



WINTER CONFERENCE

DELIVERING ON INTEGRATION: OPTIMIZING CONNECTIONS



CENTER for
INTEGRATIVE
HEALTH

insight to innovation

Exhibit, Sponsorship &
Advertising Opportunities

Conference & Exhibition
In Person Event

December 7-8, 2023

Pre-Con Event
December 6, 2023

Benton Convention Center
Winston-Salem, NC





DELIVERING ON INTEGRATION: OPTIMIZING CONNECTIONS

December 7-8, 2023

Benton Convention Center
Winston-Salem, NC

I2I CENTER FOR INTEGRATIVE HEALTH is focused on improving the delivery of whole person care to individuals with mental health, intellectual-developmental disabilities, and substance use disorders (MH/IDD/SUD) needs in North Carolina.

We have a **very successful 20+ year history** of hosting one of the **largest (900+)** **gatherings of leaders** from healthcare and MH/IDD/SUD services in North Carolina. Our event is known for its **exceptional networking opportunities that connect you with executive leaders** from provider organizations, public/private insurance companies, State agencies, hospitals, licensed professionals, universities, consultants, policy and advocacy groups, beneficiary members, and others. This conference offers an opportunity to make **valuable contacts** with **key decision makers in North Carolina.**

In 2023, we are excited to move to the **Benton Convention Center in Winston-Salem, NC**, giving us the chance to expand attendance to our integrated care partners and increase exhibitor participation.



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Conference Opportunities



**DELIVERING ON
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CONFERENCE EXHIBITS

December 7-8

PRE-CON EXHIBIT DAY

December 6



BOOTH SIZES & RATES

6' DEEP X 10' WIDE BOTH.....\$1,000

8' DEEP X 10' WIDE BOOTH.....\$1,200

10' DEEP X 10" WIDE BOOTH.....\$1,300

Prime Hall Placement

FOYER TABLETOP EXHIBIT.....\$1,200

Session Foyer

ADD PRE-CON EXHIBIT DAY.....\$500

EXHIBIT AT THE
PRE-CONFERENCE ONLY.....\$800

Foyer Tabletop

All breaks are held in the Exhibit Hall and **NEW** this year, breakfast and lunch will be served adjacent to the hall, making your exhibit more accessible to attendees.

EXHIBITING INCLUDES:

- Face to face networking with 900+ executives, leaders and stakeholders
- The list of conference participants with contact information
- 1 complimentary registration for two days for one exhibit staff to attend sessions (nontransferable).
- Meals for two exhibit staff for two days. Additional fee to add exhibit staff (\$275)
- **Expanded Marketing** - APP Exhibitor Profile - highlight your organization with a promotional video, advertise booth demo, post brochures, photos, web links, description, staff information, direct messaging, and email. *Statistics about your page's activity will be provided after the conference.*

APP NETWORKING:

- Chat with Attendees on Exhibitor page
- Direct message any attendees for quick follow up
- Use APP to set up face-to-face meetings with potential customers.
- Host a virtual meeting with attendees.
- Collect additional Lead Contact information using the Door Prize sign up
- i2i shares Exhibitors on Conference webpage - giving you **Added Exposure!**

Sponsorship Packages



DELIVERING ON INTEGRATION: OPTIMIZING CONNECTIONS

PLATINUM SPONSORSHIP \$5,000

EXCLUSIVE BENEFITS! VALUED AT OVER \$12,000

Sign Up as Sponsor by September 15 to ensure Exhibit Placement!

INCLUDES:

- **Prime Exhibit Hall or Foyer Booth** – Foyer Exhibit or 10x10 booth saved in a prime hall space – you choose. (*Foyer exhibit space not guaranteed after 10/15*)
- **EXCLUSIVE – Exhibit and Sponsorship Top Billing:** as a Platinum Sponsor you will be at the top of the lists. Attendees do not have to scroll down the list to find you!
- **EXCLUSIVE** – Your Sponsorship recognized on the Conference **Registration Page** – **targeted exposure to all registrants!**
- **EXCLUSIVE** – Your Platinum Sponsorship recognized on **Conference Banner** prominently displayed at event (sign up by **10/20** to meet printing deadline).
- **EXCLUSIVE** – Your **Organization Banner** scrolling on **Conference APP** – Agenda, Profile and Web APP pages.
- Your logo included on all **Conference Email Promotions** – sent to over 8000 professionals.
- Sponsorship Recognition at **Opening Plenary Session** – **Over 800 Participants!**
- **Full-Page Ad** in Conference Brochure
- **APP Sponsorship Recognition:** promo video, description, logo, weblinks, documents, photos, contact information, and opportunity for online interaction with participants.
- **NEW Sponsor Level Recognized on Exhibitor Signage** all booth visitors will know you are a Platinum sponsor.
- **Sponsorship Recognition** – event banner, Conference APP, Web page, Registration Landing Page, Brochure, and the Program at a Glance
- Sponsor Innovation **Awards Reception**
- Sponsor a **Breakfast**
- Sponsor a **Lunch**
- Sponsor all **Session Breaks**
- Your logo on **Conference Bags**
- Your Sponsorship prominently highlighted in **Conference Program and web page**

GOLD SPONSORSHIP \$4,000

VALUED AT OVER \$12,000

INCLUDES:

- **Prime Exhibit Space (8' x 10' booth), Plus APP Exhibit Profile & Sponsor Page**
- **Half-Page Ad** in Conference Brochure
- **NEW Sponsor Level Recognized on Exhibitor Signage** all booth visitors will know you are a Gold Sponsor.
- **APP Sponsorship recognition:** video, photos, links, documents, description, logo, contact information, and opportunity for direct interaction with participants.
- **Organization banner** scrolling on Conference APP Agenda and Web APP pages.
- Logo on **Conference Bag**
- **Lunch Sponsorship** (worth \$2500 alone)
- One Day **Break Sponsorship**
- Sponsorship Recognition at **Opening Plenary Session** – **Over 800 Participants!**
- Your Sponsorship & Logo prominently highlighted in **Conference Program and web page**

SILVER SPONSORSHIP \$3,000

VALUED AT OVER \$4,000

INCLUDES:

- **Prime Exhibit Space (6' x 10' booth), APP Exhibit Profile & Sponsor Page**
- **NEW Sponsor Level Recognized on Exhibitor Signage** all booth visitors will know you are a Silver Sponsor.
- **APP Sponsorship recognition:** video, photos, links, documents, description, logo, contact information, and opportunity for direct interaction with participants.
- **Organization Banner** scrolling on the Attendee Profile page of the Conference APP
- **Breakfast Sponsorship** (worth \$2500 alone)
- Your Sponsorship & Logo Prominently displayed in **Conference Program and Web Page.**
- Sponsorship Recognized at **Opening Plenary Session** – **Over 800 Participants!**

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

Sponsorship Opportunities



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SPONSOR SANTA'S VISIT.....\$2,000

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.



LANYARD SPONSORSHIP.....\$1,500

Limit 4 Sponsors!

All attendees, speakers and exhibitors can choose to wear your organization's lanyard with your logo prominently displayed during the conference.

Your organization supplies lanyards, and we will make them available at the registration desk.

SPONSORSHIP OPPORTUNITIES



OPENING PLENARY.....\$3,500

The Opening Plenary is THE LARGEST gathering at the conference. It features a dynamic keynote speaker

addressing the relevant issues facing our system today. **Sponsorship** includes **announcement** and **recognition of sponsorship at Opening Plenary**, your logo featured on plenary cover slide, your Sponsorship prominently displayed in **Conference Brochure** - distribution to over 8,000 contacts via multiple emails, Sponsorship **highlighted** on the **Conference APP**, recognition on **social media** posts; your logo prominently displayed in conference **marketing emails**; receive a **professional photo** of your organization's representative with the speaker at event; and **Sponsorship Signage** at event.



CLOSING PLENARY SESSION.....\$2,500

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 at Closing Plenary** in front of over 400+ attendees, logo on session cover slide, 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 representative with the speaker at event for your use.

GENERAL SESSIONS.....\$2,500

The General Sessions are large gatherings (600+) that i2i plans around critical issues of the day of interest to all attendees. **Sponsorship includes:** your sponsorship announced and **recognized at General Session**, logo on session cover slide, sponsorship **signage at event**, and your logo included in **marketing emails** sent to over 8,000 professionals, sponsorship **highlighted** on the **Conference APP** and you will receive a **professional photo** of your representative with the speaker at event for your use.



VIRTUAL PRESENTATION...\$2,500

A limited number of organizations will have the opportunity to record a 30 - 45 minute content focused session for the Conference (topic to be

pre-approve). Offering a training is a great way to draw attention to your organization and demonstrate your expertise. **i2i's Promotion of Your Training includes** listing on the Conference 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, you will receive the list of individuals that watched your session. Your session will be available on the Conference APP for 3 months for attendees to watch anytime!

Sponsorship Opportunities



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DIRECT MESSAGE.....\$700

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



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 logo displayed on **session cover slide**, speaker recognition of your sponsorship, sponsorship highlighted 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.



LUNCH & LEARN MEETING.....\$2,000 (+VIRTUAL RECORDING \$2,500)

Host a private 30-minute demo meeting onsite with potential customers during the long lunch breaks.

Your meeting will be listed on the Program at a Glance, APP Agenda, your speaker listed as a presenter. i2i will provide meeting space (you provide projector) and advertise your event to potential attendees via two marketing emails to over 8,000 leaders. In addition, a message will be sent via the APP to invite attendees to 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. **Add Virtual - Pre-record your demo and it will be available to on the Conference APP for attendees to watch anytime for 3 months!**

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

PLUS COMP EXHIBIT SPACE!

SIGN UP BY **SEPTEMBER 30**



EXHIBIT HALL NAMING RIGHTS.....\$12,000

The Exhibit Hall is a major attraction at i2i's Winter Conference with hundreds of visitors and will be named YOUR COMPANY EXHIBIT HALL. The Hall

recognition will be included in all the pre-conference promotional marketing materials - conference brochure, marketing emails, conference website, Conference Agenda and social media posts. A large hanging banner will welcome attendees to the YOUR COMPANY EXHIBIT HALL. This support also includes the **first 10x10 booth** attendees see as they enter the exhibit hall! Also includes Virtual Exhibit and APP Sponsor page.



SPONSOR CONFERENCE APP.....\$8,000

Whova conference APP has been used by i2i with much success for several years. Our attendees are highly familiar with it and almost 90% use the APP. Your logo will

be incorporated into the conference program header for the Whova APP and appear on the home page of both the Phone and Web APP. Your logo will be the only logo banner on the home page and will scroll as a sponsor on all the other APP pages. **Your sponsorship will be recognized** in conference marketing emails, our brochure and i2i conference web page. Sponsorship also includes a **complimentary Foyer Exhibit** space, Virtual Exhibit and APP Sponsor page.

Sponsorship Opportunities



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SPONSOR CHARGING STATION.....\$6,000

A charging station is a great resource to have at a conference. People can use it to charge their phones and other devices. The station will be centrally located and branded with your logo. It will be available for attendees during the 2-day event.

Your sponsorship will be recognized in pre-conference promotional marketing materials – conference brochure, marketing emails, conference website, and with signage. Sponsorship also includes a **complimentary Foyer Exhibit** space, Virtual Exhibit and APP Sponsor page.



EXHIBIT HALL PHOTO BOOTH....\$6,000

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 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 APP notification, Signage, Sponsor and Exhibitor Profile Page for Photo Booth with your sponsorship highlighted, and marketing email blast sent to 8,000. Sponsorship also provides a **complimentary 6x10 Exhibit booth** and virtual exhibit.

SPONSOR THE CONFERENCE WI-FI.....\$5,000

The conference Wi-Fi password will be your organization's name. An email push notification will be sent to all attendees with the Wi-Fi password, acknowledging your sponsorship with your logo, as well as signage at the conference registration area. We will also highlight your sponsorship in pre-conference promotional marketing materials – conference brochure, marketing emails, conference website, and with a APP Sponsor page. Sponsorship also includes a **complimentary 6x10 Exhibit booth** and virtual exhibit.

SPONSOR A MEAL



Support the biggest networking events at the conference. All conference participants enjoy breakfast and lunch while they mingle during the extended meals.

BREAKFAST.....\$2,500

Sponsorship includes signage at breakfast, recognition on Conference APP, Conference Brochure and the Program at a Glance.

LUNCH.....\$2,500

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

ALL SESSION BREAKS.....\$2,000

Your sponsorship lasts the whole event! Help refresh your colleague's morning and afternoon. You will be named as a sponsor of ALL breaks during the conference. **Sponsorship includes** signage at event, listing on the Conference Brochure, Program at a Glance and on the Conference APP.

SPECIALTY COFFEE BAR FOR BREAKS.....\$2,000

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, APP message to attendees and in a marketing email blast to over 8,000 professionals.

Special Events



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WELCOME RECEPTION.....\$3,000

Need at least 3 sponsors to host event

Our attendees love to get together and being in a new city this year,

it will be important to meet up with friends and colleagues. If you would like to sponsor a welcome reception for attendees Tuesday evening, please email Jean Overstreet at jean@i2icenter.org to discuss.

Sponsorship includes: Organization introduction at reception, signage, recognition on Conference APP, Agenda, APP Message and highlighted in conference email marketing.



CONFERENCE ENTERTAINMENT...\$3,000

Winston-Salem has a lot to offer attendees during their free time, especially with the holidays just around the corner. i2i will set up

some entertainment options to enhance the conference experience. Your support will be highlighted in all available communications: Conference APP, Agenda, APP Message, email marketing, social media and your representative comped event participation.

MASSAGE THERAPIST.....\$1,500



Everyone loves to take advantage of the free professional massages in the exhibit hall! **Sponsorship includes** signage in massage area and recognition in the Conference Program and Conference APP.



INNOVATION AWARDS RECEPTION.....\$2,500

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 at event, listing of sponsors in Awards Program, the Program at a Glance, in Conference Brochure and recognition on Conference APP.

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.



CONFERENCE PROGRAM

The Conference Program is **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.

For the best advertising exposure – send ads BY August 30.

FULL PAGE LIVE AD.....\$1,000

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

HALF PAGE LIVE AD.....\$650

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

QUARTER PAGE PRINT ADS.....\$500

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

Ads MUST be sent in color and high resolutions – 300 DPI better in an EPS, PDF or JPEG format.

Brochure is electronic only.



CONFERENCE BAG ADVERTISING.....\$1,800

Attendees 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.**

CONTRIBUTE A DOOR PRIZE

A live door prize drawing is fun and exciting and how we wrap up the conference – our attendees always 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 the live drawing (400+ attend).**

Exhibit, Sponsorship & Advertising Price List



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ONLINE REGISTRATION EXHIBIT & SPONSORSHIP SIGN UP

Sign up [online](#) 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 sign up and all payments MUST be received no later than **November 15**. 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.

[CLICK HERE TO SIGN UP FOR THESE CONFERENCE OPPORTUNITIES.](#)

ADVERTISING

FULL PAGE CONFERENCE PROGRAM AD.....	\$1,000
HALF PAGE CONFERENCE PROGRAM AD.....	\$650
QUARTER PAGE CONFERENCE PROGRAM AD.....	\$500
CONFERENCE BAG ADVERTISING.....	\$1,500

EXHIBITING

6' X 10' BOOTH.....	\$1,000
8' X 10' BOOTH.....	\$1,200
10' X 10' BOOTH.....	\$1,300
<i>Prime Hall Placement</i>	
FOYER TABLETOP EXHIBIT.....	\$1,200
<i>Session Foyer</i>	
ADD PRE-CON EXHIBIT DAY.....	\$500
PRE-CON EXHIBIT DAY ONLY.....	\$800

PRICES

SPONSORSHIP OPPORTUNITIES

EXHIBIT HALL NAMING RIGHTS.....	\$12,000
SPONSOR CONFERENCE APP.....	\$8,000
SPONSOR CHARGING STATION.....	\$6,000
EXHIBIT HALL PHOTO BOOTH.....	\$6,000
SPONSOR THE CONFERENCE WI-FI.....	\$5,000
PLATINUM SPONSORSHIP.....	\$5,000
GOLD SPONSORSHIP.....	\$4,000
SILVER SPONSORSHIP.....	\$3,000
LANYARD SPONSORSHIP.....	\$1,500
<i>4 sponsor limit (you supply lanyards)</i>	
SANTA'S VISIT.....	\$2,000
OPENING PLENARY.....	\$3,500
CLOSING PLENARY.....	\$2,500
GENERAL SESSION.....	\$2,500
VIRTUAL PRESENTATION.....	\$2,500
LUNCH & LEARN MEETING.....	\$2,000
<i>Add virtual demo - \$2,500</i>	
DIRECT MESSAGE.....	\$700
BREAKFAST.....	\$2,500
LUNCH.....	\$2,500
ALL SESSION BREAKS.....	\$2,000
SPECIALTY COFFEE BAR.....	\$2,000
INNOVATION RECEPTION.....	\$2,500
CONFERENCE ENTERTAINMENT.....	\$3,000
WELCOME RECEPTION.....	\$3,000
MASSAGE THERAPIST.....	\$1,500

Online Registration Exhibit & Sponsorship Sign Up



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Sign up **ONLINE** 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 sign up and all payments **MUST** be received no later than **November 15**. 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

Please note, there are **no refunds** on cancellations to Exhibit, Sponsor or Advertise.

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