



December 5-7, 2018  
Pinehurst Resort, Pinehurst, NC

# VISIONARY VOICES

CONFERENCE & EXHIBITION

Exhibit, Sponsorship &  
Advertising Opportunities



CENTER *for*  
INTEGRATIVE  
HEALTH

insight to innovation

[i2iCENTER.org](http://i2iCENTER.org)

# SPONSORSHIP & EXHIBITION OPPORTUNITIES

Over 850 Leaders participate!

**December 5-7, 2018**

The i2i Center will continue a 20 year tradition of hosting one of the largest gatherings of leaders of mental health, intellectual/developmental disabilities, substance use disorder services, and healthcare professionals. The event is held yearly at the **Pinehurst Resort**, in Pinehurst, NC. This event offers a valuable opportunity to advertise your product or service through Exhibiting, Sponsorship and or Advertising and we have a lot to choose from!

## About i2i

The i2i Center for Integrative Health's mission is to foster collaborative and evidence-based initiatives for improving the quality and efficacy of the behavioral health, intellectual and developmental disabilities, and substance use care and support services systems within a comprehensive system of whole person care. For more information about the i2i Center for Integrative Health, visit our website [www.i2icenter.org](http://www.i2icenter.org).

## EXHIBITING

### AVAILABLE OPTIONS

- 6' deep x 10' wide \$750
  - 8' deep x 10' wide \$850 **VERY LIMITED SUPPLY**
  - 10' deep x 10" wide \$950 **SOLD OUT**
  - Foyer Tabletop Exhibit \$900 **ONLY AVAILABLE TO PLATINUM SPONSORS**
- (Available tables to be released 9/15)

**Foyer Exhibits** - are highly sought after table top exhibits placed just right outside the meeting rooms where conference sessions take place.

### EXHIBITORS RECEIVE:

- Receive list of all conference attendees with email and address contact information
- 1 Complimentary Meeting Registration for 2 days (for 1 exhibit staff)
- Booth covers meals for 2 exhibit staff for 2 days; an Exhibit Registration Fee is required for additional Exhibit staff (\$175 per person).
- Organization logo and description on ConfPlus Conference APP, on i2i website and in Conference registration materials (must be received by 10/31/18)



VISIONARY  
VOICES

If you have any questions, please contact Jean Overstreet, Development and Communications Director at 919-657-0580 or by email at [jean@i2icenter.org](mailto:jean@i2icenter.org).

# EXCLUSIVE EXPOSURE & SAVINGS! SPONSORSHIP PACKAGES

*Expand Your Reach Beyond the Exhibit Hall!*

**WORTH OVER \$8,000**

## **PLATINUM SPONSORSHIP - \$4,000**

### **INCLUDES SPONSORSHIP OF:**

- Choose an Exhibit Hall or Foyer Exhibit – Foyer Booth (table top) or 6x10 booth – you decide which exhibit space you want. (Foyer Exhibit Space not guaranteed after 9/15)
- **NEW** Live Full Page Ad in Conference Program
- **NEW EXCLUSIVE** Your logo (linking to your webpage) on the new online Conference Registration Page – targeted exposure to registrants!
- **NEW EXCLUSIVE** Your logo on Conference banner displayed at event (sponsorship must be received by 10/12 to meet printing deadline).
- **EXCLUSIVE** Live Logo banner scrolling on homepage of [ConfPlus Mobile App](#)
- Your Sponsorship and Logo (live) included on all conference marketing/promotion emails—sent to over 6,000 professionals
- Closing Plenary Session
- Awards Reception
- Sponsor a Breakfast
- Sponsor a Lunch
- Sponsor Session Breaks all 3 Days
- Logo on Conference Bag
- Your Sponsorship Recognized with signage placed near Registration Desk
- Sponsorship Recognition at Opening Plenary Session
- Your Sponsorship and Live Logo Highlighted in Conference Program

## **GOLD SPONSORSHIP - \$3,000**

### **INCLUDES SPONSORSHIP OF:**

- Exhibit Space (6' x 10' booth)
- Logo on Conference Bag
- Breakfast Sponsorship
- 1 Day of Session Breaks
- Attendee Massage Sponsorship
- Gold Sponsorship Recognized on ConfPlus APP
- Sponsorship Recognized at Opening Plenary Session
- Your Sponsorship & Live Logo Highlighted in Conference Program

## **SILVER SPONSORSHIP - \$2,500**

### **INCLUDES SPONSORSHIP OF:**

- Exhibit Space (6' x 10' booth)
- 1 Day of Session Breaks
- Lunch Sponsorship
- Dance Sponsorship
- Sponsorship Recognized on ConfPlus APP
- Your Sponsorship & Live Logo Highlighted in Conference Program

# EXPAND YOUR MARKETING EFFORTS

## EVENTS & ACTIVITY OPTIONS

### EXCLUSIVE SPONSOR OPENING

#### PLENARY SPEAKER.....\$5,000

This unique and exclusive sponsorship opportunity associates your organization with a quality presenter who will set the tone for the conference, as well as promote your organization at the most highly attended event with over 500 in the audience.

**SPONSORSHIP INCLUDES:** Your organization's representative introduced and brought on stage at Opening Plenary Session; introduction of plenary speaker by your organization's representative at Opening Plenary Session; your organization's logo and name prominently displayed in Conference Brochure as Sponsor—distribution to over 6,000 contacts via multiple emails, website and Facebook posts; your organization's name prominently noted as sponsor in any media/social media outreach; sponsorship and organization logo displayed on Conference Phone App; your organization's logo prominently displayed in conference marketing emails (logo live); professional photos of your representative with Speaker at event for your use in print and social media; Sponsorship Signage at event; attendance at special luncheon of presenter with i2i leadership (pending presenter availability).

### NEW CONSULTANTS ON CALL

#### TEXT, CONNECT & MEET.....\$700

This new and innovative sponsorship will allow your organization to have an expert available to all attendees via a special button on the ConfPlus Phone APP, allowing attendees to easily texts to ask questions, get information about your product or service and ultimately set up meetings with you while at the conference or following the event. Your expert can be onsite or virtual—it is up to you!

**SPONSORSHIP INCLUDES:** Your Consultant/Expert identified and easily accessible via text on ConfPlus APP, including: your Experts bio and organization information available on ConfPlus APP and on i2i website, 3 marketing emails about your Expert's availability and an email explaining the new Consultant on Call conference service to be emailed

to over 6,000 potential conference attendees prior to event. We will also include a flyer in registration packet about Consultants on Call and your Expert will be highlighted in Conference Program (best if sign up by 9/8).

#### NEW WELCOME RECEPTION.....\$700

Sponsor our first Welcome Reception on Tuesday evening. A casual event with food and drinks will give attendees a chance to see who is there, connect with colleagues and start networking before the conference begins on Wednesday.

**SPONSORSHIP INCLUDES:** Recognition of your organization at event, signage, and your printed marketing material available at event. The Welcome Reception will be highlighted in Conference Brochure, on ConfPlus APP and on Program Agenda along with your sponsorship.

#### LUNCH & LEARN VENDOR DEMOS.....\$700

Up to eight organizations may host a private demonstration/meeting with potential customers during lunch on Wednesday and Thursday (space restrictions apply). i2i will provide meeting space and will advertise your demo to potential attendees via three marketing emails to over 6,000 leaders. In addition, a reminder message will be sent to attendees using the ConfPlus App the day of your demonstration, demo signage will be placed at registration desk, your demo will be listed on Conference Agenda, and you will receive the attendee list prior to event so you can make personal invitations.

#### NEW LUNCH FLYERS.....\$500

Up to six organizations are welcome to place pamphlets/flyers on each of the lunch tables in the main dining area on Wednesday or Thursday. This is one of the busiest meals during the conference and your materials will be front and center for folks to review.

# EXPAND YOUR MARKETING EFFORTS

## EVENTS & ACTIVITY OPTIONS

### AWARD RECEPTION.....\$700

i2i will begin a new awards program at this year's conference. The awards will focus on recognizing exceptional and innovative services and activities that are moving NC toward integrated, whole person care. Associate your organization with what is sure to be a sought after award by sponsoring the Award Program Reception.

**SPONSORSHIP INCLUDES:** Announcement recognizing sponsors at event; signage and listing of sponsor in Awards Program, in Conference Materials and Conference APP.

### \* DANCE PARTY .....\$600

Help spread the fun! Give attendees a chance to dance off their troubles and enjoy a good time! We are planning a 70s Soul Dance party this year with a prize for best 70s outfit.

**SPONSORSHIP INCLUDES:** Signage at the dance, announcement and recognition by DJ at event, sponsorship recognized on Program Agenda and on ConfPlus APP. sponsor in Awards Program, in Conference Materials and Conference APP.

### \* MASSAGE THERAPIST .....\$600

By December we all need some stress reduction! Give those hard working professionals some much needed TLC by sponsoring the massage professionals from the Pinehurst Spa in the Exhibit Hall. Almost everyone at the conference takes advantage of the 2 days of free massages!

**SPONSORSHIP INCLUDES:** Signage in massage area and recognition in the Conference Program (if received by 9/8) and on ConfPlus APP.

### CLOSING PLENARY SESSION .....\$800

This year's Closing Plenary topic promises to be compelling and key to moving our system toward improving care. Your sponsorship will be announced and recognized in front of over 400 attendees. There will be event signage, mention in Conference Materials, on Conference APP and your logo (live) will be included in marketing emails sent to over 6000 professionals.

### SPONSOR A MEAL

### SPONSOR A BREAKFAST.....\$600

Sponsor the hotel's expansive breakfast buffet accompanied by live piano playing and crystal chandeliers; you can't go wrong with this sponsorship! Over 450 attendees take advantage of breakfast served in the Resort's Formal Dining Room.

**SPONSORSHIP INCLUDES:** Signage at breakfast, listing in the Conference Materials and your logo included with breakfast on ConfPlus APP.

### SPONSOR A LUNCH.....\$600

Support the biggest networking opportunity at the conference—lunch. All attendees—over 550, eat and mingle during the lunch break.

**SPONSORSHIP INCLUDES:** Signage at event, listing in the Conference Materials and your logo included with lunch listing on ConfPlus APP.

### \* SPONSOR ALL SESSION BREAKS .....\$600

Your sponsorship lasts all three days! Help refresh your colleagues...morning and afternoon. You will be named as a sponsor of ALL six breaks during the conference.

**SPONSORSHIP INCLUDES:** Signage at event and listing in the Conference Materials and your logo included with Break listing on ConfPlus APP.

### \* SPECIALTY COFFEE BAR.....\$600

Add some spice to the coffee breaks! The specialty coffee bar offers flavored syrups, cinnamon, chocolate shavings, whipped cream and other goodies to perk up participants!

**SPONSORSHIP INCLUDES:** Signage at coffee bar and in a marketing email sent to over 6,000 professionals.

### \* DESSERT SPONSORSHIP.....\$550

Everyone loves the cookies and brownies after lunch—get the credit for these sweet treats! Over 500 participants attend lunch and will see that you provided them their afternoon goodie.

**SPONSORSHIP INCLUDES:** Signage at dessert table.



VISIONARY  
VOICES

BUNDLE & SAVE!

PICK 3

Choose 3 \*Sponsorships for \$1,500!

Choose 3 items with \* and note choices on Sponsorship Form

# CONFERENCE ADVERTISING

## Initial Advertising Deadline—September 7th!

Get the most out of your sponsorship and/or advertisement by having your participation highlighted in our Conference Program. Send us your Sponsorship Form and/or advertisement by **September 7, 2018**. Ads and Sponsorships can be added to Conference Program after 9/7, but may be a delay to update the layout.

### **NEW ADVERTISE IN CONFERENCE PROGRAM**

The Conference Program is *THE marketing tool distributed to over 6,000* MH/I-DD/SUD and healthcare system leaders! Ads are full color and live - linking directly to your website with one click.

**Full Page Live Ad**.....\$800 (558px. X 738px.)

**Half Page Live Ad**.....\$600 (558px. X 369px.)

**Quarter Page Live Ad**.....\$450 (270px. X 369px.)

Ads MUST be sent in color EPS, high resolutions PDF or JPEG file - 300 DPI resolution or better.

### **NEW EXCLUSIVE CONFERENCE APP SPONSORSHIP**



.....\$2,500

i2i will utilize the ConfPlus Conference APP providing 850 attendees immediate access to all conference materials. As the ONLY sponsor of the APP, your live, full page ad connecting to your website will appear on the opening Splash Screen for 3-4 seconds before the main conference page opens. The Splash screen puts your brand front and center, making a strong first impression on attendees.

### **NEW TARGETED ADVERTISING**.....\$600

The Conference sessions are always top notch! If one coincides with your product or service, you can have your logo linking to you website

and/or your Exhibitor description on the Session page of the ConfPlus Mobile APP (excludes Opening and Closing Plenary). This is an easy way to advertise to your target audience and drive additional traffic to your exhibit booth and/or your organization's information.

### **ADVERTISE IN REGISTRATION PACKET**.....\$600

Over 850 participants will be given your brochure or flyer by including it in the registration packet. Limit thickness of materials to 1 - 8.5" x 11" page or small tri-fold brochure.

### **CONFERENCE BAG ADVERTISEMENT**.....\$600

Attendee receive a commemorative conference bag branded with your sponsor logo—a great way to support the event and have your logo everywhere! Logos must be received as black and white EPS file by October 8, 2018.

### **CONTRIBUTE A DOOR PRIZE**

The door prize drawing is a fun way we wrap up the conference and attendees look forward to it! With the holiday approaching, the door prizes are always highly anticipated. Contributing a prize highlights your organization's generosity. Your door prize will be highlighted in the Conference Registration materials and on the ConfPlus APP and announced at drawing (400 attend).

# 2018 EXHIBIT & SPONSORSHIP FORM

Email form with credit card information to Jean Overstreet [jean@i2icenter.org](mailto:jean@i2icenter.org) or email form and pay with a check, made payable and mailed to:

**i2i Center for Integrative Health**  
i2i Center, 1135 Kildaire Farm Road  
Suite 200, Cary, NC 27511

**FULL PAYMENT IS REQUIRED  
30 DAYS AFTER FORM RECEIVED.**

(CHECK APPLICABLE) **PRICES**

## EXHIBITING

- Exhibit Booth (6' x 10') ..... \$750
- VERY LIMITED SPACE** Exhibit Booth (8'x10')..... \$850
- SOLD OUT** Exhibit Booth (10' x 10')..... ~~\$950~~
- Foyer Exhibit..... \$900   
(Holding for Platinum Sponsors till 9/15)
- Electrical outlet for exhibit space..... \$40

## SPONSORSHIP PACKAGES - BUNDLE & SAVE!

- Platinum Sponsorship..... \$4,000
- Gold Sponsorship..... \$3,000
- Silver Sponsorship..... \$2,500

## ADVERTISING

- Full Pg. Live Conference Program Ad.....\$800
- Half Pg. Live Conference Program Ad.....\$600
- Quarter Pg. Live Conference Program Ad.....\$450
- NEW EXCLUSIVE** ConfPlus Mobile APP.....\$2,500
- NEW** Targeted Advertising.....\$600
- Advertise in Registration Packet.....\$600
- Conference Bag Advertisement.....\$600

## SPONSORSHIPS

- NEW EXCLUSIVE** Opening Plenary Session..\$5,000
- NEW** Consultant on Call.....\$700
- NEW** Welcome Reception.....\$700
- Lunch & Learn Demo.....\$700
- Lunch Flyers.....\$500
- Awards Reception.....\$700
- \* Dance Party.....\$600
- \* Massage Therapist.....\$600
- Closing Plenary Session.....\$800
- Sponsor a Breakfast.....\$600
- Sponsor a Lunch.....\$600
- \* All Session Breaks.....\$600
- \* Specialty Coffee Bar.....\$600
- \* Dessert Sponsorship.....\$550
- Pick 3 \* Sponsorships.....\$1,500   
(X 3 \* items above)

**YES**, I will donate a door prize  
My Prize is: \_\_\_\_\_

**SPONSORSHIP TOTAL** ..... \$ \_\_\_\_\_

CONTACT NAME \_\_\_\_\_ TITLE \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_ PHONE \_\_\_\_\_

CREDIT CARD # \_\_\_\_\_ VISA  MASTERCARD

EXPIRATION DATE \_\_\_\_\_ SECURITY CODE \_\_\_\_\_

BILLING ADDRESS FOR CARD \_\_\_\_\_

NAME ON CARD \_\_\_\_\_

## 110 ORGANIZATIONS PARTICIPATED IN 2017! DON'T MISS THIS EVENT

2MI Software Solutions, Inc.

Acadia Healthcare

Accu Reference Medical Labs

Advanced Imaging Systems

**\* Alexander Youth Network**

Alke rmes

Ambleside Inc.

**\* AmeriHealth Caritas**

Arrendale Associates

**\* Autism Society NC**

Aym Technology, LLC

BB&T Insurance

Benchmarks

BH-CRSsy Division of MH/DD/SAS

Blue Ridge Pharmacy

Brynn Marr Hospital

Butler Human Services

CapGrow Partners

CARF International

Carolina Complete Health

Children's Behavioral Solutions

**\* Children's Hope Alliance**

Citizens Insurance Agency

CNP Technology

Coastal Horizons

**\* Community Based Care, LLC**

**\* Community Choices, Inc.**

Community Innovations, Inc.

Cone Health - Behavioral Health Hospital

CST Data

DataGroup Technologies

Daymark Recovery Services

**\* Developmental Disabilities Resources**

**\* The Echo Group**

Elsevier

Evans Blount Total Access Care

First Step Services, LLC

FirstHealth Behavioral Services

Foothold Technology

**\* Frye Regional Medical Center**

Genoa, A QOL Healthcare Company

**\* GHA Autism Supports**

GT Independence

Healthy Blue

**\* Holly Hill Hospital**

Horizons Residential Care Center

ICAN Solutions, Inc.

Icentrix Corp

Insight Telepsychiatry

Intervention Support Service

Janssen Pharmaceuticals

Kerr Health Long Term Care, LLC

Lauris Technologies

**\* LifeSpan, Inc.**

Lutheran Services Carolinas

Mako Medical Laboratories

**\* Medware**

Molina Healthcare, Inc.

**\* Monarch**

NC Problem Gambling

Netsmart

New Hope Treatment Center

North Carolina Telehealth Network

October Road, Inc.

Odyssey Software

**\* Old Vineyard Behavioral Health, Inc.**

Omni Visions

**\* OnceLogix, LLC**

Optum

Orbit Billing Solutions

Oxford House

Patagonia Health, Inc.

PIMSY EHR

Pinpoint, Inc.

**\* PORT Health**

Pride in NC

PsyTech Solutions

Recovery Lodge

Qualifacts

**\* Rapid Resources for Families**

Relias Learning

ResCare

Resources for Human Development

**\* RHA and Affiliated Companies, Inc.**

RI, International

Rubicon Management, Inc.

Skill Creations, Inc.

**\* Southern Pharmacy Services**

Southern Regional AHEC

Springbrook Behavioral Health Starpoint

Strategic Behavioral Center

The SPARC Network

**\* Therap Services, LLC**

Therapeutic Alternatives

This End Up Furniture

Timber Ridge Treatment Center

**\* Trillium Health Resources**

Turning Point Family Services

Ukeru Systems

UNC Center for Excellence in Community MH

**\* Universal Mental Health Services**

**\* Valant**

Vanderhorst Enterprises, Inc.

Vaya Health

Vidant Health Behavioral Health

Wellcare Health Plans NC

Welligent

Wilmington Medical Supply

Winters-Oliver Insurance Agency

**\* I2I FRIENDS AND DONORS**