

# NatCon21

VIRTUAL EXPERIENCE

May 3-5, 2021

## EXHIBITOR PROSPECTUS

 NATIONAL COUNCIL  
FOR BEHAVIORAL HEALTH

### REIMAGINING NATCON

Welcome to NatCon21 reimagined! For the first time in NatCon history, our annual conference is going fully virtual. At a time when digital events are becoming increasingly prevalent, we are excited to bring the best minds in health care to the digital doorsteps of 6,000+ people across the country.

In 2020, facing the realities of COVID-19, we transitioned from an in-person event to a virtual learning experience – one that enabled 4,000+ attendees to learn, network and engage industry-leading exhibitors for solutions and services. NatCon at Home was a tremendous success, ushering in a new era of NatCon learning. This year, we are carrying the momentum forward. What can you expect?

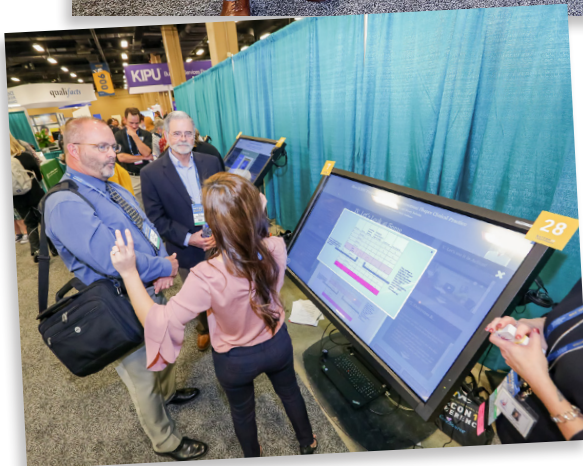
- More immediate access to even more attendees in real time.
- Greater brand visibility and audience reach through a versatile platform.
- Expanded opportunities to showcase your products, resources and services.
- Live demonstration sessions, one-on-one meeting capabilities and same-day reporting.
- Exhibitor trainings to fully prepare you as the event news.
- ... and so much more!

NatCon21 is more than just an event – it's an invitation to engage leading health care minds, while investing in their impact. Don't miss your opportunity to meet quality leads, expand your network and amplify your brand during the largest behavioral health conference in the world!



### ABOUT THE NATIONAL COUNCIL

The National Council for Behavioral Health is the unifying voice of America's health care organizations that deliver mental health and addiction treatment and services. Together with 3,256 member organizations serving more than 10 million adults, children and families living with mental illnesses and addiction, the National Council is committed to ensuring all Americans have access to comprehensive, high-quality care that affords every opportunity for recovery. The National Council helped introduce Mental Health First Aid USA, with more than 2.5 million trained.



## WHO ATTENDS NATCON?

NatCon attracts mental health and addiction recovery professionals from across the country each year, including **C-suite executives, frontline workers and leaders in human resources**, among other visionaries who are saving lives and strengthening communities every day.

**6,000+** ATTENDEES

### NATCON ATTENDEE DEMOGRAPHICS



**65%** C-Suite/Executive Level

**35%** Clinical

**NatCon brings together professionals** from across the health care continuum, including:

- |                |                              |   |                    |
|----------------|------------------------------|---|--------------------|
| Administrators | Advocacy/Policy Specialists  | CEOs/Executive Directors                  | Clinical Directors |
| Counselors     | Medical Directors            | Nurses                                    | Peer Specialists   |
| Psychiatrists  | Public Information Directors | Quality Improvement/Assurance Specialists | Researchers        |
| Social Workers | Students                     | Trainers                                  | Vice Presidents    |





## Attendee Organization Types:

- Mental health and substance use direct care providers
- Hospitals
- Government entities – State department of substance use and State mental health departments
- Foundations
- Philanthropic organizations
- Research Groups
- Academics



## Age Groups Attendees Serve:

- Child
- Youth/adolescent
- Adult
- Older adult



## Solutions Attendees Look For:

- Accreditation
- Architecture
- Care management
- Consulting and advisory services
- Crisis intervention
- Diagnostic tools
- Education and training
- Facilities design
- Financial services
- Health and wellness resources/supports
- Insurance
- Managed care
- Medications
- Pharmacy
- Publishing
- Staffing
- Treatment providers
- ... and more!



## Fields of Work:

- Addiction
- Education
- Health care
- Mental health
- Military
- Public safety



## Attendee Services:

- Addiction
- Child welfare
- Crisis services
- Consumer-driven
- HIV/AIDS
- Housing
- Intellectual disability
- Justice-involved
- LGBTQIA+
- Mobile services
- Mental health
- Primary care
- Refugee
- School-based
- Trauma
- Telehealth
- Veteran



## BENEFITS OF A VIRTUAL EVENT

1. **LARGER AUDIENCES** — A more global and diverse group of attendees will experience NatCon21 from the comfort of their desk, meaning you can reach more people in more places.
2. **EXTENDED VISIBILITY** — Not only will your brand be highly visible on the virtual platform, but our Virtual Solutions Pavilion (Exhibit Hall) will still be accessible for 30 days after NatCon21 – that means you can reach countless more individuals after the live event.
3. **INCREASED ACCESS** — A virtual booth enables you to do more to benefit your business goals – from directing people to your website, to sharing multimedia that speaks to your value proposition.
4. **COST SAVINGS** — By going virtual, you will decrease spending on travel, hotel accommodations, booth set-up and shipping fees. You can put that cost savings toward client acquisition.
5. **INSTANT IMPACT** — Everything you would typically do in person can now be done from your virtual booth – from downloading reports on traffic and clicks, to scanning badges.

## Mental Nourishment: **NatCon Extras!**

Health care's  
**#1** CONFERENCE  
for behavioral health.

**200+** EXHIBITORS  
throughout the Solutions  
Pavilion (Exhibit Hall).

**200+** EDUCATIONAL  
offerings to choose from.

**60+** HOURS  
of educational sessions.

**AWARD OF  
EXCELLENCE**  
Recognizing individuals and  
organizations who increase access  
to care and improve service.

UP TO **26.4**  
Continuing Education (CE) and  
Continuing Medical Education  
(CME) credits.

**iPoster**  
PRESENTATIONS  
Innovative work at your  
fingertips.

DOZENS OF  
**TED-STYLE**  
Talks and Ignite Sessions.

AMPLE **NETWORKING**  
OPPORTUNITIES  
Meet-ups, roundtables and more!

## EXHIBITOR INFORMATION

NatCon is the premier destination for workplace solutions, the latest technology and innovative resources from industry-leading companies like yours! Whether you offer health care products and services or want to showcase your model program and share best practices, NatCon21's Solutions Pavilion is the place to be – 6,000+ professionals await you!

	TIER 1	TIER 2	TIER 3	TIER 4
	<b>\$21,750</b> (~25% off 20x40 island)	<b>\$12,750</b> (~25% off 20x20 island)	<b>\$5,850</b> (~25% off 10x20 premium corner)	<b>\$2,960</b> (~20% off 10x10 standard)
VIRTUAL BOOTH				
Company logo and information on virtual booth (name, location, description, website, social media)	✓	✓	✓	✓
Product/service categories	✓	✓	✓	✓
Activity feed visibility	✓	✓	✓	✓
Tier placement in Solutions Pavilion (Exhibit Hall)	✓	✓	✓	✓
Staff members listed on virtual booth	20	10	5	5
Photo upload	Unlimited	10	4	4
Content upload	Up to 99	Up to 50	Up to 20	Up to 4
Video upload (size specifications)	Unlimited	25	5	
Lead retrieval/badge scanning with real-time reporting	✓	✓	✓	✓
Demo room (video chat) capabilities with attendees	✓	✓	✓	
Chat capabilities with attendees	✓	✓	✓	✓
1:1 meeting request capability – meet with attendees during dedicated “office hours”	✓	✓	✓	✓

Welcome video on virtual booth (size specifications)	✓			
Full Conference registrations	20	10	5	3
Concierge service – guaranteed best support for technical and booth issues	✓			
<b>COMPLIMENTARY PROMOTIONS</b>				
Company logo and link on Conference website	✓	✓	✓	✓
Access to virtual metrics reports in real-time and post-Conference	✓	✓	✓	✓
Pre- and post-Conference mailing lists	✓	✓	✓	✓
<b>EXHIBITOR SUPPORT</b>				
Real-time and same-day reports for booth and other contents on virtual platform	✓	✓	✓	✓
Access and invitations to webinars and training on virtual booth set-up, engagement and more!	✓	✓	✓	✓
30 days post-Conference access to Solutions Pavilion (Exhibit Hall)	✓	✓	✓	✓
1:1 consultation with NatCon21 staff	✓	✓	✓	✓
Exhibitor Kit – all related information and resources in one place to help set exhibitors up for success!	✓	✓	✓	✓







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### Tier 1 Booth Package

**\$21,750** (~25% off 20x40 island)

#### Virtual booth includes:

- ✓ Company logo and information on virtual booth (name, location, description, website, social media)
- ✓ Product/service categories
- ✓ Activity feed visibility
- ✓ Tier placement in Solutions Pavilion (Exhibit Hall)
- ✓ Staff members listed on virtual booth (Limit 20)
- ✓ Photo uploads (unlimited)
- ✓ Content uploads (up to 99 documents)
- ✓ Video uploads (unlimited, with size specifications)
- ✓ Lead retrieval/badge scanning with real-time reporting
- ✓ Demo room (video chat) capabilities with attendees
- ✓ Chat capabilities with attendees
- ✓ 1:1 meeting request capability – meet with attendees during dedicated “office hours”
- ✓ Welcome video on virtual booth (size specifications)
- ✓ 20 full Conference registrations
- ✓ Concierge service – guaranteed best support for technical and booth issues



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### Tier 2 Booth Package

**\$12,750** (~25% off 20x20 island)

#### Virtual booth includes:

- ✓ Company logo and information on virtual booth (name, location, description, website, social media)
- ✓ Product/service categories
- ✓ Activity feed visibility
- ✓ Tier placement in Solutions Pavilion (Exhibit Hall)
- ✓ Staff members listed on virtual booth (Limit 10)
- ✓ Photo uploads (limit 10)
- ✓ Content uploads (up to 50 documents)
- ✓ Video uploads (limit 25, with size specifications)
- ✓ Lead retrieval/badge scanning with real-time reporting
- ✓ Demo room (video chat) capabilities with attendees
- ✓ Chat capabilities with attendees
- ✓ 1:1 meeting request capability – meet with attendees during dedicated “office hours”
- ✓ 10 full Conference registrations



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### Tier 3 Booth Package

**\$5,850** (~25% off 10x20 premium corner)

#### Virtual booth includes:

- ✓ Company logo and information on virtual booth (name, location, description, website, social media)
- ✓ Product/service categories
- ✓ Activity feed visibility
- ✓ Tier placement in Solutions Pavilion (Exhibit Hall)
- ✓ Staff members listed on virtual booth (Limit 5)
- ✓ Photo uploads (limit 4)
- ✓ Content uploads (up to 20 documents)
- ✓ Video uploads (limit 5, with size specifications)
- ✓ Lead retrieval/badge scanning with real-time reporting
- ✓ Demo room (video chat) capabilities with attendees
- ✓ Chat capabilities with attendees
- ✓ 1:1 meeting request capability – meet with attendees during dedicated “office hours”
- ✓ 5 full Conference registrations



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### Tier 4 Booth Package

**\$2,960** (~20% off 10x10 Standard)

#### Virtual booth includes:

- ✓ Company logo and information on virtual booth (name, location, description, website, social media)
- ✓ Product/service categories
- ✓ Activity feed visibility
- ✓ Tier placement in Solutions Pavilion (Exhibit Hall)
- ✓ Staff members listed on virtual booth (limit 5)
- ✓ Photo uploads (limit 4)
- ✓ Content uploads (up to 4 documents)
- ✓ Lead retrieval/badge scanning with real-time reporting
- ✓ Chat capabilities with attendees
- ✓ 1:1 meeting request capability – meet with attendees during dedicated “office hours”
- ✓ 3 full Conference registrations

### All booths include:

- ✓ **Complimentary promotions include:**
  - ✓ Company listing on Conference website
  - ✓ Access to virtual metrics reports post-conference
  - ✓ Pre- and post-Conference mailing lists
- ✓ **Exhibitor support:**
  - ✓ Real-time and same-day reports for booth and other contents on the virtual platform
  - ✓ Access and invitations to webinars and training on virtual booth set-up, engagement and more!
  - ✓ 30 days post-Conference access to Solutions Pavilion (Exhibit Hall)
  - ✓ 1:1 consultation with NatCon21 staff
  - ✓ Exhibitor Kit – all related information and resources in one place to help set exhibitors up for success!

## RESERVE YOUR VIRTUAL BOOTH NOW!



CONTACT US:

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