2018 EXHIBITOR, SUPPORTER & PROMOTIONAL OPPORTUNITIES

NATIONAL COUNCIL FOR BEHAVIORAL HEALTH

NATCON18 CONFERENCE

APRIL 23 – 25 I WASHINGTON, DC
GAYLORD NATIONAL RESORT & CONVENTION CENTER

SOLUTIONS PAVILION BOOTH RATES

ALL BOOTH PURCHASES INCLUDE:

- Day-long visibility April 23 – 24.
- Complimentary registration for three (includes access to all conference sessions, activities and meals).
- Company name and booth number listed on Virtual Solutions Pavilion.
- Listing and company profile in the Conference Program.
- Listing and company profile in the Conference mobile app.
- Listing and company link on the Conference website.
- Both pre- and post-Conference mailing lists.

RESERVE YOUR BOOTH TODAY!

10’ X 10’ STANDARD INLINE $3,700
10’ X 10’ AISLE CORNER PREMIUM $3,900
20’ X 20’ PENINSULA $17,000
20’ X 20’ ISLAND $17,000
20’ X 30’ ISLAND $23,000
20’ X 40’ ISLAND $29,000

Want to reserve your exhibit booth and discuss supporter opportunities? Need a little customized assistance? Contact Danny Linden, National Council Conference Director DannyL@TheNationalCouncil.org or 202.684.3729.
AWARDS OF EXCELLENCE

$3,000 per Table of 10  I  $110 per Individual Ticket

National Council Awards of Excellence honorees reflect treatment organizations’ and providers’ outstanding work across the country. The awards recognize staff and board leadership, consumers and families, and community partners for their philosophies, messages, advocacy, service and programs that have a lasting impact on children, adults and families with mental illnesses and addictions. Show your support by reserving a table at the Awards of Excellence on Tuesday, April 24, where you can connect with VIPs and customers. You may also buy individual tickets.

COFFEE BREAKS

$7,000 per Break

Attendees love coffee and they love the Solutions Pavilion Coffee Breaks; demonstrated by their rush to get refreshed and recharged between sessions. In addition to the ability to address the crowd from the Solutions Pavilion podium, your company will be featured prominently in the final Conference Program and on coffee break signage.

FILM FESTIVAL

$13,000

Feature film and documentary screenings are highly anticipated at the National Council Conference and draw standing-room only crowds. Get top billing on all Film Festival signage and your name in lights as the exclusive Film Festival supporter.

MONDAY, TUESDAY & WEDNESDAY LUNCH

$15,000 per Lunch  I  $40,000 for all 3 Days

Who doesn’t love lunch? Get recognition as a lunch supporter at General Sessions.

THE VIP EXPERIENCE: EXCLUSIVITY & PREMIUM INVESTMENT OPPORTUNITIES  $30,000

Opportunity to receive backstage passes to take photos with selected speakers and attend select VIP receptions.
PRINT & DIGITAL ADVERTISING

FINAL CONFERENCE PROGRAM ADS

The final Conference Program includes the complete curriculum and happenings, Solutions Pavilion exhibitor listings and ads. All attendees receive the program as soon as they arrive onsite and it is the most frequently used publication throughout NatCon18 — as well as an important takeaway for future reference. A PDF is posted online for broader reach. There’s no better way to showcase your presence and invite attendees to your booth than with a compelling ad.

AD SIZES

FULL PAGE ADS FOR COVERS AND INSIDE

WITH 1/8’ BLEEDS 8.75” wide x 11.25” high
TRIM SIZE 8.5” wide x 11” high
LIVE AREA 7.25” wide x 10” high (3/8” from outer edges and 5/8” from binding gutter to allow for spiral)
FULL SIZE NON-BLEED SIZE 7.25” wide x 10” high

INSIDE PAGES (NO BLEEDS)

HALF PAGE HORIZONTAL 6.625” wide x 4.375” high
QUARTER PAGE VERTICAL 3.1875” wide x 4.375” high

RATES

INSIDE FRONT COVER Sold
OUTSIDE BACK COVER Sold
INSIDE BACK COVER $5,500
INSIDE FULL PAGE $3,700
HALF PAGE HORIZONTAL $2,000
1/4 PAGE VERTICAL $1,500
COMPANY LOGO WITH EXHIBITOR DESCRIPTION $700

DEADLINE FOR PROGRAM ADS IS FEBRUARY 26

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CONFERENCE MOBILE APP

The Conference mobile app — a complete guide to sessions, speakers, events and exhibits — continues to grow in popularity, with 80% of NatCon17 attendees using it on their smartphones and tablets. The app allows attendees to mark their favorite sessions and exhibitors and exchange contact information, among other things. Purchasing a banner ad on the app puts your name out front as attendees tune in throughout the Conference.

<table>
<thead>
<tr>
<th>BANNER AD + ENHANCED PROFILE LISTING</th>
<th>$3,500</th>
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<tbody>
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<td>Enhanced profiles include logo in description.</td>
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<th>ROTATING BANNER AD</th>
<th>640 W X 110 H Pixels, JPG or PNG format in 300 pdi</th>
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<td>Banners rotate at top of app dashboard page.</td>
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CALL TO ACTION “Click Here” or a button that prompts the user to click the ad.

STRONG MESSAGES to grab the user attention like “Win an iPad”

DEADLINE FOR MOBILE APP ART IS MARCH 26

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ONSITE ADS & SIGNAGE

The Gaylord National Resort & Convention Center offers plenty of acreage for you to create your own onsite advertising through attractive signage. These special branding opportunities provide excellent exposure in high-traffic areas, drawing attendees to your booth and promoting top-of-the-mind recall even after attendees leave the Conference; not to mention the amazing photo opportunities for your team and customers. Specially onsite ads are yours to design within specifications provided upon reservation. The National Council produces all ads and installs all signage onsite [specs include mandatory area for NatCon18 branding].

DOUBLE SIDED POP-UPS

$2,500 EACH 38.125” WIDE X 93” HIGH

Your standing oversized ad is placed front and center for the world to see!

REGISTRATION RIBBONS KIOSK

$5,000

NatCon attendees love their flare! Support the ribbons kiosk to staff the area during peak registration hours. Greet and welcome attendees while distributing literature or promotional items.

CONTINUE THE CONVERSATION LOUNGE

$25,000

The session just ended but you all have lots more to say or questions to ask. These branded conversation lounges provide a space for learning and engagement to continue after the session.
ONSITE ADS & SIGNAGE

COMMUNITY CHARGING TABLES

Community Charging Table Stations are strategically located throughout the Conference and offer attendees the perfect place to meet up with colleagues. Supporter receives prime visibility with branded table clings and signage recognizing their support.

INCLUDES:
- 3 Custom Powered Tables
- 14 Chrome High Stools
- 1 Double Sided Pop-Up
- 1 Full Table Top Cling

“Pin Yourself on the App”

NATCON WAY FINDER

NatCon attendees will thank you as they come across these branded Way Finders throughout the convention center and are able to pinpoint their exact location and receive step-by-step directions and map to their next destination.

"Pin Yourself on the App"

CUSTOMIZED BRANDING OPPORTUNITIES

- Hotel Glass Atrium Lobby Banner
- Solutions Pavilion Escalator Clings
- Chesapeake Pre-Function Column Wraps (4-Sided)