickup and drop-off points with high-visibility convention center signage featuring your logo and QR code with a custom link.

DIGITAL ADVERTISING

Email Copy Approval

All messages are subject to review and approval by NatCon staff to ensure alignment with conference standards and policies.



APP SPLASH SCREEN AD

Partner: \$12,250 / Nonpartner: \$12,750

- Capture attention every time attendees open the NatCon mobile app with a custom graphic on the splash screen.



NATCON NEWSLETTER SPOTLIGHT

Partner: \$6,800 / Nonpartner: \$7,050

- Reach all registrants with a custom spotlight in the NatCon newsletter, featuring your logo, link and branded content.



DIGITAL SIGN AD

Partner: \$6,450 / Nonpartner: \$6,700

- Showcase your brand on a high-traffic digital screen outside the Exhibit Hall. Your ad will rotate alongside key conference information for strong attendee visibility.



GENERAL E-BLASTS

Partner: \$5,650 / Nonpartner: \$5,850

- Share your custom message with all NatCon registrants through a scheduled e-blast. Not available for auxiliary events.



KNOW BEFORE YOU GO EMAIL

Partner: \$5,550 / Nonpartner: \$5,750

- Reach all registered attendees with a custom footer banner ad in the pre-event “Know Before You Go” email, linking to your preferred URL.



DAILY RECAP EMAIL

Partner: \$5,200 / Nonpartner: \$5,400

- Reach all registrants with a custom feature in the daily recap email, including your logo, link and branded content alongside that day’s event highlights.



SOCIAL MEDIA MENTIONS

Partner: \$2,400 / Nonpartner: \$2,500

- Boost your visibility with a promotional post on the National Council’s Instagram, Facebook or LinkedIn. Collaborate with our social media manager to craft the message and drive traffic to your booth or brand.



PUSH NOTIFICATIONS

Partner: \$2,400 / Nonpartner: \$2,500

- Send a short, timely mobile app message encouraging attendees to visit your booth or attend your event. Messages are limited to 150 characters. Three daily push notification slots are available on Monday, April 12, and Tuesday, April 13. Sponsors may select one available time slot for each purchased push notification.



CUSTOM SPONSORSHIP

Looking for something unique? Let's build a sponsorship package tailored to your goals.

Contact Alaina Herrera to get started.

PAYMENT TERMS

A 50% deposit is required at the time of sponsorship purchase. Full payment is due by January 12, 2027. After this date, all sponsorship contracts must be accompanied by full payment.

CANCELLATIONS

Cancellations received before October 12, 2026, will result in the National Council retaining 25% of the total sponsorship fee. Cancellations received between October 12, 2026, and January 12, 2027, will result in the National Council retaining 50% of the total sponsorship fee. After January 12, 2027, all sponsorship fees are due in full and no refunds will be issued, regardless of cancellation. All cancellations and requests for refunds must be submitted in writing.

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

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.



“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



BECOME AN EXHIBITOR

TOP REASONS TO EXHIBIT



Connect with attendees/clients face-to-face



88%



Generating new leads



79%



Networking opportunities



71%



Building brand awareness



62%



Reaching a target audience



59%

Based on NatCon 2026 exhibitor and sponsor survey data.

**View Our NatCon 2027
Exhibitor Prospectus**

