



SPRING CONFERENCE

Inclusion, Innovation, & Integration

Exhibition & Sponsorship
Opportunities

June 6-7, 2022

Hilton Raleigh North Hills
Raleigh, NC



CENTER *for*
INTEGRATIVE
HEALTH

insight to innovation

Looking Forward to Seeing You in June!



Don't miss face to face networking with almost 500 Medicaid whole person care decision makers from the mental health, intellectual - developmental disabilities, and substance use disorder (MH/I-DD/SUD) system at the **I2I CENTER FOR INTEGRATIVE HEALTH'S SPRING CONFERENCE - JUNE 6 - 7, 2022.**

This event attracts a wide array of Professionals and Leaders, including: public and private Medicaid managed care payers (PHPs & LME/MCOs) and their executive leadership, provider CEOs & managers, as well as clinicians, state government heads, hospital administrators, university professionals, advocates, consumers, family members and others.



SPONSORSHIP PACKAGES

PLATINUM SPONSORSHIP\$3,500

- **Table Top Exhibit** - Saved in Prime Exhibit area if sign up by March 30 and a Virtual Exhibit listed at the top of the Exhibitors list.
- **Conference APP Sponsorship Recognition** - Your organization's sponsorship highlighted on Whova Conference APP with information, logo, video, photos and links. Offers the ability to interact with attendees before, during and after the conference - 2021 Sponsors got over 68,000 views!
- **EXCLUSIVE** - Your logo (linking to your webpage) on the online Conference Registration Page - targeted exposure to all registrants!
- **EXCLUSIVE** - Your logo on Conference banner displayed at event (sponsorship must be received by 5/5 to meet printing deadline).
- **EXCLUSIVE** - Your logo banner scrolling on ALL Pages of Conference APP - Home, Agenda, Attendee Profile and Web APP pages.
- **EXCLUSIVE** - Your Sponsorship recognized on i2i Spring Conference page linking to your website.

- Your Organization's Logo (live) included on ALL conference marketing/promotion emails - sent to over 8000 professionals
- Full Page Ad in Conference Brochure
- Professional Photo provided of your Booth Display & Staff
- Sponsorship recognition at Opening Plenary to audience of 400+ Leaders
- Sponsorship of Luncheon
- Sponsorship of Breakfast
- Sponsorship of ALL Breaks
- Conference Sponsorship Recognition in Conference Brochure, on Final Agenda and on Signage at Registration Desk.

GOLD SPONSORSHIP\$2,500 INCLUDES:

- **Table Top Exhibit** - Saved in Prime Exhibit area if sign up by March 30 and Sponsor Virtual Exhibits are listed near the top of the Exhibitors list.
- **Conference APP Sponsorship Recognition** - Your organization's sponsorship highlighted on Whova Conference APP with information, logo, videos, photos, and links. Offers the ability to interact with attendees before, during and after the conference. **2021 Spring Conference Sponsors got over 68,000 views!**
- Half Page Ad in Conference Brochure
- Your Organization's Logo (live) included on 3 conference marketing/promotional emails - sent to over 8000 professionals
- Professional Photo provided of your Booth Display & Staff
- Sponsorship Recognition at Conference Opening Plenary to audience of 400+ Leaders
- Sponsorship Recognition on Opening Plenary Slide Deck
- Sponsorship of Luncheon
- Conference Sponsorship Recognition in Conference Brochure, on Conference APP Agenda, Final Agenda and on Signage at Registration Desk.

Conference Sponsorships



SILVER SPONSORSHIP \$2,000

INCLUDES:

- **Table Top Exhibit** - Saved in Prime Exhibit area if sign up by March 30 and a Sponsor Virtual Exhibits are listed near the top of the Exhibitors list.
- **Conference APP Sponsorship Recognition** - Your organization's sponsorship highlighted on Whova Conference APP with information, logo, videos, photos, and links. Offers the ability to interact with attendees before, during and after the conference. **2021 Spring Conference Sponsors got over 68,000 views!**
- Quarter Page Ad in Conference Brochure
- Your Organization's Logo (live) included on 2 conference marketing/promotional emails - sent to over 8000 professionals
- Sponsor Breaks
- Professional Photo provided of your Booth Display & Staff
- Sponsorship Recognition at Conference Opening Plenary to audience of 400+ Leaders
- Sponsorship Recognition on Opening Plenary Slide Deck
- Conference Sponsorship Recognition in Conference Brochure, on Conference APP Agenda, Final Agenda and on Signage at Registration Desk.



EXHIBITING

TABLE TOP EXHIBIT \$750

INCLUDES: Face to face contact with system leaders and includes; a tabletop exhibit; a complimentary 1-day registration for 1 exhibit staff; lunch for 2 exhibit staff; and a list of all conference attendees with contact information.

PLUS Virtual Booth on Whova Conference App - includes promotional video, logo, website link, organization description, staff contact information.

Spring Conference 2021 virtual booth visits ranged from 30-144 per booth!

PLUS:

- Interactive Chat with Attendees on Virtual Exhibit Page
- Direct messaging available via Attendee Profile for quick follow up
- Use Whova to set up face to face meetings with potential customers
- Collect additional lead contact information with a Virtual Prize
- i2i will make Exhibitor page public a week prior to conference and for 3 months after event! Extended Exposure!

VIRTUAL ONLY EXHIBIT \$500

EVENT SPONSORSHIPS



SPONSOR OPENING PLENARY \$2,500

This year's opening keynote speaker is sure to be a draw! The Opening is our largest gathering at the conference with 400-500 attendees.

SPONSORSHIP INCLUDES: Recognition of Sponsorship at Opening Plenary, your logo featured on event cover slide, Sponsorship Signage at event, your organization's logo and name prominently displayed in Conference Brochure & Conference APP Agenda with your logo linking to your website or promotional video, Sponsorship and logo included on marketing emails distributed to over 8,000 contacts via multiple emails; provide you with professional photo of your representative speaker.



CLOSING PLENARY SESSION \$1,000

This year's Closing Plenary session typically seeks 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 300+ attendees, your logo

Sponsorship Opportunities



featured on Closing cover slide, sponsorship signage at event, and your logo (live) will be included in marketing emails sent to over 8,000 professionals, sponsorship will be highlighted on Conference APP Agenda with logo linking to your website or video; and we will provide you with professional photos of your organization's representative with the speaker at event for your use.



GENERAL SESSION.....\$1,000

The General Session typically feature NC DHHS leadership providing up to the minute information on state policies and system changes. This event is very well attended.

SPONSORSHIP INCLUDES: your logo and sponsorship recognized on session cover slide, thanked at session, recognition and logo included in the Conference Brochure and in marketing emails sent to over 8,000 leaders, sponsorship also highlighted on the Conference APP Agenda to include your logo linking to your website or video.

SPONSOR A SESSION.....\$700

i2i's conference sessions are well known for quality content featuring state and national experts. Associate your organization with a session topic while supporting important training.

SPONSORSHIP INCLUDES: Your logo and sponsorship recognized on session cover slide, mentioned by presenter at session and included in the Conference Brochure and in marketing emails sent to over 8,000 leaders, sponsorship highlighted on the Conference APP Agenda to include your logo linking to your website or video.

About the i2i Center for Integrative Health

The i2i Center for Integrative Health's mission it 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 service systems within a comprehensive system of whole person care. Since 2018, i2i has worked with diverse groups of professionals, consumers and advocates to complete projects with state and national policy significance - [learn how we can work with you.](#)



SPONSOR A TRAINING\$800

Present a 30-45 minute session that will be highlighted and available to ALL attendees via the Conference APP. The APP allows attendees access to your content for up to 3 months following the conference. Your session can focus on professional development or national trends affecting care. Offering a training draws attention to your organization and demonstrates your expertise. Note, this session CANNOT be a sales pitch.

i2i's PROMOTION OF YOUR TRAINING INCLUDES: Listing on the Conference APP Agenda, your speakers included in the list of Conference Presenters, i2i will advertise your training to potential attendees via two marketing emails to your 8,000 leaders, and you will receive the list of attendees with contact information that watched your video.

IN PERSON LUNCH & LEARN\$700 (SPACE IS LIMITED, ACT QUICKLY!)

Take advantage of having so many professionals in one place, host an in-person lunch & learn demo meeting!

SPONSORSHIP INCLUDES: i2i to advertise your meeting to all attendees via three emails, we will include your meeting on the formal agenda with a description on the Conference APP Agenda, and post signage at the registration desk. In addition, you will be provided a meeting space, screen, a list of attendee emails and information for you to make personal invitations to your meeting.

ADD VIRTUAL LUNCH & LEARN - \$300

to your in-person meeting using Conference APP for additional exposure - live stream or pre-record

VIRTUAL ONLY LUNCH & LEARN - \$600



Advertising Opportunities



MEAL SPONSORSHIPS



LUNCH \$800

High visibility offered at this event attended by over 400.

SPONSORSHIP INCLUDES: signage at event and sponsorship listed on final agenda and on Conference APP.

BREAKFAST OR BREAKS:

BREAKFAST \$700

BREAKS/REFRESHMENTS \$700

Visible signage placed in refreshment and/or breakfast area. Sponsorship also listed on Conference APP, agenda and conference brochure (IF RECEIVED BY 5/5)

SPECIALTY COFFEE BAR \$600

Add some spice to the breaks! Your sponsorship provides a specialty coffee bar with flavored syrups, cinnamon, chocolate shavings, whipped cream and other goodies to perk up participants!

SPONSORSHIP INCLUDES: sponsorship noted in 2 marketing emails, on Conference APP and signage at coffee bar.

EVENT SPONSORSHIP OPPORTUNITIES

CONSULTANT LISTING \$700

If you are a consultant and want to advertise your services to conference attendees, the Whova Conference APP, 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 attendees about your services before and during the conference.

REGISTRATION PACKET INSERT \$500

Include your electronic brochure or flyer with the Attendee Registration Materials available on the Conference APP.

ADVERTISE ON CONFERENCE

WEBPAGE \$500

Leading up to the Spring Conference our website sees a lot of traffic. **Place a full color ad that links to your website. Ad will run for an additional 2 weeks after the conference is over.** Ad size 300x250 pixels.

REGISTRATION DESK HANDOUT \$500

Place a hard copy flyer at the registration desk for attendees to pick up.

CONFERENCE ADVERTISING OPPORTUNITIES

ADVERTISE IN CONFERENCE PROGRAM

The Conference Program is THE marketing tool distributed to over 8,000 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 wide x 9.25" high) 558 PX WIDE x 738 PX HIGH

HALF PAGE LIVE AD \$600

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

QUARTER PAGE LIVE AD \$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.