



SPRING CONFERENCE
INNOVATION UNLEASHED:
BUILDING NEW CARE CONNECTIONS

i2i

CENTER *for*
INTEGRATIVE
HEALTH

insight to innovation

Exhibit, Sponsorship &
Advertising Opportunities

Conference & Exhibition *In Person Event*

June 11-12, 2024

Hilton Raleigh North Hills Hotel • Raleigh, NC

Exhibit & Sponsorship Opportunities

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THIS CONFERENCE OFFERS THE OPPORTUNITY TO NETWORK WITH 400 DECISION MAKERS THAT MANAGE AND PROVIDE INTEGRATED, WHOLE PERSON CARE from the healthcare, mental health, intellectual-developmental disabilities, and substance use (MH/I-DD/SUS) services system.

The conference is attended by Managers, Professionals, Leaders and stakeholders, including: public and private managed care payers (PHPs and LME/MCOs) and their executive leadership teams, provider CEOs & managers, healthcare professionals/managers, clinicians, individuals with lived experience and family members, state government leaders, hospital administrators, university professionals, advocates, and others.



Whova

To enhance your interaction with attendees, i2i utilizes the **Whova Conference APP** to help highlight Exhibitors and Sponsors as well as to provide a seamless experience and access to all conference information, handouts, agenda, and more.

Over 450 Exhibitors Leads were Generated using Whova at 2023 Spring Conference!

Sponsorship Packages

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PLATINUM SPONSORSHIP \$3,500

EXCLUSIVE PACKAGE INCLUDES:

- **Tabletop Exhibit** – Prime Exhibit space if sign up by **March 30th**. Your Platinum Sponsorship keeps your organization at the top of the Exhibitor APP listing, so yours are the first organizations viewed.
- **Conference APP Recognition** – Your organization’s Sponsorship highlighted on Whova Exhibitor Profile with information, handouts, logo, videos, photos and links. APP offers interaction with attendees before, during and after the conference.
- **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 Sponsorship and logo included on i2i’s Spring Conference page linking to your website.
- **NEW** – Your organization highlighted on our Exhibitor and Sponsor webpages.
- Your Organization’s Logo (live) included on ALL conference **promotional emails** - sent to over 6000 professionals.
- **Full-Page Ad** in Conference Brochure (*due 4/10*)
- **Professional Photo** provided of your Exhibit Booth & Staff
- Sponsorship recognition at **Opening Plenary** to audience of 400 Leaders
- Sponsor Logo included on Opening Plenary **Slide Deck**
- Sponsorship of **Breakfast, Lunch and all Breaks**
- Conference **Sponsorship Recognition** in Conference Brochure, on APP Agenda and on final Program at a Glance.
- **Sponsorship signage recognition displayed** at registration desk.

NEW! PICK 3 \$1,700

- Exhibit space, one day sponsorship of breaks, your logo included on one marketing email blast to over 6000 professionals.

GOLD SPONSORSHIP \$2,500

INCLUDES:

- **Tabletop Exhibit** – Prime Exhibit space if sign up by **March 30th**. Your sponsorship keeps your organization listing in the top second tier of the Exhibitor APP listing, so attendees can find you easily.
- **Conference APP Recognition** – Your organization’s Sponsorship highlighted on Whova Exhibitor Profile with information, handouts, logo, videos, photos and links. APP offers interaction with attendees before, during and after the conference.
- **Half Page Ad** in Conference brochure (*due 4/10*)
- **NEW** – Your organization highlighted on our Exhibitor and Sponsor webpages.
- Your Organization’s Logo (live) included on 3 conference promotional emails - sent to over 6000 professionals
- **Professional Photo** provided of your Exhibit Booth & Staff
- Sponsorship recognition at Conference **Opening Plenary** to audience of 400 Leaders
- Sponsorship Logo included on Opening Plenary **Slide Deck**
- Sponsorship of **Lunch**
- Conference **Sponsorship Recognition** in Conference Brochure.
- **Sponsorship signage recognition displayed** at registration desk.

SILVER SPONSORSHIP \$2,000

INCLUDES:

- **Tabletop Exhibit** – Saved in Prime Exhibit area if sign up by **March 30th**. Your sponsorship keeps your organization listing in the top third of the Exhibitor APP listing, so attendees can find you easily.
- **Conference APP Recognition** – Your organization’s Sponsorship highlighted on Whova Exhibitor Profile with information, handouts, logo, videos, photos and links. APP offers interaction with attendees before, during and after the conference.
- **NEW** – Your organization highlighted on our Exhibitor and Sponsor webpages.
- Your Organization’s Logo (live) included on **a conference promotional email** - sent to over 6000 professionals
- Sponsor **Breaks**
- **Professional Photo** provided of your Booth Display & Staff
- Sponsorship recognition at Conference **Opening Plenary** to audience of 400 Leaders
- Sponsorship Logo included in Opening Plenary **Slide Deck**
- Conference **Sponsorship Recognition** in Conference Brochure and on APP Agenda.
- **Sponsorship signage recognition displayed** at registration desk.

Exhibiting & Event Sponsorships

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EXHIBITING



TABLETOP EXHIBIT.....\$850

Exhibiting offers in person networking with system leaders and includes: a one-day tabletop exhibit (June 11th); a

complimentary 1-day registration for 1 exhibit staff; lunch for 2 exhibit staff; and a list of all conference attendees with contact information sent before the conference.

PLUS Exhibitor APP Profile includes promotional video, handouts, logo, website link, organization description, staff contact information, photos and opportunity to interact and gather lead contact information.

APP BENEFITS:

- **NEW! QR Badge Code** - will allow you to scan and capture attendee contact information
- Interactive Chat available with Attendees on Exhibit Profile 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 APP Door Prize sign up
- i2i will make Exhibitor page public a week prior to conference and for 3 months after event!

Extended Exposure!

EVENT SPONSORSHIPS



Monica Oss, CEO, Open Minds,
2023 Keynote Speaker

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+ attendees. **Sponsorship includes** recognition of your Sponsorship of the Opening

Plenary, your logo featured on Opening cover slide, Sponsorship Signage at event, your organization's logo and name prominently displayed in Conference Brochure, on Conference APP Agenda with your logo linking to your website or promotional video and on the Program at a Glance, Sponsorship and logo included on marketing emails distributed to over 6,000 contacts via multiple emails; receive a professional photo of your representative with keynote speaker.



CLOSING PLENARY.....\$1,500

The 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 sponsorship and logo featured on Closing cover slide, sponsorship signage at event, and your logo (live) will be included in marketing emails sent to over 6,000 professionals, sponsorship will be highlighted on Conference APP Agenda with logo linking to your website or video, sponsorship noted on the Program at a Glance; and receive a professional photo of your organization's representative with the speaker.



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

The General Session can range from the latest on national system trends to NC leaders 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 marketing emails sent to over 6,000 leaders, sponsorship also highlighted on the Conference APP Agenda to include your logo linking to your website or video and on the Program at a Glance.

Trainings & Meal Sponsorships

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TRAININGS



SPONSOR A SESSION.....\$800

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, recognition by presenter at session opening and recognition in marketing emails sent to over 6,000 leaders, sponsorship highlighted on the Conference APP Agenda to include your logo linking to your website or video and included on Program at a Glance.

SPONSOR A VIRTUAL SESSION.....\$800

Present a 1-hour pre-recorded session that will be highlighted and available to ALL participants via the Conference APP. Includes access to your session for 3 months. Your session can focus on professional development or national trends affecting care. **Your training draws attention to your organization and demonstrates your expertise** (*topic focused content*). **i2i's Promotion includes** listing on the Conference APP Agenda and Program at a Glance, your speakers included in the list of Conference Presenters, i2i will advertise your training to potential attendees via two marketing emails to over 6000 leaders, and you will receive the list of attendees with contact information of those that have viewed your session.



HOST A LUNCH & LEARN.....\$700

Take advantage of this gathering of professionals, host a lunch & learn meeting about your product or service. **Sponsorship includes:** i2i to

advertise your meeting to all attendees via three emails, we will list your meeting on the agenda with a description on the Conference APP and post signage at the registration desk and outside meeting room. 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.

MEAL SPONSORSHIPS



LUNCH BUFFET.....\$900

High visibility offered at this event attended by over 400. **Sponsorship includes:** signage at event and sponsorship listed on Program at a Glance and on highlighted on Conference APP.

BREAKFAST BUFFET.....\$800

BREAKS/REFRESHMENTS.....\$700

Visible signage placed in refreshment and/or breakfast area. Sponsorship also listed on Conference APP, Program at a Glance 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 thank you signage at coffee bar.





CONFERENCE BROCHURE

The Conference Program is **THE marketing tool distributed to over 6,000** MH/I-DD/SUS and healthcare system leaders! Ads are full color and live – linking directly to your website with one click.

ADS DUE BY 4/15 & 2nd EDITION 4/30

FULL PAGE LIVE AD.....\$800

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

HALF PAGE LIVE AD.....\$600

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

QUARTER PAGE PRINT ADS.....\$450

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

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

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

Limit 3 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.

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 300 x 250 pixels.

REGISTRATION DESK HANDOUT.....\$700

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

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 within a comprehensive system of whole person care.

Since 2018, i2i has worked with diverse groups of professionals, individuals with lived experience, industry leaders, local communities, schools, NC DHHS, advocates and others to complete collaborative projects with state and national policy significance – [learn more](#).

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

Exhibit, Sponsorship & Advertising Price List

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CONFERENCE SPONSORSHIP PACKAGES

PLATINUM SPONSORSHIP.....	\$3,500
GOLD SPONSORSHIP.....	\$2,500
SILVER SPONSORSHIP.....	\$2,000
NEW! - PICK 3.....	\$1,700

EXHIBITING

TABLETOP EXHIBIT.....	\$850
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EVENT SPONSORSHIP

OPENING PLENARY.....	\$2,500
CLOSING PLENARY.....	\$1,500
GENERAL SESSION.....	\$1,000
SPONSOR A SESSION.....	\$800
SPONSOR A VIRTUAL SESSION.....	\$800
LUNCH & LEARN.....	\$700
ADD Virtual Lunch & Learn to your in-person meeting.....	\$400
Virtual ONLY Lunch & Learn.....	\$600

MEAL SPONSORSHIPS

LUNCH.....	\$900
BREAKFAST OR BREAKS	
BREAKFAST.....	\$800
BREAKS/REFRESHMENTS.....	\$700
SPECIALTY COFFEE BAR.....	\$600

ADVERTISING

FULL PAGE LIVE AD.....	\$800
HALF PAGE LIVE AD.....	\$600
QUARTER PAGE PRINT AD.....	\$450
LANYARD SPONSORSHIP.....	\$1,500
<i>Limit 3 Sponsors!</i>	
ADVERTISE ON CONFERENCE WEBPAGE.....	\$500
REGISTRATION DESK HANDOUT.....	\$700

CLICK HERE TO SIGN UP FOR THESE CONFERENCE OPPORTUNITIES.

