

SPRING CONFERENCE

Resilient Systems

NAVIGATING CHANGE



CENTER for
INTEGRATIVE
HEALTH

Insight to Innovation

Exhibit, Sponsorship &
Advertising Opportunities

CONFERENCE & EXHIBITION

June 10-11, 2025

June 9th *Pre-Conference Day*

Hilton Raleigh North Hills Hotel • Raleigh, NC

Exhibit & Sponsorship Opportunities

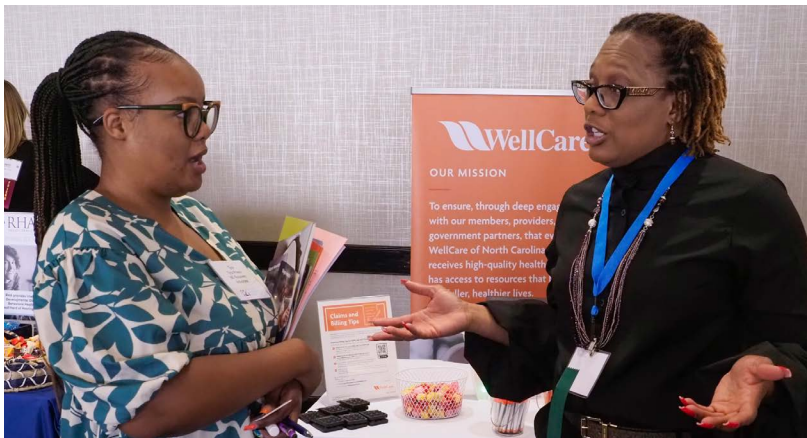
The i2i Spring Conference is an opportunity to network with 400 decision makers that manage, oversee and provide integrated, whole person care from the healthcare, mental health, intellectual-developmental disabilities, and substance use disorder (MH/I-DD/SUD) services system.

The conference has a 25+ year history of participation by system 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, NC DHHS government leaders, hospital administrators, university professionals, advocates, and others.

Whova

To enrich your interaction with attendees, i2i utilizes the [Whova Conference APP](#) to help highlight Exhibitors and Sponsors as well as to provide a seamless conference experience that expands networking and communication opportunities before, during and after the conference.

2024 SPRING CONFERENCE PARTICIPATING ORGANIZATIONS



Sponsorship Packages

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PLATINUM SPONSORSHIP \$3,500 EXCLUSIVE PACKAGE

- **Tabletop Exhibit** – Prime foyer 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.
- **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.
- **Continuous Web Banner highlighting your sponsorship** on conference page
- Your **Sponsorship & Logo highlighted** on the "Meet Our Exhibitors" webpage
- Your Organization's Logo (live) included on ALL conference promotional emails - sent to over 6000 professionals. *Majority of attendees report they learn about the conference via our marketing emails*
- **Full Page Ad** in Conference brochure (*deadline 4/10*)
- **Professional Photo** provided of your Exhibit Booth & Staff
- Sponsorship recognition by Executive Director at **Opening Plenary** - 400+ Leaders
- Sponsorship highlighted during **Opening Plenary Slide Presentation**
- Sponsorship of **Breakfast, Lunch and all Breaks**
- Conference **Sponsorship Recognition** in Conference Brochure and in final Program at a Glance.
- **Sponsor recognition sign 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

- **Tabletop Exhibit** - Prime Exhibit space if sign up by March 30. 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
- **Continuous Web Banner highlighting your sponsorship** on conference page
- Your Organization's Logo (live) included on 3 conference **promotional emails** - sent to over 6000 professionals. *Majority of attendees report they learn about the conference via our marketing emails.*
- Your **Sponsorship & Logo highlighted** on the "Meet Our Exhibitors" webpage
- **Professional Photo** provided of your Exhibit Booth & Staff
- Sponsorship recognition by Executive Director at **Opening Plenary** to audience of 400+ Leaders
- Sponsorship highlighted during **Opening Plenary Slide Presentation**
- Sponsorship of **Lunch**
- Conference **Sponsorship Recognition** in Conference Brochure.
- **Sponsor recognition sign displayed** at registration desk

SILVER SPONSORSHIP \$2,000

- **Tabletop Exhibit** - Saved in Prime Exhibit area if sign up by March 30. 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.
- Your Organization's Logo (live) included on 2 conference **promotional emails** - sent to over 6000 professionals
- Sponsor **Breaks**
- Your **Sponsorship & Logo highlighted** on the "Meet Our Exhibitors" webpage
- **Running sponsor banner** with your logo on conference web page highlighting your sponsorship
- **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.
- **Sponsorship signage recognition displayed** at registration desk.

Exhibit & Sponsorship Opportunities

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EXHIBITING



CONFERENCE EXHIBIT.....\$900 (JUNE 10TH)

Conference Exhibits offer in person networking with system leaders and includes: a one-day tabletop exhibit (June 10th). **Exhibit benefits include** 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.

EVENT SPONSORSHIPS



Johnny Quinn, Olympian, Keynote on Resilience, 2024 Opening Plenary

OPENING PLENARY.....\$2,500

This year's opening keynote speaker is sure to be a draw! The Opening plenary is our largest gathering at the conference with 400+ attendees. **Sponsorship includes** recognition by Executive Director of your

Sponsorship support during introduction remarks at the Opening Plenary, your logo featured on Opening Cover slide, signage at event entrance, 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, Program at a Glance recognition, Sponsorship and logo included on marketing emails distributed to over 6,000 contacts via multiple emails; and receive a professional photo of your representative with keynote speaker.



Denny Morrison, Ph.D., Keynote on Disruptive Innovation, 2024 Closing Plenary

CLOSING PLENARY.....\$2,000

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, signage at event entrance, 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, on the Program at a Glance; and receive a professional photo of your organization's representative with the speaker.

GENERAL SESSION.....\$1,500

The General Session can range from the latest on national system trends to NC leaders providing up to the minute information on services, policies and system changes. This event is very well attended. **Sponsorship includes** your logo and sponsorship recognized on session cover slide, recognized at session, recognition and logo included in marketing emails sent to over 6,000 leaders, signage at event entrance, 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.



Tailored Plan CEOs Panel Discussion, 2024 General Session

Training Opportunities & Meal Sponsorships

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TRAINING OPPORTUNITIES



NEW! LUNCH & LEARN SHOWCASE.....\$1,500

To maximize the visibility of your Lunch and Learn meeting, i2i will highlight it during lunch. This will include an announcement from our Executive Director about your topic, a running slide presentation showcasing your topic, speakers, time, and location, and a materials table where attendees can gather additional information. **Sponsorship also includes** a nearby private meeting room for your Lunch and Learn, room signage, your presentation title, description, power point and speakers included on Conference APP Agenda. We will also send out two marketing emails highlighting your Lunch and Learn to over 6000 leaders and stakeholders. You will provide the presentation title, description, power point, logo and speaker information. You also provide the power point slide used at lunch highlighting your topic, presenter(s) and meeting location. Your organization will provide the presentation projector and laptop.



SPONSOR A SESSION.....\$1,000

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 to over 6,000 leaders, sponsorship highlighted on the Conference APP Agenda to include your logo linking to your website or video and sponsorship highlighted on Program at a Glance and Conference Brochure *(if signed up by March 30)*.



NEW! CONFERENCE SPOTLIGHT.....\$600

Would you like to showcase your technology, product, or service through video and engage with conference attendees? i2i offers the opportunity to feature

your 15-30-minute video presentation on the Spring Conference Whova Agenda. Your listing will include a title, description, and speaker highlights, ensuring maximum visibility. **Additional benefits include** Q&A interaction with viewers, video remains live for 3 months post-conference. **i2i promotion through** conference agenda listing, two conference marketing emails, post-conference push notification to all attendees. Attendee insights - receive a list of those who clicked on or viewed your video for easy follow-up. Take advantage of this opportunity to connect and engage with your audience!

MEAL SPONSORSHIPS



LUNCH.....\$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 OR BREAKS

BREAKFAST...\$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.**

Advertising Opportunities

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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.

FOR THE BEST ADVERTISING EXPOSURE, send ads 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 AD.....\$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 resolution 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.....\$500

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

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 service systems 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

CONFERENCE EXHIBIT	\$900 (JUNE 10TH)
ADD PRE-CON DAY EXHIBIT.....	\$1300 (JUNE 9TH & 10TH)

EVENT SPONSORSHIP

OPENING PLENARY	\$2,500
CLOSING PLENARY	\$2,000
GENERAL SESSION	\$1,500

TRAINING OPPORTUNITIES

NEW! LUNCH & LEARN SHOWCASE	\$1,500
SPONSOR A SESSION	\$1,000
NEW! CONFERENCE SPOTLIGHT	\$600

MEAL SPONSORSHIPS

LUNCH	\$2,500
BREAKFAST OR BREAKS:	
BREAKFAST....\$800 BREAKS/REFRESHMENTS....\$700	
SPECIALTY COFFEE BAR	\$600

ADVERTISING

CONFERENCE BROCHURE	
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

CLICK HERE TO SIGN UP FOR THESE CONFERENCE OPPORTUNITIES.

