



Opportunity & Optimism

BUILDING BRIDGES **TO** TOMORROW



CENTER *for*
INTEGRATIVE
HEALTH

insight to innovation

Exhibit, Sponsorship & Advertising Opportunities
Conference & Exhibition **Hybrid Event Live & Virtual**

December 8-10, 2021

Pinehurst Resort, Pinehurst, NC

Everyone is Looking Forward to Returning to Pinehurst!

After 2020, everyone is ready to get back to normal and for many that means attending the **i2i Conference in Pinehurst in December!** i2i 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 market and highlight your product or service** through Exhibiting, Sponsorship and Advertising and this year we will double your exposure with a virtual and in-person hybrid event!

HYBRID = INCREASED AUDIENCE & EXPOSURE

This year we will offer **BOTH a Live in-person** Conference at Pinehurst December 8-10th with virtual networking capabilities using **Whova** AND a **Virtual Conference at the same time.** Live attendees will be automatically registered for the virtual conference and others will attend virtually only. **This arrangement will give you an expanded audience, additional exposure and new digital opportunities!**



In-Person Exhibit Booths

- 6' deep x 10' wide booth.....\$950
- 8' deep x 10' wide booth.....\$1,050*
- 10' deep x 10' wide booth.....\$1,150*
- Foyer Tabletop Exhibit.....\$1,150
- SAVED FOR PLATINUM SPONSORS (thru 9/15)**
- **Virtual Exhibit ONLY.....\$650**

*Indicates limited booth supply



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

EXHIBITING INCLUDES:

- Face to face networking with potentially over 1,000 system leaders

- Receive a list of all conference attendees and their contact information
- 1 Complimentary In-Person Registration for 2 days (for 1 exhibit staff)
- Full Registration for Virtual Conference for up to 2 Exhibit Staff
- Booth covers meals for 2 exhibit staff for 2 days; there is an Additional Booth Staff Fee if more than 2 staff (\$210, does not cover virtual conference).
- **PLUS Virtual Exhibit** - includes promotional video, logo, website link, organization description, staff contact, request for information. Plus:
 - Host a virtual meeting with interested live and virtual attendees
 - Direct messaging available to any attendees for quick follow up at virtual and live conferences
 - Use Whova to set up face to face meetings with potential live and virtual customers
 - Collect more lead contact information by offering BOTH a Virtual Door Prize and In Person Door Prize
 - Interactive Chat with Attendees on Virtual Exhibit Page
 - i2i will make Virtual Exhibitors public on our website a week prior to in-person conference **Early Exposure**

Send a message via the Conference APP directly to all attendees at the in-person conference and virtual event by adding a Notification Message - \$500

Conference Sponsorships: Recognition at Live & Virtual Event!



SPONSORSHIP PACKAGES OFFER
EXCLUSIVE EXPOSURE & SAVINGS!

Platinum Sponsorship - \$4,000 (worth over \$8,000)
SIGN UP BY 9/15 TO GET BEST EXHIBIT SPACE!

INCLUDES:

- **Prime Exhibit Space in Exhibit Hall or Foyer** - Foyer Exhibit Space (table-top) or 6x10 booth saved in prime end space. (*Foyer Exhibit Space not guaranteed after 9/15*) **PLUS** receive **Virtual Exhibit & Sponsor Page**
- Full-Page Ad (live link) in Conference Program
- **Virtual Sponsorship recognition** includes: your logo, promotional video, contact information, website, plus the ability to set up live face to face meetings with virtual attendees. The Sponsor pages will be available at live and virtual attendees.
- **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** - Logo banner (live) scrolling on ALL Pages of Conference APP & Virtual Conference Pages - Home, Agenda, Profile and Web APP pages.
- Your Organization's Logo (live) included on all conference marketing/promotion emails - sent to over 7500 professionals
- Innovation Awards Reception
- Sponsor a Breakfast
- Sponsor a Lunch
- Sponsor all Session Breaks
- Logo on Conference Bag
- Your Sponsorship Recognized with signage prominently displayed at Registration Desk
- Sponsorship Recognition at Opening Plenary Session
- Your Sponsorship and Live Logo Highlighted in Conference Program

SPONSORSHIP SIGN UP

Reserve before **October 15th** to ensure full benefits.

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



Gold Sponsorship - \$3,000

SIGN UP BY 9/15 TO GET BEST EXHIBIT SPACE!

INCLUDES:

- **Prime Exhibit Space (6' x 10' booth) in Exhibit Hall PLUS Virtual Exhibit & Sponsor Page**
- **Virtual Sponsorship recognition** includes: your logo, promotional video, contact information, website, plus the ability to set up face to face and virtual meetings with live and virtual attendees. The Sponsor pages will be available to live and virtual attendees.
- Logo banner (live) scrolling two pages of Live Conference APP & Virtual Conference Pages - Home and Web APP pages.
- Logo on Conference Bag
- A Breakfast Sponsorship
- 1 Day of Session Breaks
- Attendee Massage Sponsorship
- Sponsorship Recognized at Opening Plenary Session
- Your Sponsorship & Live Logo Highlighted in Conference Program

Silver Sponsorship - \$2,500

SIGN UP BY 9/15 TO GET BEST EXHIBIT SPACE!

INCLUDES:

- **Prime Exhibit Space (6' x 10' booth) in Exhibit Hall & Virtual Exhibit**
- **Virtual Sponsorship recognition** includes: your logo, promotional video, contact information, website, plus the ability to set up live face to face and virtual meetings with live and virtual attendees. The Sponsor pages will be available to live and virtual attendees.
- Logo banner (live) scrolling on the home page of the Live Conference APP
- 1 Day of Session Breaks
- A Lunch Sponsorship
- Sponsorship of the Dance
- Your Sponsorship & Live Logo Highlighted in Conference Program

Expand Your Marketing to Events & Activities



NEW WELCOME BACK RECEPTION.....\$1,800

It will have been two years since most attendees have seen each other! Host a wonderful celebratory welcome back reception that will be full of joy and smiles from friends and colleagues that can finally spend some time together after a very difficult year. **Your support will make this a special event for everyone!**

SPONSORSHIP INCLUDES: Recognition of at Reception, Signage at event, your organization's logo and name prominently displayed in Conference Brochure as Sponsor - distribution to over 7,500 contacts via multiple emails, APP notification sent to all attendees reminding them of reception and your sponsorship; your organization's logo (live) prominently displayed in conference marketing emails. **Virtual Bonus** - Your Sponsorship will be highlighted on the Live and Virtual Conference APP Agenda and event photos will be added to the APP after the event for additional recognition.

Sessions and Training Sponsorships



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

This year's opening keynote speaker will be a draw for attendees and will have an important message for all hear.

The Opening is our largest gathering of the entire conference 600-700 attendees!

SPONSORSHIP INCLUDES: Recognition of Sponsorship at Opening Plenary, your logo featured on event cover slide, your organization's logo and name prominently displayed in Conference Brochure as Sponsor - distribution to over 7,500 contacts via multiple emails, website and social media posts; your organization's name prominently noted as sponsor in any media/ social media outreach; your organization's logo prominently displayed in conference marketing emails

(logo live); provide you with professional photos of your organization's representative with the speaker at event for your use; and Sponsorship Signage at event.

Virtual Bonus - Your Sponsorship will be highlighted on the Live and Virtual Conference APP Agenda and event photos will be added to the APP after the event for additional recognition. *If session presented virtually there will be added sponsorship recognition.*

CLOSING PLENARY SESSION.....\$1,000

This year's Closing Plenary session promises to address critical issues related to state and national trends affecting care in our service system.

SPONSORSHIP INCLUDES: your sponsorship announced and recognized in front of over 400+ attendees, sponsorship signage at event, and your logo (live) will be included in marketing emails sent to over 7,500 professionals. **Virtual Bonus** - Your Sponsorship will be highlighted on the Live and Virtual Conference APP Agenda and event photos will be added to the APP after the event for additional recognition. If session presented virtually there will be added sponsorship recognition.



SPONSOR A SESSION.....\$800

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

SPONSORSHIP INCLUDES: your logo and sponsorship recognized on session cover slide, mentioned by presenter session and included in the Conference Brochure and in marketing emails sent to over 7,500 leaders. **Virtual Bonus** -Your Sponsorship will be highlighted on the Live and Virtual Conference APP Agenda to include your logo (live) and a link to a promotional video (up to 1 minute) for attendees to view.

Expand Your Marketing to Events & Activities



VIRTUAL TRAINING.....\$700

A limited number of organizations will have the opportunity to present a 30-minute training session at the Virtual Conference. Your

session should be content focused. For example, an EHR vendor may do a video on, "The Critical Role of Data Sharing for Integrated Care." **Offering training on a topic relevant to your product or service is a great way to draw attention to your organization and demonstrate your expertise.** Note, the session should not be a sales pitch.

i2i'S PROMOTION OF YOUR TRAINING INCLUDES: Listing on the Live and Virtual Conference Agenda as a Quick Training, your speakers included in the list of Conference Presenters, i2i will advertise your training to potential attendees via two marketing emails to over 7,500 leaders, and you will receive the list of attendees with contact information that watched your video. Your training will be available to live and virtual attendees.



LIVE & VIRTUAL LUNCH & LEARN MEETING.....\$750

Up to eight organizations may host a private 30-minute live meeting with potential customers during the long

lunch break on Wednesday and Thursday (space restrictions apply). Your meeting will be on the conference agenda, i2i will include your meeting on the Live and Virtual Conference Agenda APP (if you offer it virtually), provide meeting space and advertise your event to potential attendees via two marketing emails to over 7,500 leaders. In addition, a reminder message will be sent to attendees using the Whova APP the day of your demonstration, meeting 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. **Virtual Bonus** - Record your Lunch & Learn on Zoom and it will be available to both Live and Virtual Conference attendees.

Sponsor Meals & Treats

BREAKFAST SPONSORSHIP.....\$800

Everyone will be looking forward to coming back for the famous Pinehurst Breakfast Buffet this year! The hotel's expansive breakfast is accompanied by live piano playing and crystal chandeliers. You can't go wrong with this sponsorship! Over 600 take advantage of breakfast served in the Carolina Formal Dining Room.

SPONSORSHIP INCLUDES: sponsorship signage at breakfast, listing in the Conference Materials and your logo included with breakfast listing on Live and Virtual Conference APP Agenda.

SPONSOR LUNCH.....\$800

i2i has upgraded lunches to buffet themed events- Italian, Mexican, and more. Support the biggest networking opportunity at the conference! 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 Live and Virtual Conference APP Agenda.



NEW SPONSOR FREE SPECIALTY DRINKS @ PINEHURST COFFEE SHOP.....\$1,000

Want to provide attendees with a free treat? Your sponsorship

can provide specialty drinks (50 per sponsor) to attendees who want to pop into the hotel's coffee shop for a hot or cold specialty beverage (nonalcoholic) and they will have you to thank! **Your generosity will be acknowledged by signage in the coffee shop, we will advertise your sponsorship via 2 marketing emails to all attendees, we will ask folks to snap a selfie with their drink and post them to the Conference APP to help spread the word.**

***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 **Virtual Bonus** - your logo included with Break listing on Live and Virtual Conference APP Agenda.

***SPECIALTY COFFEE BAR FOR BREAKS.....\$700**

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 7,500 professionals.

Expand Your Marketing to Events & Activities



*DESSERT SPONSORSHIP.....\$600

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

SPONSORSHIP INCLUDES: Signage at dessert table.

Event Sponsorship Opportunities



INNOVATION AWARDS RECEPTION.....\$800

i2i's Innovation Awards recognize exceptional and innovative services and activities that are moving NC

toward integrated, whole person care. Associate your organization with a sought-after award by sponsoring the Innovation Awards Reception.

SPONSORSHIP INCLUDES: Announcement recognizing sponsors at event; signage and listing of sponsors in Awards Program, and in Conference Brochure. **Virtual Bonus** – Your Sponsorship will be highlighted on the Live and Virtual Conference APP Agenda and event photos will be added to the APP after the event for additional recognition.



ICE CREAM RECEPTION WITH SANTA.....\$700

After a day of learning, 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.

SPONSORSHIP INCLUDES: Recognition on event signage, push notification reminder to all attendees and in the conference brochure (if sign up by 9/1). **Virtual Bonus**– Your Sponsorship will be highlighted on the Live and Virtual Conference APP Agenda and event photos will be added to the APP after the event for additional recognition.

Bundle & Save!!
“Pick 3”
Choose 3 *Sponsorships for \$1,600!
Save up to \$400
Choose 3 from * sponsorship items



*DANCE PARTY.....\$700

A fun get together that gives attendees a chance to dance off their cares! The conference dance is a tradition that folks look forward every year and this

year for sure it will be an attraction!

SPONSORSHIP INCLUDES: signage at the dance, announcement and recognition by DJ at event. **Virtual Bonus** – Your Sponsorship will be highlighted on the Live and Virtual Conference APP Agenda and event photos will be added to the APP after the event for additional recognition.



*MASSAGE THERAPIST.....\$600

After 2020, we all need to destress! Help everyone relax and enjoy the event even more 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 9/1) and photos will be added to the APP after the event.

FOR BEST RECOGNITION IN CONFERENCE BROCHURE SIGN UP BY 9/1

Advertising Opportunities



DIGITAL REGISTRATION PACKET INSERT.....\$500

This year all registration materials will be on the Conference APP, we can add your organization's brochure or flyer to the list of information that folks can download.

REGISTRATION DESK HANDOUT.....\$500

If you would like to place a handout on the registration desk, this is a busy spot that everyone visits while at the conference. We will place your handout in a prominent spot at the desk during the conference. *Limit thickness of materials to 1 - 8 1/2" x 11" page or small tri-fold brochure.*

CONSULTANT LISTING.....\$600

If you are a consultant that would like to advertise your services to live and virtual conference attendees, the Virtual Conference platform will allow you to set up a profile where you can give a description of your services, upload a video, logo, photos, website, contact information, documents as well as have an opportunity to chat with attendees. **i2i will assist with marketing your skills and services by sending a push notification to all live and virtual attendees about our consultants. We will also highlight it in a marketing email sent to over 7500 professionals.**

CONFERENCE BAG ADVERTISEMENT.....\$800

Attendee receive a commemorative conference bag branded with your 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 1, 2021.**

CONFERENCE ADVERTISING OPPORTUNITIES

ADVERTISE IN CONFERENCE PROGRAM

The Conference Program is **THE marketing tool distributed to over 7,500** 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.....\$900

(7.25 wide x 9.25" high) 558 PX WIDE x 738 PX HIGH

Half Page Live Ad.....\$650

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

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

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

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

Contribute a Door Prize

The live 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 BOTH a Virtual and Live door prize highlights your organization's generosity. **Your live door prize will be highlighted in the Conference Registration materials and announced at live drawing (400+ attend).**

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.

Price List

Directions to Sign Up

To sign up click the link to the right or click on the bottom of each page where it says Sign Up. All payments should be made by credit card, unless not administratively possible. **A receipt or invoice will be automatically emailed to you immediately after you sign up in the system - PLEASE LOOK** in your Spam, Junk or Clutter Files if you do not receive it in your inbox. Invoice payments are due within 30 days and ALL payments MUST be received no later than **November 15th**. NOTE, your exhibit space is only secured with payment. i2i does not offer refunds on any of these activities.

To Sign Up for Any of These Opportunities

[CLICK HERE](#)

Exhibiting

Exhibit Booth (6' x 10')	\$950
Exhibit Booth (8' x 10')	\$1,050
Exhibit Booth (10' x 10')	\$1,150
Foyer Exhibit	\$1,150
Virtual Exhibit ONLY	\$650
APP Notification Message	\$500
Additional Booth Staff Fee	\$210
Electrical Outlet For Exhibit Space	\$45

Sponsorship Packages Bundle & Save!

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

Advertising

Digital Registration Packet Insert	\$500
Registration Desk Handout	\$500
Consultant Listing	\$600
Conference Bag Advertisement	\$800
Full page Conference Program Ad	\$900
Half page Conference Program Ad	\$650
Quarter page Conference Program Ad	\$450

Sponsor Events & Activities

Welcome Back Reception	\$1,800
Opening Plenary Session	\$2,000
Closing Plenary Session	\$1000
Sponsor a Session	\$800
Virtual Training	\$700
Lunch & Learn Meeting	\$750
Sponsor a Breakfast	\$800
Sponsor a Lunch	\$800
Free Specialty Drinks @ Pinehurst	\$1000
*All Session Breaks	\$700
*Specialty Coffee Bar	\$700
*Dessert Sponsorship	\$600
Innovations Awards Reception	\$800
Ice Cream Sundae Reception	\$700
*Dance Party	\$600
*Massage Therapist	\$600
Pick 3 *Sponsorships & Save (X 3 * items above)	\$1,600

THIS IS NOT A FORM