ritical people · data · care Connections winter conference



Exhibit, Sponsorship & Advertising Opportunities Conference & Exhibition - In Person

December 7-9, 2022

Pinehurst Resort, Pinehurst, NC

Last Year in Pinehurst!

Connections

i2i has a very successful 20+ year tradition of hosting one of the **largest** gatherings of leaders of healthcare, mental health, intellectualdevelopmental disabilities, and substance use disorder services at the famous Pinehurst Resort in Pinehurst, NC. 2022 marks our final year at the resort, as next year we are stretching our wings to expand this event! The i2i conference is a valuable opportunity to gain exposure and market your product or service through Exhibiting, Sponsorship and Advertising.

ADDED EXPOSURE

In addition to the in-person networking opportunities, we will increase your contact with participants through the **Whova Mobile Conference APP**!

APP NETWORKING STATISTICS:

25 Sponsors - *62,323* Visits 45 EXHIBITORS - *504* VISITS & *120* NEW LEADS *1,501* 1:1 Private Messages, *1129* Profile Views *42* Business Cards Scanned & Exchanged



CONFERENCE EXHIBITS – DECEMBER 7 & 8 IN-PERSON EXHIBIT BOOTHS

- 6' deep x 10' wide booth.....\$1,000
- 8' deep x 10' wide booth.....\$1,200*
- 10' deep x 10" wide booth.....\$1,300*
- _ *Indicates limited booth supply

Foyer Tabletop Exhibits – are highly sought-after tables placed right outside the meeting rooms where conference sessions take place.



EXHIBITING INCLUDES:

- Face to face networking with over 900 system leaders
- A list of all conference participants and their contact information
- 1 Complimentary Registration for Wednesday and Thursday for 1 exhibit staff (nontransferable) to attend sessions, *does not include Friday*.
- Meals for 2 exhibit staff for **Wednesday and Thursday**; there is an additional Booth Staff Fee if more than 2 staff (\$250).
- All breaks take place in Exhibit Hall for increased traffic

PLUS APP Exposure and Interaction - includes promotional video, logo, website link, organization description, staff contact, request for information, direct messaging and email contact. Information about your page's activity available after the conference.

APP ADVANTAGES:

- Interactive Chat with Attendees on Exhibit Page
- Direct message any attendees for quick follow up
- Use Whova to set up face to face meetings with potential customers
- Host a virtual meeting with attendees
- Collect more lead contact information by offering an Online Door Prize.
- i2i will make Exhibitors online profiles live on our website a week prior to conference – *Early Exposure*

PRE-CON DAY EXHIBIT - DECEMBER 6

• Tabletop Foyer Exhibit at Pre-Con......\$700 One day exhibit at pre-con event on December 6th, includes face to face networking with up to 300 leaders and covers 2 exhibit staff, lunch, and attendance at session for 1 exhibit staff and list of attendees.

Sponsorship Packages

Connections

PLATINUM SPONSORSHIP - \$4,500 EXCLUSIVE BENEFITS! WORTH OVER \$8,000

SIGN UP BY 9/15 FOR PRIME EXHIBIT SPACE! INCLUDES:

- Prime Exhibit Space in Exhibit Hall or Foyer Foyer Exhibit Booth (tabletop) or 6x10 booth saved in prime space on front row. (Foyer Exhibit Space not guaranteed after 9/15) PLUS APP Exhibit Profile & Sponsor Page
- Full-Page Ad (live) in Conference Brochure
- APP Sponsorship Recognition includes: organization description, logo, weblink, video, documents, photos, contact information, and opportunity for additional online interaction with participants.
- EXCLUSIVE Exhibit Top Billing: as a Platinum Sponsor your Exhibit profile will be at the top of the Exhibitors list (alpha order). Attendees do not have to scroll down a long list to find you!
- EXCLUSIVE Your logo (live) on the i2i online Conference Registration Page - targeted exposure to registrants!
- EXCLUSIVE Your logo on Conference Banner displayed at event (sponsorship must be received by 10/21 to meet printing deadline).
- EXCLUSIVE Logo Web Banner (live) scrolling on ALL Pages of Conference APP - Home, Agenda, Profile and Web APP pages.
- Your Organization's Logo (live) included on all Conference Promotion Emails - sent to over 8000 professionals
- Sponsor Innovation Awards Reception
- Sponsor a Breakfast
- Sponsor a Lunch
- Sponsor all Session Breaks
- Your logo on Conference Bags
- Your Sponsorship Recognized with Signage displayed at Registration Desk
- Sponsorship Recognition at Opening Plenary Session Over 700 Attendees!
- Your Sponsorship and Logo prominently highlighted in Conference Program

SPONSORSHIP SIGN UP BEST BEFORE OCTOBER 17TH 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 <u>jean@i2icenter.org</u>.



GOLD SPONSORSHIP - \$3,500

INCLUDES:

- Prime Exhibit Space (6' x 10' booth) on front row of Exhibit Hall Plus APP Exhibit Profile & Sponsor Page
- APP Sponsorship recognition includes: organization description, logo, weblink, video, documents, photos, contact information, and opportunity for direct interaction with participants.
- Half-Page Ad (live) in Conference Brochure
- **Logo banner** (live) scrolling on Conference APP Home and Agenda pages.
- Logo on Conference Bag
- A Breakfast Sponsorship
- Sponsorship of the Dance
- Sponsorship Recognition at Opening Plenary Session
 Over 700 Attendees!
- Your Sponsorship & Logo prominently highlighted in
 Conference Program

SILVER SPONSORSHIP - \$2,500

INCLUDES:

- Prime Exhibit Space (6' x 10' booth) on Front Row of Exhibit Hall Plus APP Exhibit Profile & Sponsor Page
- **APP Sponsorship recognition** includes: organization description, logo, weblink, video, documents, photos, contact information, and opportunity for direct interaction with participants.
- Logo Banner (live) scrolling on the Home page of the Conference APP
- A Lunch Sponsorship
- Sponsorship of the **Dance**
- Your Sponsorship & Logo Prominently displayed in
 Conference Program
- Sponsorship Recognized at Opening Plenary Session
 Over 700 Attendees!

Marketing and Sponsorship Opportunities



NEW - EXCLUSIVE SPONSOR OPTION - Time Limited, First Come Opportunities till September 15th – Act Fast!



SEMI-EXCLUSIVE SPONSORSHIP - LIMIT 4 SPONSORS NEW LANYARD SPONSORSHIP......\$1,800

All attendees, speakers and exhibitors can choose to wear your organization's lanyard with your logo prominently displayed during the conference. Your organization orders and supplies lanyards to i2i and we will make them available at registration desk.



EXCLUSIVE SPONSORSHIP OPPORTUNITY EXHIBIT HALL PHOTO BOOTH......\$5,000

Add some fun to the exhibit hall

with a photo booth that will exponentially raise your organization's profile and attract attendees to your exhibit (your booth will be place next to photo booth). Your logo will appear on all photos - digital and hard copy - giving attendees a fun pic to post on social media and a print keepsake from you!

Sponsorship includes: i2i advertising your booth via Whova notification, Signage, APP Profile Page for Photo Booth with your sponsorship highlighted, and marketing email blast sent to 8,000. If sign up by 9/5 will highlight photo booth in Conference Brochure.



SPONSOR SANTA'S VISIT EXCLUSIVE SPONSORSHIP......\$2,000 AFTER 9/15 - \$800

Santa's visit is always a big hit, with lot of folks coming by for

pics with Santa, making video calls to the kids and more!

Sponsorship includes: i2i advertising your sponsorship with signage at event, in Conference brochure, highlighted in a conference marketing email blast to 8,000 and an APP direct message reminding attendees about Santa's visit.

SESSION SPONSORSHIPS



OPENING PLENARY EXCLUSIVE SPONSORSHIP......\$8,000 AFTER 9/15 - \$3,000

This year's keynote will be someone that never disappoints, Monica Oss, CEO of Open Minds. Monica will present on the most pressing and relevant policy, business and care topics facing our system today. Her presentations always draw a very large crowd, and we would expect to have 700+ attend this event.

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 8,000 contacts via multiple emails, Sponsorship highlighted on the Conference APP, recognition on social media posts; your organization's logo prominently displayed in conference marketing emails; provide you with professional photos of your organization's representative with the speaker at event for your use; and Sponsorship Signage at event. **Exclusive Sponsorship includes:** speaker introduction by your representative and description of your services by i2i Executive Director at event opening.

This year's Closing Plenary will wrap up the conference with motivation, inspiration and information sure to send attendee home feeling good.

Sponsorship includes: your sponsorship announced and recognized in front of over 400+ attendees, sponsorship signage at event, and your logo will be included in marketing emails sent to over 8,000 professionals, highlighted on the Conference APP and i2i will provide you with professional photo of your organization's representative with the speaker at event for your use. **Exclusive Sponsorship includes:** speaker introduction by your representative and description of your services by i2i Executive Director at event opening.

Marketing and Sponsorship Opportunities



GENERAL SESSION

EXCLUSIVE SPONSORSHIP......\$6,000 AFTER 9/15 - \$2,500

The General Session is a very large gathering; i2i plans the topic around a critical issue of the day of interest to all attendees.

Sponsorship includes: your sponsorship announced and recognized in front of over 600+ attendees, sponsorship signage at event, and your logo will be included in marketing emails sent to over 8,000 professionals, sponsorship highlighted on the Conference APP and i2i will provide you with professional photo of your organization's representative with the speaker at event for your use. **Exclusive Sponsorship includes:** speaker introduction by your representative and description of your services by i2i Executive Director at event opening.



PRE-CON DAY TRAINING EXCLUSIVE SPONSORSHIP.....\$6,000 AFTER 9/15 - \$2,500

i2i traditionally works with NC DHHS and other state leaders

to offer attendees a pre-conference day-long session to get attendees up to speed on the latest happenings with Medicaid managed care and system changes.

Sponsorship includes: your sponsorship announced and recognized in front of over up to 300+ attendees, sponsorship signage at event, and your logo will be included in marketing emails sent to over 8,000 professionals and highlighted on the Conference APP. You will also receive a complimentary exhibit booth and one comp registration to attend the session. **Exclusive Sponsorship includes:** speaker introduction by your representative and description of your services by i2i Executive Director at event opening.



SPONSOR A SESSION....\$2,000

i2i's conference sessions will cover many topics – managed care, state and national policies, system updates, integrated care,

technology, equity, consumer voice and much more. Associate your organization with one of these relevant and important topics. **Sponsorship includes:** your representative opens the session with speaker introductions, logo and sponsorship on session cover slide, sponsorship listed in the Conference Brochure, on Conference APP and in marketing emails sent to over 8,000 leaders. You will also receive a list of attendees registered for the session. **If sign up by 9/5** will highlight sponsorship in Conference Brochure.



VIRTUAL TRAINING......\$2,000

A limited number of organizations will have the opportunity to record a 30 - 60 minute content focused session for

the Conference (i2i must pre-approve topic). **Offering** a training relevant to your product or service is a great way to draw attention to your organization and demonstrate your expertise. Note, the session cannot be a sales pitch.

i2i's Promotion of Your Training includes: listing on the Conference APP Agenda, Program at a Glance, your presenters listed as Conference Speaker, i2i will advertise your training to potential attendees via two marketing emails to over 8,000 leaders, and receive the list of attendees that watch your session. Your session will be available on the Conference APP for 3 months for attendees to watch anytime!



LUNCH & LEARN MEETING......\$1,000 (+VIRTUAL \$1,500)

Up to eight organizations may host a private 30-minute demo

meeting onsite with potential customers during the long lunch break on Wednesday and Thursday (your responsible for meeting AV). Your meeting will be on the Conference APP agenda, Program at a Glance, i2i will provide meeting space and advertise your event to potential attendees via two marketing emails to over 8,000 leaders. In addition, a reminder message will be sent to attendees using the Whova APP the day of your meeting, signage will be placed at registration desk and at meeting room and you will receive the attendee list prior to event so you can make personal invitations. +Virtual – Pre-record your Lunch & Learn and it will be available to on the Conference APP for attendees to watch anytime for 3 months!

Marketing and Sponsorship Opportunities

Connections

DIRECT MESSAGE.....\$700

Send a message via the Conference APP to all attendees - invite folks to your booth, send a video message and promote your product or service to all participants during the conference.

SPONSOR A MEAL



BREAKFAST.....\$1,800

Everyone looks forward to the famous Pinehurst Breakfast Buffet as part of the conference! **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 Conference APP.



LUNCH.....\$1,800

Support the biggest networking opportunity at the conference. All conference participants – over 600, enjoy the lunch buffet and

mingle during the extended lunch.

Sponsorship includes: signage at lunch, listing on Program at a Glance and on the Conference APP.

ALL SESSION BREAKS.....\$1,500

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 on the Conference APP.

SPECIALTY COFFEE BAR FOR BREAKS......\$1,200

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 blast to over 8,000 professionals.

EVENTS



INNOVATION AWARDS RECEPTION.....\$2,000

System leaders gather to recognize exceptional and innovative services and activities

that are advancing integrated, whole person care in North Carolina. Associate your organization with a sought-after award by sponsoring the Innovation Awards Reception.

Sponsorship includes: recognizing sponsors at event; signage, listing of sponsors in Awards Program, the Program at a Glance, in Conference Brochure and recognition on Conference APP.



DANCE PARTY.....\$800

It is always a good time at the dance and folks look forward to it every year!

Sponsorship includes: signage at the dance, announcement and recognition of your sponsorship by DJ at event and recognition on Conference APP and Program at a Glance.

DANCE PARTY TOYS.....\$500

sponsor some fun toys for people to use for photos, selfies, and dancing. Sponsorship recognized with signage near toys.



MASSAGE THERAPIST......\$800

Help everyone enjoy the event by sponsoring 2 days of free massages in the exhibit hall by the professionals from the Pinehurst Spa!

Sponsorship includes: signage in massage area and recognition in the Conference Program and recognition on Conference APP.

FOR EXTENDED RECOGNITION IN CONFERENCE BROCHURE SIGN UP BY 9/5

Advertising Opportunities



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

All registration materials will be on the Conference APP, we can add your organization's brochure or flyer to the packet.

REGISTRATION HANDOUT.....\$700

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 for folks to pick up.

CONFERENCE BAG ADVERTISEMENT

EXCLUSIVE SPONSORSHIP......\$5,000 AFTER 9/15......\$1,500

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, 2022.**

Exclusive Sponsorship: your logo or ad is the only thing that appears the bag (with i2i logo & conference title).

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......\$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 a door prize highlights your organization's generosity. **Your 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.

Opportunities at a Glance Price List Exhibit, Sponsorship & Advertising

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ONLINE REGISTRATION EXHIBIT & SPONSORSHIP SIGN UP

Go to our <u>online sign up</u> for any of the above opportunities. Payment should be made by credit card, unless not administratively possible, then choose Pay by Check. Payment is due within 30 days of invoice and ALL payments MUST be received no later than November 15th. NOTE, your exhibit or sponsorship is **not secure** until payment is received.

An invoice will be AUTOMATICALLY emailed immediately after you sign up. PLEASE CHECK Spam, Junk or Clutter Files if you do not receive an invoice to your inbox.

CANCELLATION POLICY – there are no refunds on Exhibit, Sponsorship or Advertising Opportunities.

THIS IS NOT A FORM. PLEASE CLICK HERE TO SIGN **UP FOR THESE CONFERENCE OPPORTUNTIES.**

ADVERTISING

FULL PAGE CONFERENCE PROGRAM AD	\$900
HALF PAGE CONFERENCE PROGRAM AD	\$650
QUARTER PAGE CONFERENC PROGRAM AD	
DIGITAL REGISTRATION PACKET INSERT	\$500
REGISTRATION DESK HANDOUT	\$700
CONFERENCE BAG	45 000
AD EXCLUSIVE	\$5,000 OR \$1.500
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EXHIBITING	PRICES
EXHIBIT BOOTH (6' X 10')	\$1,000
EXHIBIT BOOTH (8' X 10')	\$1,200
EXHIBIT BOOTH (10' X 10')	\$1,300
FOYER EXHIBIT	\$1,200
ADDITIONAL BOOTH STAFF FEE	\$250
TABLETOP PRE-CON EXHIBIT	.,\$700
ELECTRICAL OUTLET FOR EXHIBIT SPACE	\$50

SPONSORSHIP PACKAGES

PLATINUM SPONSORSHIP	\$4,500
GOLD SPONSORSHIP	\$3,500
SILVER SPONSORSHIP	\$2,500

BE THE ONLY SPONSOR!

Sign up for an Exclusive Sponsorship - BY September 5th, after that, sponsorship opens to multiple sponsors at the regular price.

MARKETING & SPONSORSHIP OPPORTUNITIES

NEW LANYARD SPONSORSHIP	\$1,800 (LIMIT 4 SPONSORS)
EXHIBIT HALL PHOTO BOOTH EXCLUSIVE	\$5,000
SANTA'S VISIT EXCLUSIVE	<mark>\$2,000</mark> or \$800
OPENING PLENARY EXCLUSIVE	\$8,000 or \$3,000
CLOSING PLENARY EXCLUSIVE	<mark>\$8,000</mark> or \$2,500
GENERAL SESSION EXCLUSIVE	\$6,000 or \$2,500
PRE-CON DAY EVENT EXCLUSIVE	<mark>\$6,000</mark> or \$2,500
SPONSOR A SESSION	\$2,000
	\$2,000
LUNCH & LEARN MEETING	\$1,000 ADD VIRTUAL \$1500
DIRECT MESSAGE	\$700
SPONSOR A BREAKFAST	\$1,800
SPONSOR A LUNCH	\$1,800
ALL SESSION BREAKS	\$1,500
SPECIALTY COFFEE BAR	\$1,200
INNOVATIONS AWARDS RECEPTION	\$2,000
DANCE PARTY	\$800
DANCE PARTY TOYS	\$500
MASSAGE THERAPIST	\$800