

Convene.
Strategize.
Activate.

VIRTUAL PINEHURST CONFERENCE

CHALLENGE, CHANGE & CHOICE

THE FUTURE IS NOW

Exhibit, Sponsorship &
Advertising Opportunities

December 2-4, 2020



CENTER *for*
INTEGRATIVE
HEALTH

insight to innovation

EXHIBIT & SPONSORSHIP OPPORTUNITIES

1,000
Leaders
participated
Last Year!

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. In 2020, i2i Center is taking the Pinehurst Conference virtual! A virtual event has numerous benefits - no limit on attendance, virtual networking, interactive exhibits and **you will still have the opportunity to visit Pinehurst - details to come.** We believe our virtual event has the potential to greatly expand participation, particularly in the current environment. **Participation as an Exhibitor, Sponsor or Advertiser will offer many benefits, even some you can't get in person.**



VIRTUAL EXHIBITS WITH FACE TO FACE ENGAGEMENT

Virtual Exhibit - \$500

INCLUDES:

- A Comprehensive Exhibitor Listing on the Conference Website & APP - includes: **promotional video, logo, website link, organization description, staff contact, request for information and door prize sign up**
 - **Ability to Host Live face to face “Office Hours” during Exhibit Hall Times** - Interested Attendees Can Join - **Add Push Notification About Your Meeting***
 - Ability to set up face to face meetings after Office Hours with potential customers during the Conference
 - Interactive Chat with Attendees
 - Capacity to upload video about your product or service for attendees to watch
 - Ability to receive contact information for attendees requesting information
 - Option to upload product/service photos
 - Offer Booth Prize Give Away
 - Receive list of all conference attendees and contact information
 - 1 Complimentary Meeting Registration (for 1 exhibit staff)
- Participate in Sessions**



AND I2I WILL:

- Make Conference Exhibitors Information Open to over 9000 Leaders for 1 Month Immediately Following the Conference **Increased Exposure!**
- Make the Exhibitors Page Available to Attendees as soon as they sign up - **Early Exposure**
- **Send a Mobile APP message to all participants with link to your live Exhibit Hours (\$200).**

If you have any questions, please contact Jean Overstreet, Development and Communications Director at (919) 455-6244 or by email at jean@i2icenter.org.

PACKAGES OFFER EXCLUSIVE EXPOSURE!

CONFERENCE SPONSORSHIPS RECOGNITION THROUGHOUT EVENT!

PLATINUM SPONSORSHIP - \$3,000

INCLUDES:

- Exhibit Booth with ALL its features – See Virtual Exhibit
- Sponsor page that includes your: logo, promotional video, contact information, and website, plus the ability to set up live face-to-face meetings with attendees. The Sponsor pages will be available on the Conference Website Platform, Mobile APP, and the i2i website.
- i2i to send in APP Push Notification reminder about your Virtual Meeting hours with link to all attendees
- Sponsor Recognition in multiple areas of Conference Platform. Your Live Logo will be on display linking to either your Sponsor Page or website throughout event:
 - Displayed on i2i's Event Website
 - On Conference Home Page
 - On Mobile APP Session Pages; and
 - On Mobile APP Attendee Profile Page
- **NEW** Live Full Page Ad in Conference Program (*ads due by 8/30 or 10/15*)
- **NEW EXCLUSIVE** Your logo (linking to your webpage) on the i2i Conference Registration Page – **targeted exposure to registrants!**
- Your Organization's Logo (live) included on all conference marketing/promotion emails - sent to over 9,000 professionals
- Recognized as Sponsor of the Innovation Awards Event
- Sponsorship Recognized During the Opening Plenary Session largest gathering of attendees
- Your Sponsorship and Live Logo Highlighted in Conference Program

GOLD SPONSORSHIP - \$2,000

INCLUDES:

- Exhibit Booth with ALL its features – See Virtual Exhibit
- Sponsor page that includes your: logo, promotional video, contact information, and website, plus the ability to set up live face-to-face meetings with attendees. The Sponsor pages will be available on both the Conference Website Platform, Mobile APP, and the i2i website.
- Sponsor Recognition in multiple areas of Conference Platform. Your Live Logo will be on display linking to your website throughout event:
 - Displayed on i2i's Event Website
 - On Conference Home Page
- **NEW** Half Page Ad in Conference Program
- Your Organization's Logo (live) included on all conference marketing/promotion emails - sent to over 9000 professionals
- Sponsorship Recognized During the Opening Plenary Session – largest gathering of attendees
- Your Sponsorship and Live Logo Highlighted in Conference Program


**SPONSORSHIP SIGN UP BEST BEFORE
OCTOBER 15TH TO ENSURE FULL BENEFITS**

EXPAND YOUR MARKETING

ASSOCIATE YOUR ORGANIZATION WITH QUALITY EVENTS



OPENING PLENARY SESSION.....\$2,000


This year's opening keynote speaker will be [Monica Oss](#),  **OPEN MINDS** Chief Executive Officer of [Open Minds](#). Monica is one of the nation's leading experts on health and human services market trends. Oss is a dynamic presenter who will outline

the challenges and opportunities our service system is facing and how we in North Carolina can adapt to move forward in 2021. This will be a presentation all leaders will be sure to attend!

SPONSORSHIP INCLUDES: Your sponsorship announced and recognized at Opening Plenary session, Logo included on Opening Slide, your organization's logo and name prominently displayed in Conference Brochure as Sponsor – distribution to over 9,000 contacts via multiple emails, website and social media posts; your organization's name prominently noted as sponsor in any media/social media outreach; sponsorship and organization logo displayed on Conference Webpage, Phone APP; and your organization's logo displayed in conference marketing emails.



CLOSING PLENARY SESSION.....\$1000

This year's Closing Plenary session will feature [David Houle](#),  **DAVID HOULE** Futurist • Speaker • Thinker. Houle has been a leading keynote presenter on the future and global trends since 2007. What better

way to understand the impact that 2020 will have on what's ahead than hearing from a Futurist? Houle will stimulate our thinking to anticipate what we might expect resulting from a worldwide pandemic and the start of an important social justice movement in our country.

SPONSORSHIP INCLUDES: Your sponsorship announced and recognized at Closing Plenary session, Logo included on Title Slide, your organization's logo and name prominently displayed in Conference Brochure as Sponsor – distribution to over 9,000 contacts via multiple emails, website and social media posts; your organization's name prominently noted as sponsor in any media/social media outreach; sponsorship and organization logo displayed on Conference Webpage, Phone APP; and your organization's logo displayed in conference marketing emails.

LEARNING MEETING.....\$600

Up to ten organizations may host a virtual 30-minute meeting with potential customers on Wednesday and Thursday.

i2I PROMOTION OF YOUR LUNCH AND LEARN INCLUDES: Your meeting will be on the conference agenda, i2i will advertise your event to potential attendees via three marketing emails to over 9,000 leaders, and we will send a reminder notification with link the day of your meeting to all attendees. You will also receive the attendee list prior to your event so you can make personal invitations.



SPONSOR A SESSION.....\$800

i2i's conference sessions are well known. We only choose the best speakers and most relevant topics while offering expertise from national presenters as well as state innovators.

SPONSORSHIP INCLUDES: your 15-30 second promotional video to play prior to the session recording, sponsorship recognized on agenda, in the Conference Brochure and in marketing emails sent to over 9000 leaders.

SPONSOR CATCH UP MEETING.....\$500

There will be a number of critical topic Catch Up Meetings with a subject matter expert facilitating the meeting to allow participants more time for discussion around important issues of the day. Upload a 15-30 second promotional video that will play just before the discussions begin.

EXPAND YOUR MARKETING HOST SOME FUN!

HOST A GAME NIGHT FOR ATTENDEES.....\$500

Help bring attendees together for some fun interaction by hosting a virtual game night. As the host you decide on the game and run the event. The i2i Center will post your event on the agenda, remind attendees of your game time, provide a link to the meet up, and highlight the event on email marketing. You may play a 30-60 second promotional video just before the event begins.

HOST A MORNING STRETCH.....\$500

Do you know a yoga or exercise instructor who would like to host a morning event for our conference? You are invited to host and sponsor this event. i2i will put the event on the agenda and advertise it to attendees. You may play a 30-60 second promotional video just before the event begins.

WE ARE OPEN TO YOUR IDEAS TO HOST A VIRTUAL EVENT!

Just email jean@i2icenter.org and let her know what type of virtual event you might be interested in hosting and sponsoring to bring more enjoyment to the conference attendees while we socially distance.

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 system within a comprehensive system of whole person care. For more information about the i2i Center for Integrative Health, visit our website www.i2icenter.org.

CONFERENCE ADVERTISING OPPORTUNITIES

NEW ADVERTISE IN CONFERENCE PROGRAM

The Conference Program is *THE marketing tool distributed to over 9,000* 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 high x 9.25" wide) 558 PX HIGH x 738 PX WIDE

Half Page Live Ad.....\$600

(7.5" high x 4.25" wide) 558 PX HIGH x 369 PX WIDE

Quarter Page Print Ads.....\$450

(3.5" high x 4.25" wide) 270 PX HIGH x 369 PX WIDE

Ads MUST be sent in color EPS, high resolutions PDF or JPEG file - 300 DPI resolution or better by **8/30** or **10/15**

OVER 100 ORGANIZATIONS EXHIBITED IN 2019!

PLAN TO PARTICIPATE!

Accu Reference Medical Labs

Addiction Recovery Care Association, Inc.

Advanced Imaging Systems

Alcohol Drug Council of NC

Alexander Youth Network

AmeriHealth Caritas

ARC of NC

Arrendale Associates

Autism Society NC

* **Aymira**

Benchmarks

BHM

Blue Ridge Pharmacy

Bold Solutions, LLC

Brynn Marr Hospital

Butler Human Services

Cansler Collaborative Resources, Inc.

CapGrow Partners

CARF International

* **Carolina Complete Health - Centene**

Carolina Dunes Behavioral Health

Children's Behavioral Solutions

Children's Hope Alliance

Citizens Insurance Agency

CNP Technology

Coastal Horizons

* **Community Based Care**

Community Care Physicians Network

* **Community Choices, Inc.**

CST Data

DATIS HR Cloud

* **Developmental Disabilities Resources, Inc.**

Division Behavioral Health Crisis Referral System

Easterseals UCP

FirstHealth Behavioral Services

Florida Center for Recovery

Frye Regional Medical Center

* **Genoa Healthcare**

* **GHA Autism Supports**

* **GT Independence**

* **Holly Hill Hospital**

Human eXperience Workshop

Icentrix Corp

Impresiv Health

Inperium

Integrated Family Services

* **Janssen**

Lauris Online

Life Center of Galax

LifeSpan

Mako Medical Laboratories

MCNC

* **Medisked, LLC**

MICA Information Systems

* **Monarch**

Moore Medical Group

NAMI NC

NC AHEC

NC Child Treatment Program

NC Foundation for Alcohol and Drug Studies

NC Healthy Blue

NC Problem Gambling

ncgCARE

Neil Medical Pharmacy

* **Netsmart**

New Hope Treatment Center

October Road, Inc.

Odyssey Software

OVER 100 ORGANIZATIONS EXHIBITED IN 2019!

PLAN TO PARTICIPATE!

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

Omni Visions
Orbit Billing Solutions
Oxford House
Paradigm Labs
Patagonia Health, Inc.
Pharmacy Alternatives
Pinnacle Family Services
PORT Health Services
Pride in NC
QBS, Inc.
Qualifacts

* **Rapid Resources for Families**

Rebound Behavioral Health

* **Relias Learning**

ResCare Residential Services

* **RHA Health Services**

* **RI International**

Rubicon Management, Inc.

* **Seaside Healthcare**

Secure Telehealth
SensABLE Snacks (Trillium)
Sequel Youth and Family Services
Sharenote.com
Skill Creations, Inc.
Southern Pharmacy Services
Southern Regional AHEC
SouthLight Healthcare
SPARC Services and Programs
Springbrook Behavioral Health
Steven Cohen Military Family

Clinic at Cape Fear
Strategic Behavioral Center

* **The Echo Group**

The Hughes Center for Exceptional Children

* **Therap Services, LLC**

Therapeutic Alternatives

This End Up Furniture

Timber Ridge Treatment Center

Touchstone Residential Services

Trident Care

* **Trillium Health Resources**

TSC Healthcare

Turning Point Family Services

UNC Center for Excellence in Community MH

* **UnitedHealthCare**

* **Universal Mental Health Services**

Vanderhorst Enterprises, Inc.

Vaya Health

Vertess

Vidant Health Behavioral Health

* **Virtual OfficeWare Healthcare Solutions**

Wellcare Health Plans

Welligent

WellSky

Winters-Oliver Insurance Agency

Youth Haven Services, LLC

* **121 FRIENDS, SPONSORS, AND DONORS**