

Exhibit, Sponsorship & Advertising Opportunities

Conference & Exhibition

January 14-15, 2026

Pre-Conference January 13th

Winston-Salem, NC | Benton Convention Center

CONFERENCE OPPORTUNITIES



The <u>i2i Center for Integrative Health</u> is dedicated to advancing the delivery of whole-person, integrated care for individuals with mental health, intellectual and developmental disabilities, and substance use (MH/IDD/SU) needs across North Carolina.

With a strong 30-year track record, the i2i Center hosts one of North Carolina's largest and most respected gatherings of healthcare and MH/IDD/SUS leaders—bringing together more than 800 professionals annually. **Known for its outstanding networking opportunities**, this event connects participants with executive leaders from provider organizations, public and private insurance companies, state agencies, hospitals, licensed professionals, universities, consultants, advocates and advocacy groups, beneficiaries, and more. It's a unique opportunity to build meaningful relationships with key decision-makers in North Carolina.

This year's conference will take place at the <u>Benton Convention Center</u> in Winston-Salem, NC.



EXHIBITING



CONFERENCE EXHIBITS - JANUARY 14 & 15TH PRE-CONFERENCE EXHBIT - JANUARY 13TH

EXHIBIT HALL LOCATION

The exhibits are located on the main floor of the Benton Convention Center where sessions take place giving ample time for attendee interaction and increased networking!

CONFERENCE EXHIBITING INCLUDES:

- Networking with 800+ Executives, Decision Makers, Leaders and Stakeholders
- Receive the list of all conference participants with contact information.
- 1 Complimentary Exhibit Staff Registration for two days (12/14 & 12/15) for one exhibit staff member may attend sessions (non-transferable). If adding Pre-Con Exhibit, you may attend sessions that day as well.
- Booth participation and lunch for two exhibit staff for January 14-15th. The fee to add additional exhibit staff is \$285 per person.
- 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 upon request.

BOOTHS AVAILABLE

6' DEEP X 10' WIDE BOOTH	\$1,200
8' DEEP X 10' WIDE	\$1,300
TABLETOP FOYER EXHBIT	\$1,500
(prime space - steps from registration)	
ADD PRE-CONFERENCE EXHIBIT DAY (12/13)	\$500
PRE-CON DAT EXHIBIT ONLY	\$800

APP NETWORKING ADVANTAGES

- · Collect Lead Contact Information 3 ways!
- Chat and Interact with Attendees before, during and after the conference.
- Direct message any attendees
- Use APP to set up face-to-face meetings with potential customers.
- View attendees and set up meetings.

i2i also shares Exhibitors on Conference webpage -

giving you Added Exposure!





SPONSORSHIP PACKAGES



PLATINUM SPONSORSHIP\$6,000

EXCLUSIVE BENEFITS! Valued at over \$12,000 Sign up by September 30th for best Exhibit placement!

- 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.
- Top Tier Sponsorship Recognition on scrolling Webpage Banner on main page and "Meet Our Exhibitors" page.
- 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 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

GOLD SPONSORSHIP\$4,000 Valued at over \$6,000

- Exhibit Booth 8' x 10' booth in prime exhibit hall space (early sign up ensures better placement).
- **Sponsorship Recognition** on scrolling **Webpage Banner** on main Conference page and "Meet Our Exhibitors" page.
- Recognition on APP/Online Exhibit list your profile is separated out as a Gold Sponsor at the top part of the list, giving you much better exposure on the Whova Conference APP.
- 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 in 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)
- · Sponsor all Conference Breaks
- Sponsorship Recognition at Opening Plenary Session Over 800
 Participants!
- Your Sponsorship & Logo prominently highlighted in Conference Program

SILVER SPONSORSHIP\$3,000 Valued at over \$4,000

- Exhibit Booth 6' x 10' booth in prime exhibit hall space (early sign up ensures better placement).
- Sponsor recognition on scrolling Webpage Banner on main Conference page and "Meet Our Exhibitors" page.
- Recognition on APP/Online Exhibit list your profile is separated out as a Silver Sponsor at the top part of the list, giving you much better exposure on the Whova Conference APP.
- Sponsorship recognition included in a conference marketing email sent to over 8,000 stakeholders.
- 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.
- Sponsor all Conference Breaks
- Sponsorship Recognized at Opening Plenary Session Over 800 Participants!
- Your Sponsorship & Logo Prominently displayed in Conference Program (deadline 9/30)

SPONSORSHIP OPPORTUNITIES



MARKETING OPPORTUNITIES

EXHIBIT HALL BRANDING.....\$7,000

Your organization's name will represent one of the largest whole person care exhibit events in the state. Prominent signage featuring YOUR ORGANIZATION'S Exhibit Hall will welcome attendees at the entrance and in the exhibit hall. Your organization's name will be prominently featured whenever the Exhibits are referenced—including in the conference program, website, social media posts, marketing emails, and the official conference app. Additionally, you'll receive a premium 8x10 exhibit booth located in a high-traffic area near the main entrance.

SPONSORSHIP OF CONFERENCE WIFI.......\$4,000

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.

SESSION SPONSORSHIPS

MEDICAID SYMPOSIUM SPONSORSHIP\$3,000

The annual Medicaid Symposium is a cornerstone of the i2i Conference, taking place on the preconference day—January 13, 2026. This highly anticipated event draws over 250 leaders and stakeholders from across North Carolina. Featured speakers include representatives from NC DHHS, the Division of Health Benefits, LME/MCOs, and PHPs, who will share critical updates on state and federal Medicaid policy in preparation for the main conference. Sponsoring the Medicaid Symposium offers your organization early, high-visibility exposure to a targeted and influential audience. Sponsorship benefits include: Verbal recognition by i2i leadership during the event's opening, logo

placement on the event cover slide, acknowledgment in the Conference Program, Whova App Agenda, i2i marketing emails, and social media promotions, a complimentary pre-conference exhibit space, and one staff pass to attend the Medicaid Symposium. This is a unique opportunity to align your brand with leadership and policy insight at one of the conference's most well-attended events.

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......\$2,500



This year's Closing Plenary will wrap up the conference with motivation, inspiration and information, making 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.

SPONSORSHIP OPPORTUNITIES



SESSION SPONSORSHIPS CONTINUED

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

The General Sessions are large gatherings (500+) that focus on 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.

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

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

Add Virtual - Pre-record your demo and it will be available to on the Conference APP for ALL attendees to watch for 3 months!.....\$2,300



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.

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.



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.

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

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.



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.

ADVERTISING & EXPOSURE



BROCHURE ADVERTISEMENT

The Conference Program is **THE marketing tool distributed to over 8,000** 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 SEPTEMBER 28TH.

FULL	PAGE	LIVE	AD	\$1,000
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(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 AD.....\$550

(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.

NEW! EXHIBITOR PASSPORT CONTEST.....\$500

Limit 20 Exhibitors!

Be part of the passport contest! Attendees will be required to visit your booth and have their badge scanned by you in order to be entered into the Passport Contents and win a special i2i prize!

CONTRIBUTE A DOOR PRIZE

Our attendees always look forward to the wonderful prizes offered by our generous exhibitors! Donating a prize increases your visibility and generates more lead contacts for you on the APP. Your door prize will be advertised on an i2i Door Prize flyer distributed via Whova and available at the Registration desk.



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.

EXHIBIT, SPONSORSHIP& ADVERTISING PRICE LIST



EXHIBITS

6' X 10' BOOTH	\$1,200
8' X 10' BOOTH	\$1,300
FOYER TABLETOP EXHIBIT	\$1,500
ADD PRE-CON EXHIBIT DAY	\$500
PRE-CON EXHIBIT DAY ONLY	\$800
ELECTRICITY	\$60

ADVERTISING & ADDED EXPOSURE

EXHIBITOR PASSPORT CONTEST	\$500
CONFERENCE BAG SPONSORSHIP	\$2,000

CONFERENCE BROCHURE ADS

FULL PAGE AD	\$1,000
HALF PAGE AD	\$650
QUARTER PAGE AD	\$500

SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSORSHIP	\$6,000
GOLD SPONSORSHIP	\$4,000
SILVER SPONSORSHIP	\$3,000
EXHIBIT HALL NAMING RIGHTS	\$7,000
SPONSOR THE CONFERENCE WI-FI	\$4,000
LANYARD SPONSORSHIP (4 Sponsor limit you supply lanyards)	\$1,500
MEDICAID PRE-CON SYMPOSIUM	\$3,500
OPENING PLENARY	\$3,000
CLOSING PLENARY.	\$2,500
GENERAL SESSION	\$2,500
LUNCH & LEARN MEETING add virtual demo \$2,300	\$2,000
LUNCH	\$3,000
ALL SESSION BREAKS	\$2,500
DESSERT SPONSORSHIP	\$2,500
SPECIALTY COFFEE BAR	\$2,500
INNOVATIONS AWARDS RECEPTION	\$3,000

CLICK HERE TO SIGN UP FOR THESE CONFERENCE OPPORTUNTIES.

