



WINTER CONFERENCE

# IGNITING THE FUTURE:

INVENT, INTEGRATE, INSPIRE

Exhibit,  
Sponsorship &  
Advertising  
Opportunities

Conference & Exhibition  
*IN PERSON EVENT*

**December 11-12, 2024**

Benton Convention Center • Winston Salem, NC



CENTER *for*  
INTEGRATIVE  
HEALTH

insight to innovation

# Conference Opportunities



## **i2i CENTER FOR INTEGRATIVE HEALTH**

is focused on improving the delivery of whole person, integrated care to individuals with mental health, intellectual-developmental disabilities, and substance use service (MH/IDD/SUS) needs in North Carolina.

i2i has a **very successful 25+ year history** of hosting one of the **largest gatherings of leaders (800+)** from healthcare and MH/IDD/SU services. 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, beneficiaries, and others. This conference offers an opportunity to make **valuable contacts with key decision makers in North Carolina.**

The event will be hosted at the **BENTON CONVENTION CENTER** in Winston-Salem, NC, a great space for attendees and exhibitors to connect.



# Conference Exhibits



## BOOTHS AVAILABLE

- 6' DEEP X 10' WIDE BOOTH.....\$1,100
- 8' DEEP X 10' WIDE.....\$1,200

- TABLETOP FOYER EXHIBIT.....\$1,500  
*prime space - steps from registration*

### EXHIBIT HALL RELOCATION

This year the exhibit hall will be on the main floor of the Benton along with sessions, increasing attendee access.

### EXHIBITING INCLUDES:

- **Networking with 800+ Executives**, Decision makers, Leaders and Stakeholders
- The list of **all conference participants** with contact information
- 1 Complimentary Registration for two days (12/11 & 12) for **one exhibit staffer** to attend sessions (non-transferable).
- **Booth participation and meals for two exhibit staff** for December 11-12th. There is a fee to add additional exhibit staff (\$285).
- **Increased Exposure with APP Profile** - your organization's strategic marketing materials are quickly and easily available to all participants via the **Whova Conference APP**. You can post a promotional video, advertise booth demo, add brochures, photos, web links, description, staff information, direct messaging, and email. *Statistics about your page's activity will be provided after the conference.*

### EXHIBIT HALL PRIZE GIVEAWAYS

Top door prizes will be announced and given away during lunch. Refreshment breaks and lunch desserts will be also located in the exhibit hall.

### APP NETWORKING ADVANTAGES:

- **Online chat** with Attendees
- **Direct message** any attendees for quick follow up
- Use APP to set up **face-to-face meetings** with potential customers.
- View and contact conference participants set up meetings
- Collect additional Lead Contact information using the Door Prize sign up
- i2i also shares Exhibitors on Conference webpage - giving you *Added Exposure!*

*"I have the opportunity to go to multiple conferences each year and i2i is, by far, the best organized and has a diversity of session topics, speakers, and exhibitors that have the impact of the largest national conferences, with the important focus on the transformation and services here in North Carolina."*

- Doug Golub, Senior Vice President/General Manager, Medisked and Medicaid Services



# Sponsorship Packages



## PLATINUM SPONSORSHIP.....\$6,000

**EXCLUSIVE BENEFITS!** Valued at over \$12,000

**SIGN UP EARLY TO ENSURE BEST EXHIBIT PLACEMENT!**

### EXCLUSIVE PACKAGE INCLUDES:

- **Prime Exhibit Hall or Foyer Booth** – A Tabletop Foyer Exhibit or 8x10 booth saved in a prime spot.  
*(Hurry, best spaces go quickly!)*
- **EXCLUSIVE – Exhibit and Sponsorship Top Billing:** as a Platinum Sponsor your Exhibit profile will be at the top of the lists. Attendees do not have to scroll down 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 Logo** scrolling on **ALL Pages of Conference APP** – Home, Agenda, Profile and Web APP pages.
- **NEW EXCLUSIVE** – Complimentary Full Conference and Pre-Con Day Attendee Registration.
- Your logo included on all **Conference Email Promotions** - sent to over 8000 professionals.
- Sponsorship Recognition at **Opening Plenary**
- **Full-Page Ad** in Conference Brochure
- **APP Recognition:** promo video, description, logo, weblinks, documents, photos, contact information, and opportunity for online interaction with participants.
- **Sponsor Level Recognized on Exhibitor Signage** – all booth visitors will know you are a Platinum sponsor.
- **Sponsorship Recognition** – event banner, Conference APP, Webpage, Registration Landing Page, Brochure, and the Program at a Glance
- Sponsor Innovation **Awards Reception**
- Sponsor a **Lunch**
- Sponsor all **Session Breaks**
- Your logo on **Conference Bags**
- Your Sponsorship prominently highlighted in **Conference Program**

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



## GOLD SPONSORSHIP.....\$4,000

Valued at over \$6,000

### INCLUDES:

- **Prime Exhibit Space (8' x 10' booth), Plus APP Exhibit Profile & Sponsor Page**
- **Half-Page Ad** in Conference Brochure
- **Sponsor Level Recognized on Exhibitor Signage** – all booth visitors will know you are a Gold Sponsor.
- **Sponsorship recognition** is included on **3 conference marketing emails** sent to over 8,000 stakeholders.
- **APP Sponsorship recognition:** video, photos, links, documents, description, logo, contact information, and opportunity for direct interaction with participants.
- **Organization Logo** scrolling on Conference APP Agenda page.
- Logo on **Conference Bag**
- **Lunch Sponsorship (worth \$3000)**
- One Day **Break Sponsorship**
- Sponsorship Recognition at **Opening Plenary Session**
- Your Sponsorship & Logo prominently highlighted in **Conference Program**

## SILVER SPONSORSHIP.....\$3,000

Valued at over \$4,000

### INCLUDES:

- **Prime Exhibit Space (6' x 10' booth), APP Exhibit Profile**
- **Sponsor Level Recognized on Exhibitor Signage** – all booth visitors will know you are a Silver Sponsor.
- **Sponsorship recognition** included on a **conference marketing email** sent to over 8,000 stakeholders.
- **APP Sponsorship recognition:** video, photos, links, documents, description, logo, contact information, and opportunity for direct interaction with participants.
- One Day **Break Sponsorship**
- Sponsorship Recognized at **Opening Plenary Session**
- Your Sponsorship & Logo prominently displayed in **Conference Program**

# Marketing & Sponsorship Opportunities



## EXHIBIT HALL NAMING RIGHTS.....\$10,000

A large banner will greet attendees at the entrance of the Exhibit hall - the YOUR ORGANIZATION Exhibit Hall. This official exhibit hall name will be used anytime the Exhibits are mentioned in the Conference program, our website, social media, marketing emails and Conference APP. You will also receive an 8x10 exhibit booth in a prime entrance spot.

## SPONSORSHIP OF CONFERENCE WI-FI.....\$5,000

Everyone accesses the event wi-fi and the password will be your organization's name! i2i will advertise the wi-fi password before and during the event with emails and signage.



## 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.



## SPONSOR SANTA'S VISIT.....\$1,800

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.....\$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, sponsorship signage at event, your logo featured on Closing plenary cover slide, 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 (500+) that i2i plans around critical issues of the day of interest to all attendees. **Sponsorship includes:** your sponsorship announced and recognized at General Session, your logo featured on General 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.

# Marketing & Sponsorship Opportunities



## 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:** Sponsorship includes your logo displayed on **session cover slide**, speaker recognition of your sponsorship, sponsorship highlighted on **Conference APP**. You will also receive a **list of attendees** registered for the session



## LUNCH & LEARN MEETING.....\$2,000

Host a private 30-minute meeting with potential customers during the long lunch breaks. Your meeting will be **listed on the Program at a**

**Glance, APP Agenda, your speaker is 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.

## DIRECT MESSAGE.....\$700

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

## SPONSOR A MEAL



## LUNCH.....\$3,000

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 the Conference Brochure, Program at a Glance and on the Conference APP.



## SPONSOR DESSERT.....\$2,500

Desserts will be set aside in the Exhibit Hall and you will be recognized with signage and on the Whova APP as the one sponsoring the lunch goodies for attendees.

## ALL SESSION BREAKS.....\$2,500

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 your logo listed on the Conference APP under the breaks.

## SPECIALTY COFFEE BAR FOR BREAKS.....\$2,500

Add some spice to the coffee breaks! The specialty coffee bar offers flavored syrups, 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.

## SPECIAL EVENTS



## INNOVATION AWARDS RECEPTION.....\$3,000

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



## WELCOME RECEPTION.....\$4,000

*4 Sponsors required to host event*

Our attendees love to get together and being in a new city, 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](mailto: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.



# Advertising Opportunities



## CONFERENCE BROCHURE

The Conference Program is **distributed to over 8,000** MH/IDD/SUS 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 September 15th.**

### 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 and high resolutions - 300 DPI better in an EPS, PDF or JPEG format. Brochure is electronic only.**

## 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](http://www.i2icenter.org).

**CONFERENCE BAG SPONSORSHIP.....\$2,000**  
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.**

### DONATE A DOOR PRIZE

Our attendees always look forward to the wonderful prizes offered by exhibitors – especially with the holidays approaching! **Donating a prize increases your visibility, generates more lead contacts via the APP and several lucky exhibitors will have their prize drawn and highlighted live during lunch!** Contributing a door prize demonstrates your organization's generosity. **Your door prize will be advertised with a flyer distributed electronically and available at the Registration desk.**



# Exhibit, Sponsorship & Advertising Price List

## SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSORSHIP .....	\$6,000
GOLD SPONSORSHIP .....	\$4,000
SILVER SPONSORSHIP .....	\$3,000
EXHIBIT HALL NAMING RIGHTS .....	\$10,000
SPONSOR THE CONFERENCE WI-FI.....	\$5,000
LANYARD SPONSORSHIP .....	\$1,500
<i>4 SPONSOR LIMIT (YOU SUPPLY LANYARDS)</i>	
SANTA'S VISIT .....	\$1,800
OPENING PLENARY .....	\$3,500
CLOSING PLENARY .....	\$2,500
GENERAL SESSION .....	\$2,500
LUNCH & LEARN MEETING .....	\$2,000
DIRECT MESSAGE .....	\$700
LUNCH .....	\$3,000
ALL SESSION BREAKS .....	\$2,500
DESSERT SPONSORSHIP .....	\$2,500
SPECIALTY COFFEE BAR .....	\$2,500
INNOVATIONS AWARDS RECEPTION.....	\$3,000
WELCOME RECEPTION .....	\$4,000
<i>4 SPONSORED REQUIRED</i>	

## EXHIBITS

6' X 10' BOOTH.....	\$1,100
8' X 10' BOOTH.....	\$1,200
FOYER TABLETOP EXHIBIT.....	\$1,500
<i>SESSION FOYER</i>	

## ADVERTISING

FULL PAGE CONFERENCE PROGRAM AD.....	\$1,000
HALF PAGE CONFERENCE PROGRAM AD.....	\$650
QUARTER PAGE CONFERENCE PROGRAM AD.....	\$500
CONFERENCE BAG ADVERTISING.....	\$2,000

**CLICK HERE TO SIGN UP FOR THESE CONFERENCE OPPORTUNITIES.**

