



CENTER *for*  
INTEGRATIVE  
HEALTH

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

insight to innovation

Convene.

**Strategize.**

**Activate.**

# i2i Conference & Exhibition 2020

Exhibition and Sponsorship Opportunities

**December 2-4, 2020**

Pinehurst, NC

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

# SPONSORSHIP & EXHIBITION OPPORTUNITIES

1,000 Leaders Participate!

The i2i Center has a 20+ year tradition of hosting one of the largest gatherings of leaders of healthcare, mental health, intellectual-developmental disabilities, and substance use disorder services at the famous [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 \$850
- 8' deep x 10' wide \$950 **LIMITED SUPPLY**
- 10' deep x 10" wide \$1050
- Foyer Tabletop Exhibit \$1050 **FIRST CHOICE TO PLATINUM SPONSORS**  
(remaining space released after 9/15)

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

### EXHIBITORS RECEIVE:

- List of all conference attendees and 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*)



# PACKAGES OFFER EXCLUSIVE EXPOSURE & SAVINGS! CONFERENCE SPONSORSHIPS RECOGNITION THROUGHOUT EVENT!

**WORTH OVER \$8,000**

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

### **INCLUDES:**

- **Prime Exhibit Space in Exhibit Hall or Foyer** – 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](#)
- **NEW** Your logo printed on the inside pocket of the conference registration folder
- Your Organization's Logo (live) included on all conference marketing/promotion emails - sent to over 6,500 professionals
- Innovation Awards Reception Sponsorship
- Sponsor a Breakfast
- Sponsor a Lunch
- Sponsor all Session Breaks
- Logo on Conference Bag
- Your Sponsorship Recognized with signage prominently displayed at Registration
- Sponsorship Recognition at Opening Plenary Session
- Your Sponsorship and Live Logo Highlighted in Conference Program

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

### **INCLUDES:**

- **Prime Exhibit Space (6' x 10' booth) on front row of Exhibit Hall**
- Logo on Conference Bag
- A 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:**

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

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).

# EXPAND YOUR MARKETING EVENTS & ACTIVITIES



## **SPONSORSHIP OF OPENING PLENARY.....\$2,000**

**SPONSORSHIP INCLUDES:** Recognition of Sponsorship at Opening Plenary, your organization's logo and name prominently displayed in Conference Brochure as Sponsor - distribution to over 6,500 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); provide you with professional photos of your organization representative with the speaker at event for your use in print and social media; and Sponsorship Signage at event.

## **CLOSING PLENARY SESSION.....\$1500**

This year's Closing Plenary session promises to address critical issues related to Medicaid system transformation. Sponsorship includes: your sponsorship to be announced and recognized in front of over 400 attendees, sponsorship signage at event, mention in Conference Materials, on Conference APP and your logo (live) will be included in marketing emails sent to over 6,500 professionals.

## **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, this includes: your experts bio and organization information available on ConfPlus APP and i2i website, 3 marketing emails about your Expert's availability explaining the new Consultant on Call conference service to be emailed to over 6,000 potential conference attendees prior to event.



## **LUNCH & LEARN MEETING.....\$750**

Up to eight organizations may host a private 30 minute demonstration/meeting with potential customers during lunch on Wednesday and Thursday (space restrictions apply). Your meeting will be on the conference agenda, i2i will provide meeting space and will advertise your event to potential attendees via three marketing emails to over 6,500 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 and in front of meeting room and you will receive the attendee list prior to event so you can make personal invitations.



## **ICE CREAM RECEPTION WITH SANTA.....\$800**

After a long day of sessions, folks take a break in the exhibit hall for an ice cream sundae bar and pics with Santa. This is a casual event for folks to enjoy some sweets, friends and fun with Santa.



**YOUR SPONSORSHIP INCLUDES:** Recognition on event signage, on ConfPlus APP, in the conference brochure and on the Program at a Glance.



# EXPAND YOUR MARKETING EVENTS & ACTIVITIES



## **INNOVATION AWARDS RECEPTION.....\$800**

i2i began the Innovation Awards in 2018 to recognize exceptional and innovative services and activities that are moving NC toward integrated, whole person care. Associate your organization with what now a sought after award by sponsoring the Innovation Awards Program Reception.

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

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

Help spread the fun! Give attendees a chance to dance off their troubles and enjoy a good time! The conference dance is a tradition that folks look forward to every year.

**SPONSORSHIP INCLUDES:** signage at the dance, announcement and recognition by DJ at event, sponsorship recognized on Program at a Glance and on ConfPlus 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.

## **SPONSOR A MEAL**

### **BREAKFAST BUFFET SPONSORSHIP..\$800**

Sponsor the hotel's expansive breakfast buffet accompanied by live piano playing and crystal chandeliers; you can't go wrong with this sponsorship! Over 500 take advantage of breakfast served in the Resort's Formal Dining Room.

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

## **SPONSOR LUNCH BUFFET.....\$800**

Support the biggest networking opportunity at the conference - lunch. All conference participants - over 700, eat and mingle during lunch.

**SPONSORSHIP INCLUDES:** signage at event, listing in the Conference Brochure, Program at a Glance and your logo included with lunch listing on ConfPlus APP.

## **\* SPONSOR ALL SESSION BREAKS.....\$700**

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, listing on the Program at a Glance 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 Sponsorship Recognition email sent to over 6,000 professionals.

## **\* DESSERT SPONSORSHIP.....\$600**

Everyone loves the cookies and brownies after lunch - get the credit for these sweet treats! Over 700 participants attend lunch and will see that you provided them their afternoon goodie.

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



## **BUNDLE & SAVE!!**

**"PICK 3" - CHOOSE 3  
\*SPONSORSHIPS FOR \$1,700!**

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

# CONFERENCE

# ADVERTISING OPPORTUNITIES

## NEW ADVERTISE IN CONFERENCE PROGRAM

The Conference Program is **THE marketing tool distributed to over 6,500** MH/I-DD/SUD and healthcare system leaders! Ads are full color and live - linking directly to your website or video with one click.

**Full Page Live Ad.....\$800**  
(7.25 wide x 9.25" high) 558 PX WIDE x 738 PX LONG

**Half Page Live Ad.....\$600**  
(7.5" wide x 4.25" high) 558 PX WIDE x 369 PX LONG

**Quarter Page Print Ads.....\$450**  
(3.5" wide x 4.25" high) 270 PX WIDE x 369 PX LONG

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



## EXCLUSIVE CONFERENCE APP SPONSORSHIP.....\$2,000

i2i will utilize the ConfPlus Conference APP providing all attendees immediate access to all conference materials. As the **ONLY** sponsor of the APP, **your live, full page ad connecting to your website or video 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 SESSION MARKETING...\$800

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. **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.**

## REGISTRATION PACKET ADVERTISEMENT.....\$800

All participants will be given your brochure or flyer by including it in the registration packet. *Limit thickness of materials to 1 - 8 1/2" x 11" page or small tri-fold brochure.*

## CONFERENCE BAG ADVERTISEMENT.....\$700

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 7th.**

## 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).**

# 2020 EXHIBIT & SPONSORSHIP FORM

# i2i CONFERENCE & EXHIBITION 2020

EMAIL THIS FORM TO  
JEAN@I2ICENTER.ORG  
SPACE ONLY GUARANTEED  
WITH PAYMENT

Email form with credit card information to Jean Overstreet [jean@i2icenter.org](mailto:jean@i2icenter.org) or email 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').....\$850
- VERY LIMITED SPACE** Exhibit Booth (8'x10')...\$950
- Exhibit Booth (10' x 10').....\$1050
- Foyer Exhibit.....\$1050   
(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

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

### SPONSORSHIPS

- Opening Plenary Session.....\$2,000
- Closing Plenary Session.....\$1500
- NEW** Consultant on Call.....\$700
- Lunch & Learn Meeting/Demo.....\$750
- Innovations Awards Reception.....\$800
- Ice Cream Sundae Reception.....\$800
- \* Dance Party.....\$600
- \* Massage Therapist.....\$600
- Sponsor a Breakfast Buffet.....\$800
- Sponsor a Lunch Buffet.....\$800
- \* All Session Breaks.....\$700
- \* Specialty Coffee Bar.....\$600
- \* Dessert Sponsorship.....\$600
- Pick 3 \* Sponsorships.....\$1,700**   
(X 3 \* items above)

### ADVERTISING

- Full Pg. Live Conference Program Ad.....\$850
- Half Pg. Live Conference Program Ad.....\$650
- Quarter Pg. Live Conference Program Ad.....\$450
- NEW EXCLUSIVE** Conference Mobile APP...\$2,000
- NEW** Targeted Session Marketing.....\$800
- Registration Packet Advertising.....\$800
- Conference Bag Advertisement.....\$700

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

Please print your organization's name as you would like it to appear in marketing materials.

ORGANIZATION \_\_\_\_\_

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

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

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

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

CREDIT CARD (VISA  MASTERCARD ) \_\_\_\_\_ EXP. DATE \_\_\_\_\_

SECURITY CODE \_\_\_\_\_ BILLING ADDRESS FOR CARD \_\_\_\_\_

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