



from NATIONAL
COUNCIL FOR
MENTAL
WELLBEING

2026
APRIL 27-29
DENVER

EXHIBITOR PROSPECTUS

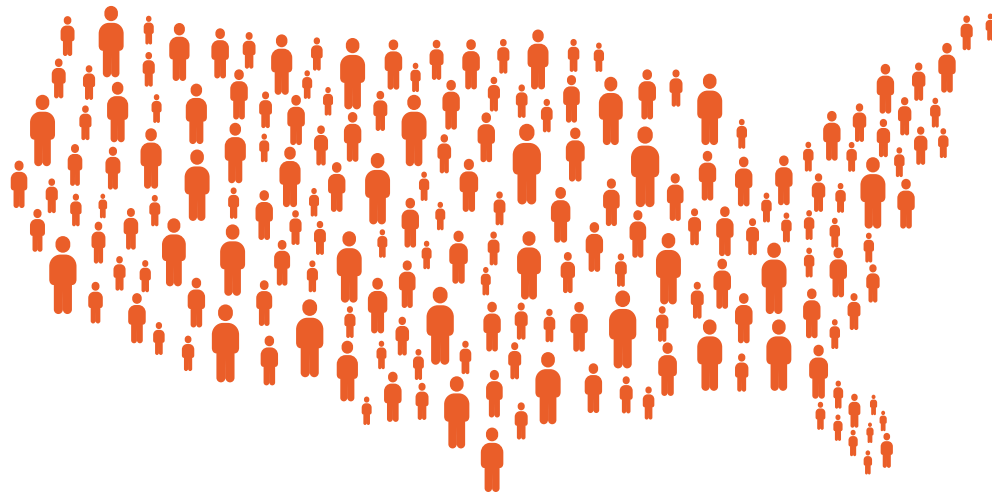
Colorado Convention Center, Denver

Making Mental Wellbeing *a Reality for Everyone, Everywhere*

The [National Council for Mental Wellbeing](#) is a membership organization that drives policy and social change on behalf of more than 3,200 mental health and substance use care organizations and the more than 15 million children, adults and families nationwide. We advocate for policies to ensure access to high-quality services. We build the capacity of mental health and substance use care organizations. And we promote greater understanding of mental wellbeing as a core component of comprehensive health and health care. Through our [Mental Health First Aid \(MHFA\)](#) program, we have trained more than 4 million people in the U.S. to identify, understand and respond to signs and symptoms of mental health and substance use challenges.

Membership map

A majority of NatCon attendees are National Council members.



The leaders of all
50 state mental health
associations attend
NatCon.

More than **3,200**
member organizations
serve more than 15 million
people nationwide.

450+ member
organizations are
CCBHCs, and that number
is growing!

LARGEST CONFERENCE IN BEHAVIORAL HEALTH CARE!

Get ready for NatCon — the most anticipated event in mental health and substance use treatment! Join thousands of leaders, innovators, advocates and decision-makers from across the country for three days of nonstop learning, networking and rejuvenation. NatCon will be held April 27-29, 2026 at the Colorado Convention Center in downtown Denver.

More than just a conference — it's a mental wellbeing movement.

NatCon is your chance to engage with high-quality leads, expand your network and elevate your brand. It's also a powerful opportunity to support the vital work being done in communities across the country. Come be part of it!



Contact [Alaina Herrera](#) for questions or more information.



NATCON BY THE Numbers

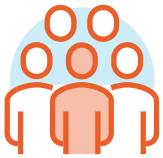
#1

conference in mental health and substance use care



250+

educational sessions — more than 19 hours of learning



220+

exhibitors and sponsors in attendance



165+

CE/CME credits available through 10 accrediting bodies



70+

poster presentations — innovative work at your fingertips

3

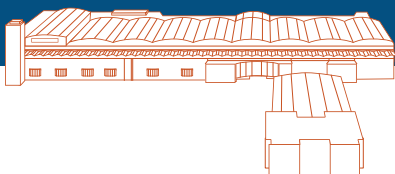
additional pre-NatCon learning and networking opportunities:



- Mental Health First Aid Summit
- Crisis Response Services Summit
- Certified Community Behavioral Health Clinic (CCBHC) Forum

Total Attendees

5,892



2025
(Philadelphia)

5,865



2024
(St. Louis)

5,325



2023
(Los Angeles)

Conference Year

ATTENDEE PROFILE

From executives and clinical directors to policymakers and service providers, NatCon’s esteemed attendees span the mental health and substance use care field. These are the decision-makers shaping care, driving innovation and leading meaningful change in communities nationwide.

NatCon 2025 attendance overview



46%

were first-timers



31%

were executive-level decision-makers



56%

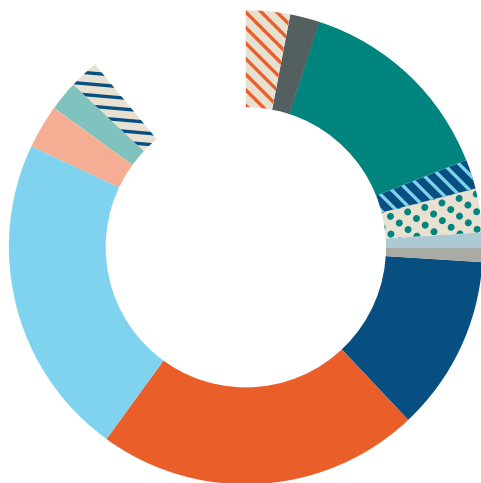
were CCBHC employees, partners or clients



6

countries were represented

Organization type



- | | |
|--|---|
| Academic/Research Institution — 3% | Mental Health Care — 12% |
| Advocacy — 2% | Mental Health and Substance Use Treatment — 22% |
| CCBHC — 14% | Nonprofit — 22% |
| County/Municipal Agency — 2% | Public Health — 3% |
| Federally Qualified Health Center — 3% | State Mental Health and Substance Use Treatment Department — 2% |
| Hospital — 1% | Substance Use Treatment Provider — 2% |
| Industry — 1% | |

Primary field of work

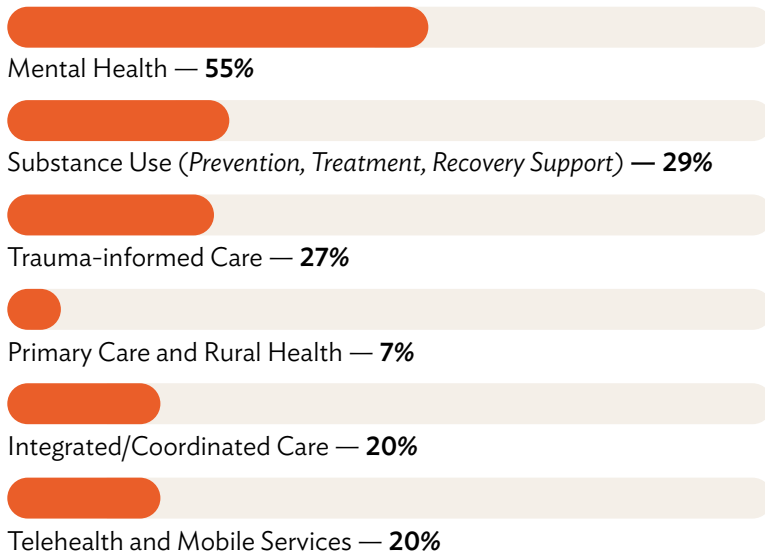


Criminal Justice	1%
Education	4%
Health Care	9%
Mental Health Professional	51%
Peer/Recovery Support	2%
Public Health	6%
Research	1%
Substance Use Recovery Treatment	7%

Service types

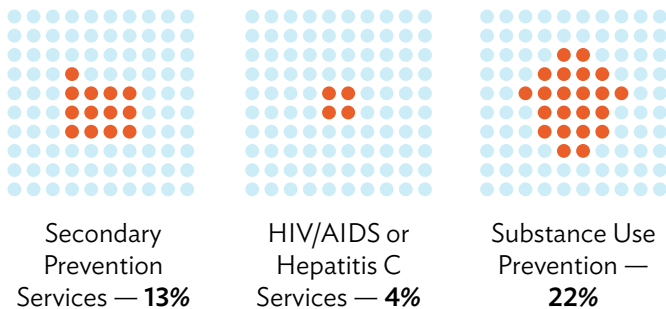
(Some attendees represent multiple service types.)

Clinical and Behavioral Health Services

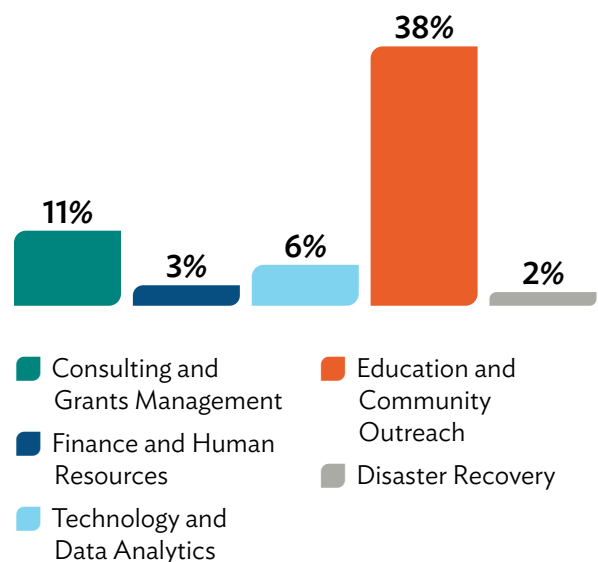


Housing and Recovery Housing	14%
Child Welfare and School-based Services	19%
Justice-involved and Law Enforcement	14%
Peer/Recovery Support	26%
Refugee, Veteran and Women's Services	18%

Public Health and Secondary Prevention



Administrative, Technical and Consulting Services

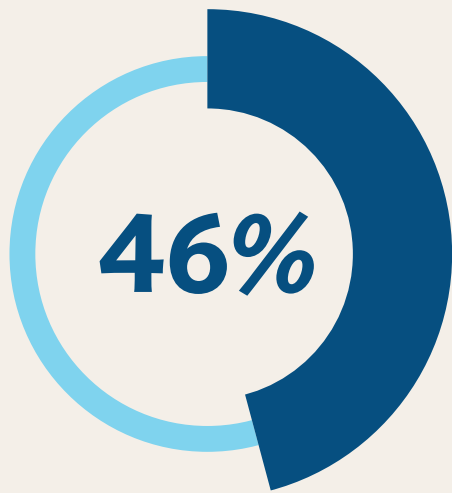


Specialty and Niche Services

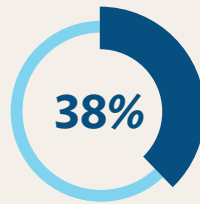
Consumer Run and Philanthropy — 1%

Other — 9%

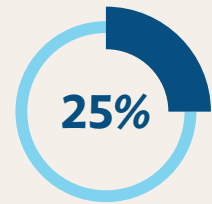
Populations served



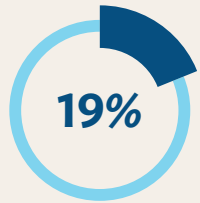
All Age Groups



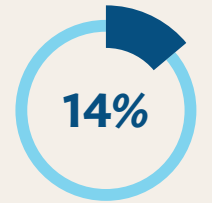
Adults



Youth/Adolescents



Children



Older Adults

(Some attendees serve multiple age groups.)

Experience in the field



0-5 years — 17%



6-15 years — 38%



16-25 years — 28%



More than 26 years — 17%

What Attendees look for in the Exhibit Hall



Health Care and Clinical Services

- Care Management — 27%
- Children's Services — 27%
- Correctional Health Care — 8%
- Crisis Intervention — 38%
- Residential Services — 14%
- Telehealth and Telepsychiatry — 24%
- Treatment Providers — 23%



Technology and Digital Health

- Automated Messaging — 3%
- Digital/Mobile Health — 13%
- Electronic Health Records — 14%
- Security and Duress Systems — 2%
- Web Design and Applications — 4%



Support Services

- Consulting and Advisory Services — 12%
- Education and Training — 35%
- Medical Billing — 8%
- Staffing — 16%



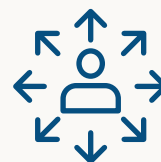
Products and Equipment

- Diagnostic Testing Devices — 5%
- Drug Testing — 6%
- Medical Devices — 2%
- Pharmaceutical/Pharmacy Services — 8%



Business and Marketing

- Apparel — 3%
- Brand Development/Creative Design — 6%
- Marketing — 14%
- Publishing — 1%



Organizational and Infrastructure

- Accreditation/Certification — 19%
- Architecture and Facility Design — 3%
- Federal Government — 13%
- Managed Care — 20%
- Nonprofit — 28%

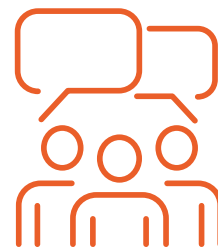
EXHIBITOR COMMUNITY

NatCon exhibitors are industry leaders showcasing innovative products, services and solutions that support mental health and substance use care. Offering everything from technology and treatment tools to workforce and wellness resources, they represent the forefront of progress in the field and are here to connect, collaborate and inspire.

Top reasons to exhibit

CONNECT
with attendees/
clients face-to-face

97%



GENERATE
new leads

55%



BUILD
brand awareness

52%



NETWORK
and create relationships

45%



REACH
your target audience

41%



Based on NatCon 2025 exhibitor and sponsor survey data.

Leading solutions in the Exhibit Hall



Health Information
Technology

25%



Consulting
and Advisory Services

22%



Education
and Training

21%



Electronic Health
Records

21%



Nonprofit/
Education

20%



Digital/Mobile Health

19%



Telehealth

18%



Care Management

15%



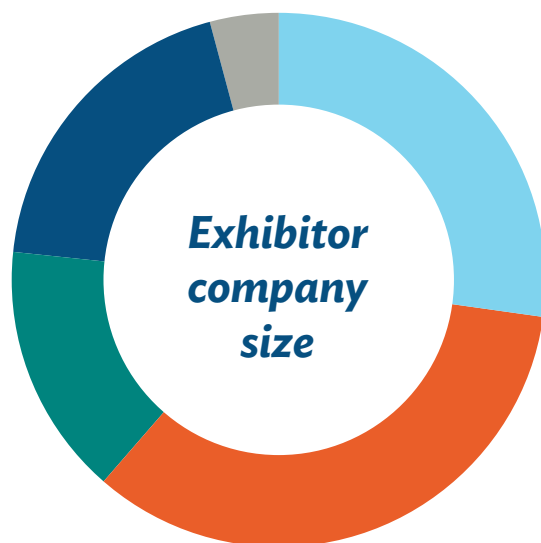
Crisis Intervention

11%



Medical Billing

11%

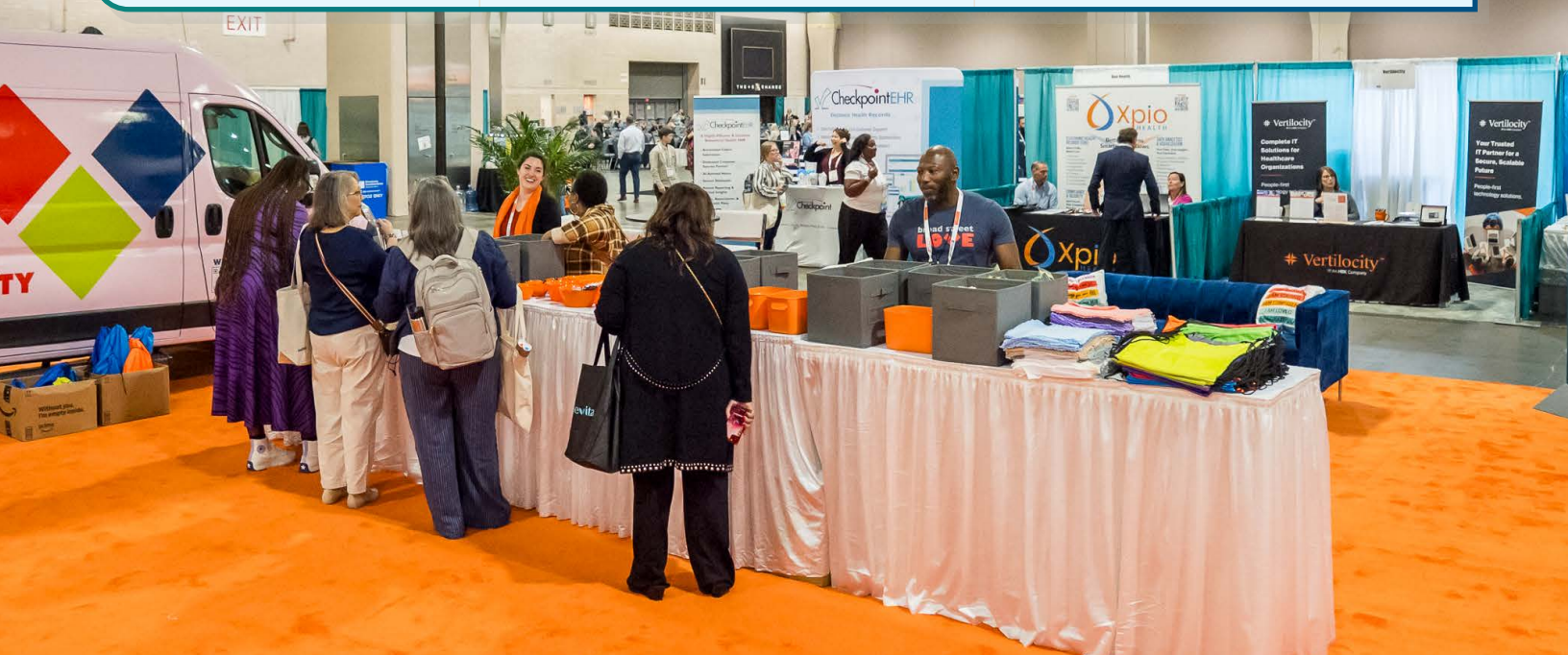


BOOTH RATES AND WHAT'S INCLUDED

As an exhibitor, you'll have an all-access pass for educational sessions and social events during NatCon to connect with colleagues and extend your reach beyond the Exhibit Hall. You'll also discover unique insights into the challenges the industry is facing and the solutions we're pursuing as a community.

National Council Partners receive exclusive discounted rates for exhibiting (and sponsorship) opportunities. Learn more about the [National Council Partnership Program!](#)

BOOTH SIZE	PRIORITY ACCESS RATE (by 10/27/2025)		STANDARD RATE (after 10/27/2025)	
	Partner Price	Nonpartner Price	Partner Price	Nonpartner Price
Standard 10'x10', 10'x20' or 10'x30' inline (100-300 sq. ft.)	\$39.90 per sq. ft.	\$41.50 per sq. ft.	\$42.30 per sq. ft.	\$43.60 per sq. ft.
Premium Island or Peninsula (400 sq. ft. or larger)	\$45.75 per sq. ft.	\$48 per sq. ft.	\$52.25 per sq. ft.	\$52.80 per sq. ft.
Corner Fee	\$300		\$300	



Booth purchase benefits

- Two days of visibility in the Exhibit Hall (April 27-28)
- Three complimentary full conference registrations per 100 sq. ft., with access to all sessions, activities and meals April 27-29
 - » Additional discounted badges are available for \$775 each
- 8' high pipe and drape and 36" side rails:
 - » Side rails are only included for standard booths
 - » Carpet and furniture are not included and must be purchased separately; aisles are not carpeted, aisles are not carpeted so we strongly recommend purchasing carpet for your booth and stand out.
 - » Furniture packages are available only for standard 10'x10' or 10'x20' inline booths (100-200 sq. ft.) and are specially priced for NatCon.
- Company listing on the NatCon website and mobile app
- Pre- and post-Conference mailing lists:
 - » Lists include contact name, company name, title and mailing address
 - » Lists do not include email addresses
- One Priority Point per 100 sq. ft. toward a purchase for next year

Booth add-ons

Designed specifically for NatCon, our add-on packages simplify your exhibit experience by providing all the essential services and supplies you need, so you don't have to worry about the details! These exclusive packages offer the best value, helping you save time and money while making a strong impact on the show floor.

10'x10' Furniture Package:

Partner: \$1,295 / Nonpartner: \$1,350

- Standard 10'x10' carpet
- 6' draped table
- Two chairs
- One wastebasket
- 500-watt electrical outlet

10'x20' Furniture Package:

Partner: \$1,660 / Nonpartner: \$1,725

- Standard 10'x20' carpet
- 6' draped table
- Two chairs
- One wastebasket
- 500-watt electrical outlet

No substitutions or changes allowed. Upgrades may be made with additional fees.

Booth selection and earning priority points

Exhibit space at NatCon is assigned based on a Priority Points system, which rewards ongoing engagement and support. Points are earned annually through past participation, including exhibiting, sponsoring and advertising. The more points your organization earns, the higher your priority in booth selection.

While priority points guide booth assignments, the National Council reserves the right to allocate space at its sole discretion. For full details, please refer to our [NatCon Priority Point System handout](#).

Secure your space

The interactive floor plan is now live and may be updated as needed. Booth selection is determined first by Priority Points, then on a first-come, first-served basis after the Priority Points deadline. Interested in a larger presence? Multiple booths can be combined upon request.

EXHIBITOR TERMS AND CONDITIONS

PAYMENT

A deposit of 50% of the total exhibit booth fee is due at the time of contract submission (\$1,000 per 10'x10' space rented is nonrefundable). Full payment is due no later than Jan. 27, 2026. After this date, full payment must accompany all new contracts.

If the exhibitor fails to install their display by 5 p.m. MT on Sunday, April 26, 2026, fails to submit full payment by the specified deadline, or does not comply with any terms related to booth use, the National Council reserves the right to take possession of the exhibit space and resell it, in whole or in part.

SUBLEASING OF SPACE

Exhibitors are not permitted to assign, sublet or share any portion of their assigned exhibit space with others. Additionally, only products or services that are manufactured or regularly distributed by the exhibitor may be displayed within the booth.

COMPETITORS

The National Council is unable to identify or account for competitive relationships between exhibitors when assigning or selecting exhibit space. As such, the proximity of competitors cannot be guaranteed or considered during the booth assignment process. Exhibitors selecting space near a competitor do so at their own discretion, and this will not be considered valid grounds for booth reassignment.

CANCELLATIONS

Cancellations received before Oct. 27, 2025, will result in the National Council retaining \$1,000 per 10'x10' space rented. Cancellations received between Oct. 27, 2025, and Jan. 27, 2026, will result in the National Council retaining 50% of the total exhibit booth fee. No refunds will be granted after Jan. 27, 2026. After this date, the National Council reserves the right to resell the exhibit booth without notice or refund. The National Council also

reserves the right to deny or cancel booth assignments for companies with overdue account balances with the National Council or its affiliates. All cancellations and requests for refunds must be in writing.

SPACE REDUCTION

If an exhibitor requests a reduction in the size of their originally selected booth (including mergers, acquisitions or other situations where an exhibitor reduces or releases space to co-locate with another exhibitor), the reduction will be treated as a cancellation, and the exhibitor will be subject to the same conditions and restrictions as outlined under the Cancellation terms.

Please review the full NatCon Terms and Conditions in the NatCon Expo Harvester for more details.

EXHIBIT HALL SCHEDULE

MOVE-IN:

- **Saturday, April 25: 12-5 p.m. MT**
- **Sunday, April 26: 9 a.m.-5 p.m. MT**

EXHIBIT HALL HOURS:

- **Monday, April 27: 8 a.m.-4 p.m. MT**
- **Tuesday, April 28: 8 a.m.-4 p.m. MT**

Exhibitors can access the Exhibit Hall beginning at 7:30 a.m. MT.

MOVE-OUT:

- **Tuesday, April 28: 4-8 p.m. MT**
- **Wednesday, April 29: 8-11 a.m. MT**

While the official move-out period spans 2 days, please note that our General Services Contractor (GSC), Fern, will begin dismantling and cleaning at the close of Tuesday, April 28. We strongly recommend that all exhibitors pack up and secure their materials by the end of Tuesday, April 28 to avoid the risk of any items being mistakenly discarded during overnight cleaning.

If you plan to move out on Wednesday, April 29 instead, please notify Exhibitor Services before leaving on Tuesday, April 28 so we can ensure your materials are not affected.

Booth Setup and Dismantling

All displays must be fully erected and arranged for viewing by 5 p.m. MT on Sunday, April 26, 2026, for official inspection by the National Council. Noisy or unsightly work in any exhibitor's booth area is prohibited during official exhibit hours.

Goods received after the Exhibit Hall opens must be delivered to the booth and arranged during nonofficial exhibit hours. Unless there has been prior approval from the National Council, goods and materials used in any display (except bona fide samples) may not be removed from the Exhibit Hall until the Exhibit Hall officially closes.

All materials must be cleared from the Exhibit Hall by 11 a.m. MT on Wednesday, April 29, 2026. It is the sole responsibility of each exhibitor to have materials packed, identified and cleared for shipment by this time. The National Council reserves the right — with no liability for damage, spoilage or loss — to dismantle, dispose of, store, and clear from the premises any display material, goods, property or merchandise of an exhibitor that fails to comply with this requirement. The National Council may also order such actions to be taken at the sole expense of the exhibitor.

Exhibit booths must not be disturbed, dismantled or removed before 4 p.m. MT on Tuesday, April 28, 2026, or a fee of \$1,000 will apply.

Agenda coming soon!

Hotel Accommodations

NatCon discounted room rates are only available through the official NatCon housing website link listed in the Expo Harvester. You will receive access to the Expo Harvester once your exhibit booth order is complete.



BECOME A SPONSOR

Showcase your brand at NatCon and reach key decision-makers in mental health and substance use care. Sponsorship gives you exclusive opportunities to stand out, connect with leaders and make an impact. Get involved and amplify your presence at the event!

“Convention sponsorship offers unique marketing opportunities that can increase exhibit booth traffic by up to 104%.”

— Center for Exhibition Industry Research