

NatCon21

VIRTUAL EXPERIENCE

May 3-5, 2021

SPONSORSHIP OPPORTUNITIES

 NATIONAL COUNCIL
FOR BEHAVIORAL HEALTH

NATCON21 SPONSORSHIP OPPORTUNITIES

Get your name, brand and product in front of the 6,000+ NatCon21 attendees and reach behavioral health's most desirable audience. Offer health care product and service solutions or showcase your model programs and best practices. NatCon21 is the place to connect and gain visibility with your ideal network.



SPONSORSHIP LEVELS & BENEFITS

	ELITE	SIGNATURE	PREMIUM	DELUXE
	\$40,000+	\$20,000-\$39,999	\$10,000-19,999	\$5,000-\$9,999
Sponsor-level placement in sponsors' page on virtual platform	✓	✓	✓	✓
Sponsor-level recognition in pre-and post-Conference promotion	✓	✓	✓	✓
Full Conference registration	20 (Total registrations including Tier 1 Booth benefit)	10 (Total registrations including Tier 2 Booth benefit)	5	3
Company information on "Thank You to Our Sponsors" page on the NatCon website	Logo & Link	Logo & Link	Logo & Link	Name & Link
Listing in virtual event guide	✓	✓	✓	✓
Ad in virtual event guide	Full page	Full page	Half page	N/A
Pre- and post-Conference attendee list	✓	✓	✓	✓
Logo recognition on pre-Conference marketing material	✓	✓	✓	✓
COMPLIMENTARY EXHIBITOR BOOTH PACKAGE (See Exhibitor Prospectus for full package details.)	TIER 1 BOOTH	TIER 2 BOOTH		
Social media posts	3	2	N/A	N/A
Welcome gift item (one item)	✓	✓	N/A	N/A
Solutions Pavilion+ channel A dedicated channel on the virtual platform's On-demand Channels page to extend marketing efforts through new marketing content or feature websites.	✓	✓	N/A	N/A
Recognition on the main stage	✓	✓	N/A	N/A
Private networking lounge NatCon staff will set up a designated room for scheduled meetings and appointments during the Conference.	✓		N/A	N/A
Complimentary Campfire Session A chance to network and connect with industry professionals during breakout sessions with topic of choice in a 15-20-minute roundtable discussion. Live chat, Q&A and polling features are included. Please note: Must submit title, description and list of presenters to NatCon staff for review and approval.	✓		N/A	N/A

CUSTOM SPONSORSHIPS

NatCon staff will work with you and your team to create an original sponsorship that meets your company's goals and budget.

From inception to execution, NatCon staff will be with you throughout the whole process. Imagine the possibilities!

LIMITED SPONSORSHIP

Virtual Platform Sponsor

\$40,000

NEW



The place for everything NatCon21 – complete access to sessions, speakers, events and exhibits. The platform allows attendees to navigate through the Conference, meet exhibitors and network with key industry leaders.

Sponsorship also includes:

- Sponsor logo and recognition in all communications.
- Login page splash screen.
- Logo on the “Get Started” navigation OR introduction in welcome video on the homepage (choice of one).
- Logo on the virtual platform's main chat box.
- [Tier 1 exhibitor package.](#)

Presenting Sponsor

\$30,000

NEW



Stand out from your competition as the official presenting sponsor of NatCon21.

Sponsorship also includes:

- Sponsor logo and recognition in all communications.
- 30-second welcome message to kick-off each day.
- Ribbon notification to promote welcome message each day.
- Sponsor an educational track of your choice.
- Logo on virtual platform homepage.
- Complimentary Campfire Session: 15-20 minute roundtable discussions (maximum 16 participants) will be scheduled and promoted.
- [Tier 2 Exhibit Booth Package.](#)

Education Symposium Sponsor

\$25,000

**SOLD
OUT!**



As a Thought Leader in the mental health and addiction industry, host a 45-minute discussion session/workshop/panel/roundtable.

Sponsorship also includes:

- Sponsor logo and recognition on all communications.
- Company logo on session page.
- Sponsor representative serves as moderator of session/workshop/panel/roundtable.
- Welcome introduction and closing remarks.
- Schedule appointments with attendees after session/workshop/panel/roundtable at designated lounge (set up by NatCon staff).
- Lead generation on attendee captured through session/workshop/panel/roundtable.
- Complimentary Campfire Session: 15-20 minute roundtable discussions (maximum 16 participants) will be scheduled and promoted.
- [Tier 2 Exhibit Booth Package](#).

Hospitality Sponsor

\$20,000

NEW



Keep attendees engaged even after Conference hours with a special experience. Staff will work with the sponsor to determine a specially tailored experience. The first 25 people to sign up for each experience will be sent a package 24 hours prior to the event.

Sponsorship also includes:

- Sponsor recognition on all communications.
- Staff will send invitation on behalf of sponsor to C-suite level attendees.
- Company logo and one-pager about the sponsor with each package.
- Acknowledgement during introduction of guest host.
- Company representative will welcome all attendees and close the event.
- Choice of experience (examples: cooking demonstration, mixology class, improv show, etc.).

Wellness and Relaxation Sponsor

\$7,500

NEW



This is a new take on onsite “coffee breaks” or “ice breakers.” Sponsor the relaxation breaks between speakers, educational session, etc. Encourage exhibitors to follow along to a 15-minute routine (2 per day, 6 total) at their desks or wherever they are attending the conference.

Sponsorship also includes:

- Promoted as the “Official Wellness Sponsor.”
- Sponsor representative will have 60 seconds to kick-off break.
- Company logo on virtual platform home page.

VIRTUAL PLATFORM

Virtual Platform Push Notifications

\$1,500 EACH
(6 opportunities)



NatCon will schedule notifications through the virtual platform’s global notifications with alerts about exhibitor, products/services or special messages.

Sponsorship also includes:

- Exclusive notification at a specified time each day to all registered NatCon attendees on Monday, Tuesday or Wednesday.

Home Dashboard Ads

\$6,000 ~~(4 opportunities)~~

2 LEFT!



Sponsor logo can be placed on the virtual platform’s home dashboard.

Landing Pages

\$4,500 (Multiple opportunities)



Sponsor logo can be placed on the landing page(s) of your choice.

Solutions Pavilion+

\$15,000

NEW



This part of the virtual platform gives sponsors the opportunity to have a dedicated “channel” on the Solutions Pavilion+ page. The channel is an on-demand page and acts as extension of the exhibitor booth. Sponsors can reach attendees through new marketing content such as magazines, videos, podcasts and/or feature-website. A chance for attendees to navigate with more ease and have the time to explore and learn more about the company.

Sponsorship also includes:

- Sponsor recognition in all communications
- Two email blasts sent by NatCon to all pre-registrants announcing Solutions Pavilion+ page.
- Dedicated channel on the Solutions Pavilion+ page.
- Option to provide 1 pre-recorded video to include in channel.

EDUCATION

Poster Pavilion

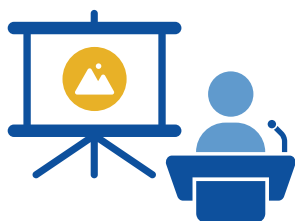
\$17,500



Exclusive sponsorship of the NatCon21 Poster Pavilion. Sponsorship includes customized branding on the NatCon21 Poster Pavilion landing page, introductory page with company logo and link on the Online Gallery and acknowledgement of sponsor support in all marketing.

Ted-style Talks and Ignite Sessions

\$17,500



Exclusive sponsorship includes customized branding on the session's landing page to the sessions, acknowledgement on intro slides and by the session MC.

Commercial Breaks — Plenary Commercial/ TED-style Talks and Ignite Sessions

\$10,000 (6 opportunities)
\$7,000

NEW



An opportunity to increase visibility by providing a short, ~30-second video ad before and/or after a Plenary, TED-style Talks and Ignite Sessions.

Campfire Sessions

\$7,000 (6 opportunities)



A chance to network and connect with industry professionals during breakout sessions on non-industry topics such as career management, wellness and navigating through the unknowns of COVID-19 in a 15-20-minute roundtable discussion.

Please note: As a session sponsor, you agree to provide your title, description and list of presenters to NatCon staff for review and approval.

Sponsorship also includes:

- Company logo on the Campfire Sessions page.
- 15-20 minute roundtable discussions (maximum 16 participants) will be scheduled and promoted.
- Ability to use the following features: live chat, Q&A and polling.

Solutions Pavilion Theater — Demo Days (scheduled live-stream)/ On-demand

\$16,000 (3 concurrent opportunities per timeslot)
\$13,000 (8 opportunities)

NEW



Showcase a product or service beyond your booth through a scheduled live-stream demo or on-demand video.

Demo Days (live stream):

- Host a private 45-minute demo during a specific timeslot of your choice. Sponsors may sign up for more than one session.
- Live chat

On-demand videos:

- Provide a pre-recorded 45-minute video on your product or service. Pre-recorded videos will be available to the attendees the day after the live-stream demos on the Solution's Pavilion+ page.

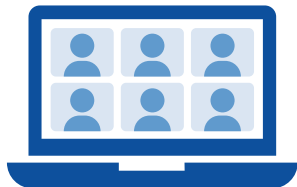
Sponsorship also includes:

- Two email blasts sent by NatCon to all pre-registrants announcing Solutions Pavilion line-up.
- Reminder emails sent by NatCon to all attendees.
- Featured company on channels page (on-demand videos only).
- Live Q&A and polling (demo days only).

Please note: As a session sponsor, you agree to provide your title, description and list of presenters to NatCon staff for review and approval.

National Council Interest Group Meet-ups

\$7,000 (4 opportunities, 1 per interest group)



Industry meet-ups and informal exchanges to discuss various topics. Each meet-up will allow members of specific special interest groups a place to network (similar to "Open Mic Meet-up" from NatCon19).

EMAIL AND MEDIA

Registration Confirmation Email

\$30,000



Exclusive sponsorship to expand brand awareness with confirmation email sent after each attendee completes registration.

Retargeting Ads

\$TBD (Custom pricing based on package per audience)



Grow your reach by adding NatCon's highly desirable audience and retarget them with your brand's ads anywhere they visit online. NatCon works with Feather on ad retargeting.

Sponsorship includes:

- Customized ad.
- Choice of impression package.

Social Media Mentions

\$1,000 ~~(6 opportunities)~~

**1
LEFT!**



Promote brand and engagement opportunities with NatCon through social media posts.

SPECIALTY ITEMS

NatCon21 Gift Box/Welcome Gift

\$8,000 (10 opportunities)

NEW



Everyone likes free stuff! This branded and sponsored mailer will be sent to the first 1,000 registrants for NatCon21. And you can add a personalized item to drive attendees to your virtual booth.

Sponsorship includes:

- Sponsor company can provide one branded item to NatCon staff or select one branded item from this list to include in the box.
 - » Reusable face mask
 - » Hand sanitizer
 - » No-touch tool keychain
 - » Mints
 - » Mouse pad
 - » Notebook/journal
 - » Reusable drinkware (water bottle, coffee/tea mug)
 - » Snack (granola, popcorn, cookies)
 - » Socks/slippers
 - » Stress balls
 - » Webcam cover
- We will send gift boxes containing sponsor-branded items to first 1,000 registrants based on mailing information collected during the registration process. Mailing information will not be shared with sponsors.
- All sponsors will be recognized in printed insert inside the mailers.

Virtual Backgrounds Photo Contest

\$10,000

NEW



Exclusive sponsorship to provide up to three fun or scenic backgrounds that attendees can use as their camera backgrounds and post on social media to qualify for a contest. Theme of backgrounds must tie to a specific activity during NatCon21.

Sponsorship includes:

- Specifications needed to create custom background.
- Company logo watermark on all backgrounds.
- Pre- and post-Conference promotion of contest (promotion on social media, email blasts, other promotional pieces).
- Dedicated photo gallery for contest.
- Choice of prize for winners.

Leaderboard Contest (Gamification)

\$1,000 (10 opportunities)



Participants earn points as they navigate through the virtual platform. Attendees will earn points for watching and evaluating live sessions and on-demand videos, attending a roundtable discussion, scanning their badge at a specific event, etc.

Scavenger Hunt

\$2,000 (10 opportunities)



Participants must find or collect scavenger hunt clues throughout the Solutions Pavilion by visiting a booth and interacting with a staff member.





RESERVE YOUR SPONSORSHIP OPPORTUNITY TODAY!



CONTACT US:

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