



CENTER *for*  
INTEGRATIVE  
HEALTH

insight to innovation

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

Convene.  
Strategize.  
**Activate.**

A butterfly is perched on a large, 3D puzzle piece that is part of a larger structure. The puzzle pieces are yellow and orange, and the butterfly is also yellow and orange. The background is a solid yellow-orange color.

# Marketing that Matters

Sponsorship, Marketing &  
Advertising Opportunities

Intellectual & Developmental Disabilities Substance Use  
**Mental Health** Intellectual & Developmental  
Health **Intellectual & Developmental** Disabilities  
Substance Use **Disabilities** Mental Health  
bilities **Substance Use** Developmental  
Mental Health Intellectual & Developmental  
Substance Use Mental Health Disabilities

**Your i2i marketing dollars help support initiatives in North Carolina to improve integrated, whole person care while simultaneously offering you access to marketing opportunities you need to succeed in the changing managed care environment.**

The i2i Center for Integrative Health is an active player in bringing together leaders in the integrated care movement. Our recent projects address:

- Value based care for behavioral and public health providers

- Policies to improve service system navigation for families and individuals with Intellectual-Developmental Disabilities
- I'm IN: a statewide community inclusion movement for individuals with mental illness
- Webinars on managed care implementation - over 1000 participated
- Improving standards of care for child mental health Psychiatric Residential Treatment Facilities
- Collaborations with statewide child mental health organizations to



facilitate Medicaid transformation implementation

- Broadening stakeholder understanding of the numerous Medicaid managed care policies
- Training for over 1000 professionals each year at our Statewide conferences

i2i's activities offer you exposure to key stakeholders in the public health and behavioral health whole person care market in North Carolina.

Keep up with i2i's at [www.i2icenter.org](http://www.i2icenter.org)

We look forward to partnering with you to influence transformation that builds a successful whole person system of care.

## SPONSORSHIP PACKAGES

### i2i Friend: \$4,000

This is the **ONLY** package that offers you first pick of a Prime Exhibit Space—Foyer or Exhibit Hall at Pinehurst and Spring Conference—**sign up early for best choice!** This is a full year of recognition, advertising, exhibiting and sponsorship in one package.

#### INCLUDES:

- Year-long recognition as Friend on i2i homepage
- **PINEHURST CONFERENCE PACKAGE First Choice of PRIME Exhibit Space at Pinehurst! Package includes—first choice of Foyer Exhibit or Exhibit Hall 8x10 booth space at conference.** A live quarter page ad in Conference Brochure, lunch and breakfast sponsorship, massage therapist sponsorship, Friend recognition in several conference marketing emails sent to over 6,000 BH/I-DD and healthcare professionals, and special advertising/recognition on conference APP and conference webpage.
- **SPRING POLICY FORUM PACKAGE** complimentary Prime Exhibit Space, lunch sponsorship, and special recognition on conference APP.

**NEW** Conference banner to hang at Spring and Pinehurst Conferences recognizing i2i Friends

**NEW** Your live logo included on numerous key email blasts to 6000 behavioral/IDD and healthcare leaders.

**NEW** Email announcement to recognize i2i Friends in February, 2020.

**NEW** i2i to share your news posts on Facebook and LinkedIn Pages (up to 3 posts a year)

#### **NEW** i2i to share your news/information with other i2i Friends

- Year-long recognition as Friend on i2i homepage - live logo linking to your website
- Your live logo included on i2i News Briefs emails that offer policy updates and information to thousands
- Receive special i2i Friend logo to use on your marketing, social media and other materials
- Publish article focused on your organization in *i2i News Brief*
- Live ad to run for two weeks on i2i website - you choose when
- 10% Discounts on all staff conference registrations
- 10% discount on any additional sponsorships/advertising during the year
- Special Conference ribbon recognition for your staff
- Advance notice of new sponsorship, exhibit or advertising opportunities during the year
- Staff to be on lookout for additional ways to highlight/identify i2i Friends throughout year



### i2i Special Sponsor: \$2,500

#### INCLUDES:

- Prime Exhibit Space at Spring Conference
- Pinehurst Conference—Registration Packet Advertising Insert
- Pinehurst Conference—Sponsorship of Breakfast
- Recognition as i2i Special Sponsor on webpage
- Live ad to run for two weeks on i2i website
- Special Conference ribbon recognition for your staff

If you would like to become a Donor to the i2i Center, go to our website [i2icenter.org](http://i2icenter.org) to learn more or contact Development and Communications Director, Jean Overstreet at [jean@i2icenter.org](mailto:jean@i2icenter.org).





**“Our organization continues to sponsor, attend, exhibit at this conference because it creates, maintains and enhances our relationship with management and industry leaders in North Carolina”**

## OUTSTANDING CONFERENCES!

### Spring Conference: June 15-16, 2020

Spring Conference draws over 400 BH/I-DD and Healthcare decision makers including – behavioral and healthcare managers, providers, state agency, hospital leaders, clinicians, advocates, educators, consumers and others. The event will be held at the Hilton North Raleigh Hotel in Raleigh, NC. Sign up early to reserve your table top exhibit.

#### EXHIBITING OFFERS:

- Exceptional networking opportunities
- Table top exhibit
- Complimentary one-day registration for one exhibit staff
- Contact information for all attendees and participants

**EXHIBIT COST: \$600**

### Pinehurst Conference: December 2-4, 2020

**SIGN UP AS EARLY AS POSSIBLE, SPACE GOES QUICKLY!**

For over 20 years, this conference has consistently drawn between 800 – 1000 participants – NC’s top BH/I-DD and healthcare leaders attend. The Pinehurst conference offers exceptional opportunities to network and build relationships.

#### EXHIBITING AT CONFERENCE OFFERS:

- Personal contact with Behavioral and Healthcare Managed Care Leaders, Providers, State Leaders and many other decision-makers
- A Complimentary 2 day Conference Registration for one exhibit staff and meal coverage for 2nd exhibit staff
- Contact information for all attendees and participants; and
- Advertising in Conference registration packet and on the Conference webpage.

**COST: \$800, \$900 or \$1000 depending on booth size.**

**FOYER EXHIBITS \$1000 (i2i Friends/Conference Sponsors get first choice).**

Additional Conference Opportunities for Sponsorship, Marketing and Advertising will be available in April and August, 2020.

## Advertising Opportunities

### EXCLUSIVE CONFERENCE APP ADVERTISING



Put your brand front and center for Conference goers! The Conference APP offers access to all conference materials with the click of a button. Sponsor the conference APP for either the Spring Conference or Pinehurst Conference. As the ONLY sponsor of the APP, your full screen, live ad linking to your website will remain on the screen 3-4 seconds before opening the APP.

**COST: Spring Conference: \$1,500  
Pinehurst Conference: \$2,500**

### CONFERENCE PROGRAM ADVERTISING

Advertising links your brand to one of our top notch Conferences!

The Conference Program is what attendees look to when deciding to attend these events. Ads range from quarter page to full page advertisements. Ads are full color and live – linking to your website. Prices vary based on size (see sponsorship form).

### i2i NEWS BRIEF ADVERTISING

Place an advertisement and/or article in an upcoming i2i News Brief circulated to over 6,000 BH/I-DD and healthcare leaders in and out of North Carolina.

**COST: \$400**

### WEB ADVERTISING

Our new website sees a lot of traffic and your organization can benefit from the exposure by placing your live ad linking to your website on [www.i2icenter.org](http://www.i2icenter.org). Ad will run for two weeks.

**COST: \$400**

# SPONSORSHIP FORM 2020

**TO SIGN UP:** complete form below using credit card and email form to Jean Overstreet at [jean@i2icenter.org](mailto:jean@i2icenter.org) or mail form with a check made payable to:

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

Payment is due 30 days after form is received.



insight to innovation

## PRICE LIST

### SPONSORSHIP PACKAGES

- ☐ i2i Friend.....\$4,000
- ☐ i2i Special Sponsor.....\$2,500

### CONFERENCES

- ☐ Spring Policy Forum Exhibit.....\$600

#### Pinehurst Conference Exhibits

- ☐ Exhibit Booth (6' d x 10' w).....\$850
- ☐ Exhibit Booth (8' d x 10' w).....\$950
- ☐ Exhibit Booth (10' w x 10' d).....\$1050
- ☐ Foyer Exhibit.....\$1050  
(not confirmed till October - i2i Friends/Conference Sponsors get 1st pick)

### ADVERTISING

#### EXCLUSIVE Conference APP Advertising

- ☐ Spring .....\$1,500
- ☐ Pinehurst.....\$2,500

#### Conference Program Advertising

- ☐ Full Page Ad.....\$850
- ☐ Half Page Ad.....\$650
- ☐ Quarter Page Ad.....\$450
- ☐ Web Page Advertising.....\$400
- ☐ News Brief Advertising.....\$400

TOTAL \$ \_\_\_\_\_

ORGANIZATION: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

EMAIL: \_\_\_\_\_ TITLE: \_\_\_\_\_

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

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ WEBPAGE: \_\_\_\_\_

CREDIT CARD #: \_\_\_\_\_ ☐ American Express ☐ VISA ☐ Mastercard

EXPIRATION DATE: \_\_\_\_\_ SECURITY NUMBER: \_\_\_\_\_

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

For more information contact Jean Overstreet, Director of Development and Communications at 919-657-0580 [jean@i2icenter.org](mailto:jean@i2icenter.org) or go to [www.i2icenter.org](http://www.i2icenter.org)