



from NATIONAL
COUNCIL FOR
MENTAL
WELLBEING

2026
APRIL 27-29
DENVER

SPONSORSHIP PROSPECTUS

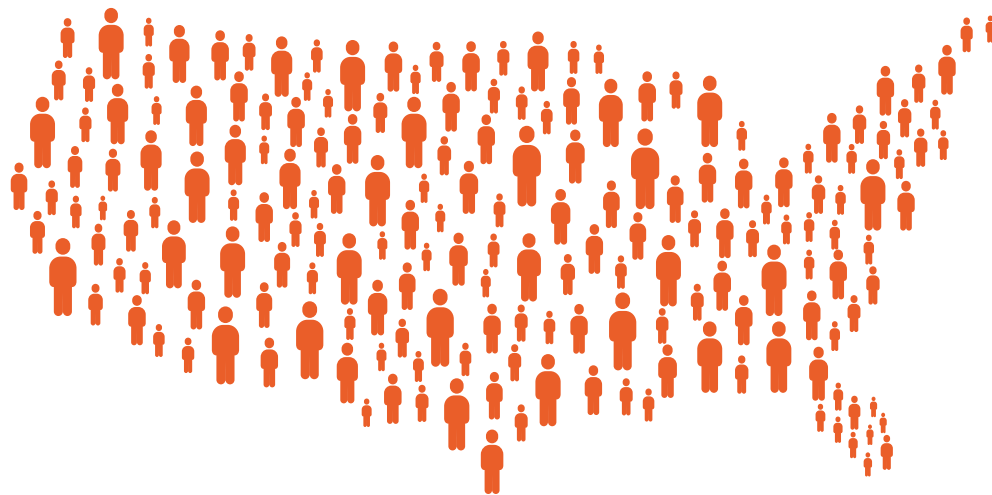
Colorado Convention Center, Denver

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

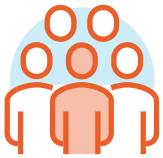
#1

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

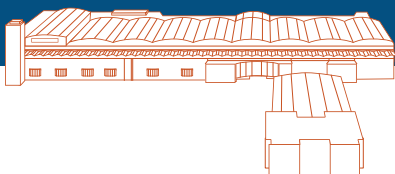
additional pre-NatCon learning and networking opportunities:



- 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%

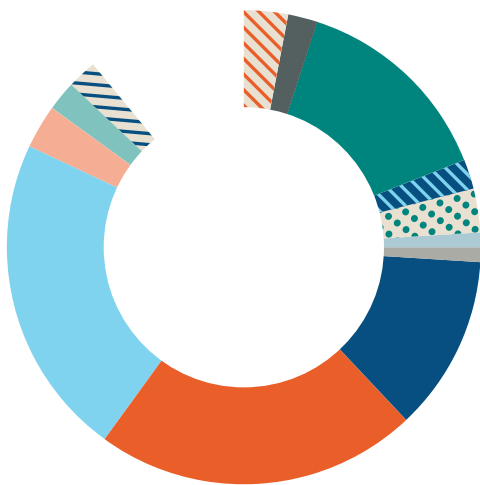
were CCBHC employees, partners or clients



6

countries were represented

Organization type



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

Primary field of work

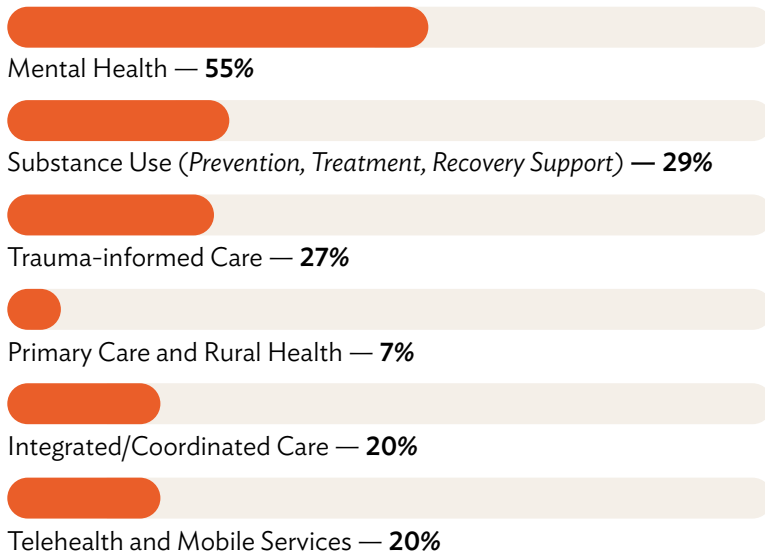


Criminal Justice	1%
Education	4%
Health Care	9%
Mental Health Professional	51%
Peer/Recovery Support	2%
Public Health	6%
Research	1%
Substance Use Recovery Treatment	7%

Service types

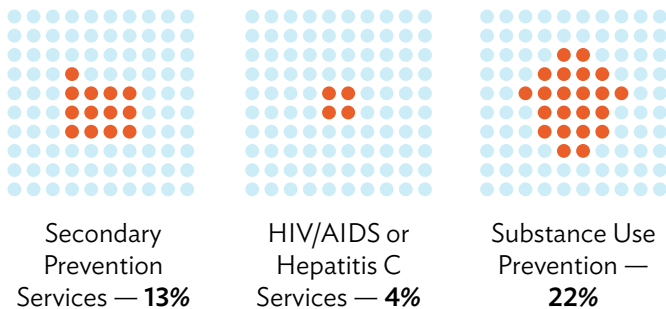
(Some attendees represent multiple service types.)

Clinical and Behavioral Health Services

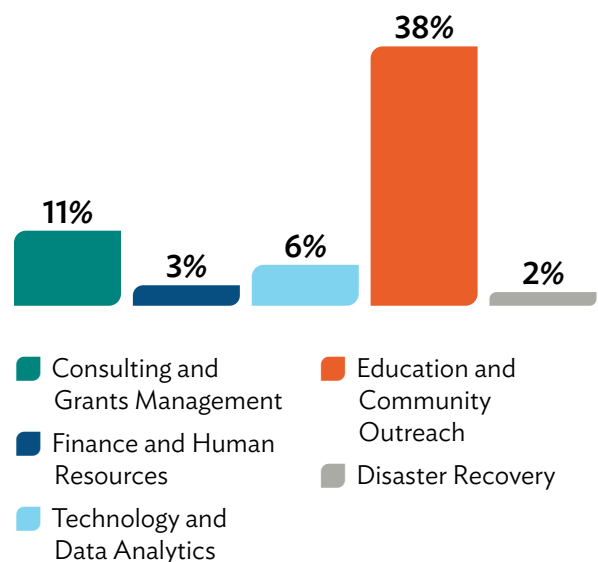


Housing and Recovery Housing	14%
Child Welfare and School-based Services	19%
Justice-involved and Law Enforcement	14%
Peer/Recovery Support	26%
Refugee, Veteran and Women's Services	18%

Public Health and Secondary Prevention



Administrative, Technical and Consulting Services

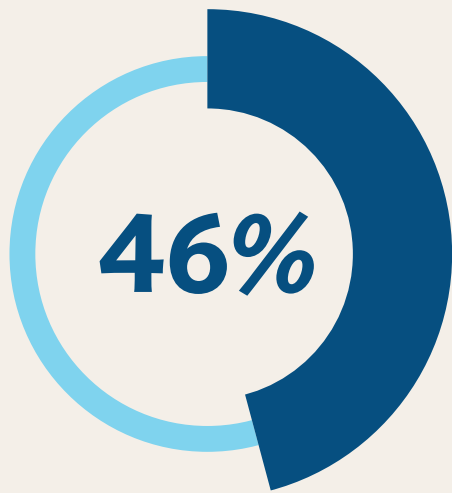


Specialty and Niche Services

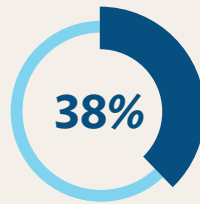
Consumer Run and Philanthropy — 1%

Other — 9%

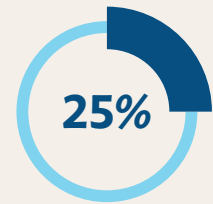
Populations served



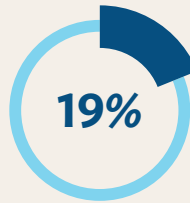
All Age Groups



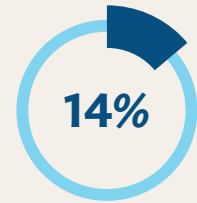
Adults



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%



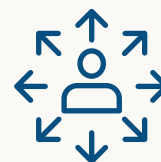
Products and Equipment

- 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%

WHY SPONSOR?

As a sponsor, you'll gain high-impact exposure and direct access to thousands of health care professionals who are actively seeking solutions, partnerships and services.

Stand out. Drive engagement. Build lasting connections.

Sponsor NatCon and make your brand impossible to miss!

“Convention sponsorship offers unique marketing opportunities that can increase exhibit booth traffic by up to 104%.” — Center for Exhibition Industry Research

SPONSOR LEVELS

Sponsorship options are chosen individually and may be combined to achieve the listed Sponsor levels. Each level receives additional benefits.

All National Council Partners receive the Partner rate for sponsorship opportunities. Learn more about the [National Council Partnership Program!](#)

	ELITE	SIGNATURE	PREMIER	ADVOCATE	CONTRIBUTOR
BENEFIT	\$60,000+	\$35,000–\$59,999	\$20,000–34,999	\$10,000–\$19,999	\$5,000–\$9,999
Recognition on NatCon website, mobile app and on-site banner	✓	✓	✓	✓	✓
Sponsor level icon for marketing materials and email signature	✓	✓	✓	✓	✓
Social media spotlight (Instagram story, LinkedIn or Facebook) during NatCon	IG story, LinkedIn, Facebook	IG story, LinkedIn	IG story	LinkedIn	
Invitations to NatCon VIP Reception (Sunday, 4/26)	✓	✓	✓		
Featured spotlight in NatCon newsletter or “daily recap” email	✓	✓			
Floor sticker recognition at Exhibit Hall entrance	✓				

SPONSORSHIP OPPORTUNITIES

Education – Sponsored Content

Reach thousands of health care professionals and reinforce your reputation as a trusted source of valuable, expert information through sponsored content.



CAMPFIRE SESSIONS

Partner: \$9,900 / Nonpartner: \$10,200

- Spark meaningful conversations with a Campfire Session! Host a 25-minute lunchtime discussion in the Expo Theater on Monday, April 27, or Tuesday, April 28. Choose your own topic — like workforce wellness or organizational culture-building insights — and connect with engaged professionals in a relaxed, high-visibility setting.



SOLUTIONS SHOWCASE

Partner: \$6,700 / Nonpartner: \$6,900

- Take the spotlight on the Solutions Showcase stage! Deliver a 15-minute presentation highlighting your latest innovations and offerings — the perfect way to reach engaged attendees beyond the booth.

All Sponsored Content Includes the Following Benefits:

- Fully equipped, presentation-ready stage, including AV setup (laptop, monitor, speakers, microphone and podium).
- Session and speaker listing in the NatCon online agenda.
- Content support with a dedicated content consultant to ensure the session reflects the topics and insights attendees are most interested in.
- Optional presentation coaching to help speakers deliver a compelling and effective session.

Education — Brand Awareness

Support NatCon’s educational mission while boosting your company’s brand visibility and recognition!



EDUCATIONAL TRACK SPONSORS (EXCLUSIVE – 1 per track)

Partner: \$11,100 / Nonpartner: \$11,400

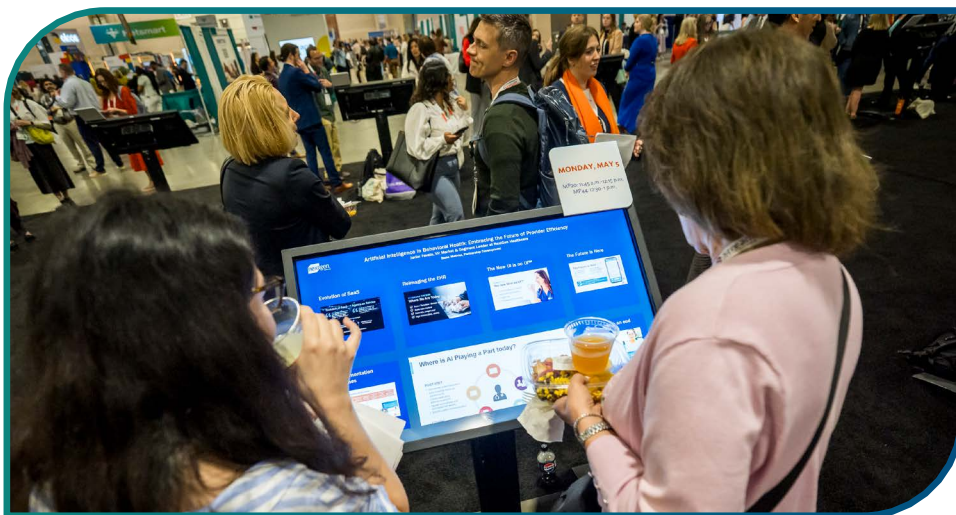
- Play a key role in delivering high-quality continuing education to NatCon attendees by sponsoring one or more educational tracks—such as CCHBC, Substance Use Continuum, and Integrated Care—while gaining visibility with your logo prominently displayed on event signage.



POSTER PAVILION (EXCLUSIVE SPONSOR)

Partner: \$25,000 / Nonpartner: \$25,750

- Be the exclusive sponsor of the entire Poster Presentations experience in the Exhibit Hall. Showcase your brand as attendees explore all poster presentations on high-definition touchscreens with easy search and navigation. Make your brand unmissable where attendees come to learn, network, and engage.
- **Additional benefits include:**
 - » Your logo prominently featured on event signage and across the towering Poster Pavilion structures—positioned as “Powered by [Your Organization]” so attendees immediately connect the experience with your brand.
 - » Your logo and link included in the Online Gallery, which is promoted to all registered attendees after the event for lasting exposure.





TED-STYLE AND IGNITE-STYLE TALKS

Partner: \$11,100 / Nonpartner: \$11,400

- Support one of the most high-profile tracks at NatCon — the entire TED-style and Ignite-style Talks experience! As the exclusive sponsor, your brand will be front and center throughout this inspiring series of rapid-fire, high-impact presentations. Note: This is track-level sponsorship; individual sessions are not sponsored.
- **About the sessions:**
 - » **TED-style Talks** – Short, powerful and personal. These 18-minute talks deliver bold ideas, challenge perspectives and inspire action.
 - » **Ignite-style Talks** – Fast and fierce. In just 5 minutes, speakers share personal stories or big ideas that spark change. Based on the “everyone speaks” philosophy.
- **Additional benefits:**
 - » Logo recognition on walk-in slides.
 - » One 16:9 PowerPoint advertisement graphic on walk-in slides.
 - » Recognition and “thank you” shout-out from emcee at the start of each block of events.



Access — Specialty Areas

These opportunities put sponsors face-to-face with key attendees in dynamic, high-impact settings.



AWARDS FOR EXCELLENCE ***NEW***

Celebrate the health care heroes who are making a difference nationwide! As a sponsor of our Awards for Excellence program, you'll play a key role in honoring individuals who are transforming the field through their exceptional work and dedication.

Partner: \$60,000 / Nonpartner: \$61,800 (Exclusive)

■ Exclusive Benefits:

- » Exclusive recognition as the Awards for Excellence Sponsor.
- » Prominent recognition on website, mobile app, onsite signage and press releases related to the Awards for Excellence.
- » Featured in targeted emails promoting the Awards for Excellence.
- » Social media mention as the Awards for Excellence Sponsor on the National Council accounts (Facebook, Instagram, LinkedIn).
- » Reserved premium seating for up to 20 team members or invited guests at the Awards for Excellence program.
- » Opportunity to include a short video clip (10–20 seconds) in the walk-in slides.
- » Exclusive opportunity to host a meetup with award winners and attendees at the Community Zone in the Exhibit Hall.
- » For a list of additional benefits, please see Page 14.

Partner: \$15,000/ Nonpartner: \$15,500 (4 Available)

■ Exclusive Benefits:

- » Logo included on website, mobile app, onsite signage and press releases related to the Awards for Excellence.
- » Recognition during the awards program.
- » Featured in targeted email promoting the Awards for Excellence.
- » Social media mentions as an Awards for Excellence Sponsor on the National Council accounts (Facebook, Instagram, LinkedIn).
- » Reserved premium seating for up to 5 team members or invited guests at the Awards for Excellence program.
- » Ability to provide one slide to be included in the walk-in slides.
- » For a list of additional benefits, please see Page 14.



CRISIS SUMMIT & CCBHC PRECON RECEPTION

Partner: \$5,800 / Nonpartner: \$6,000

- Back by popular demand, this attendee-requested event brings together professionals advancing Crisis Response and CCBHC initiatives. The reception offers a premier networking opportunity with light bites and beverages. Sponsors receive recognition in all related marketing, on-site signage, and materials, with the option to deliver brief welcome remarks and display branded collateral during the event.



HEADSHOT CAFÉ

Partner: \$12,000 / Nonpartner: \$12,400

- Help attendees elevate their professional image with a free executive headshot at this high-traffic, must-visit activation. Your brand will appear on the appointment scheduling platform (visible each time someone books a session) and on prominent signage throughout the space. You'll also have the option to staff the area and engage with attendees. Post-event metrics are included to help measure your visibility and impact.
- For a list of additional benefits, please see Page 14.





NATCON GIVES BACK

Partner: \$25,200 / Nonpartner: \$26,000

- As a sponsor of NatCon Gives Back, your brand is also proudly sponsoring the Community Zone, promoting connection and community while making a real impact. Together with attendees, you'll help assemble wellness kits for a local Denver organization serving those in need.
- While attendees pack kits in the Community Zone, your brand will be featured on postcards and signage, providing meaningful visibility and showcasing your commitment to giving back.
- For a list of additional benefits, please see Page 14.



PRIVATE MEETING ROOMS ***NEW***

Partner: \$10,500 / Nonpartner: \$10,900 Exclusive (all three days)

Partner: \$5,250 / Nonpartner: \$5,500 (Monday, Tuesday or Wednesday)

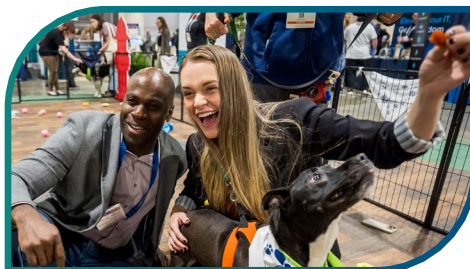
- Give your team and clients a dedicated space to connect, strategize or recharge away from the bustle of the Exhibit Hall.
 - » Hard-walled meeting room outside of the Exhibit Hall
 - » Boardroom-style setup with seating for 12
 - » Audio visual and food and beverage services available for an additional fee



PUPPY PARK (EXCLUSIVE)

Partner: \$23,100 / Nonpartner: \$23,800

- Bring joy, relaxation and smiles to attendees through the Puppy Park — an attendee favorite presented in partnership with a local Denver animal shelter. This interactive, social media-friendly experience draws heavy foot traffic and puts your brand at the center of the feel-good moment. Your logo will be featured on prominent on-site signage, with the option to provide branded giveaways for even more engagement.
- For a list of additional benefits, please see Page 14.





REFRESH AND RECHARGE LOUNGE

Partner: \$25,200 / Nonpartner: \$26,000

- Provide attendees with a quiet, comfortable space to connect, catch up on emails and recharge themselves and their devices. The lounge features cozy seating and ample charging stations. Your brand will be featured on signage and floor stickers. Plus, you have the option to place marketing collateral on tabletops (with National Council approval and at your expense).
- For a list of additional benefits, please see below.



WELLBEING SALON

Partner: \$18,800 / Nonpartner: \$19,400

- Boost attendee confidence with professional mini makeovers by expert hair and makeup artists. Your brand will appear on the appointment scheduling platform (visible each time someone books a session) and on high-impact salon signage. You'll also have the option to staff the space and engage with attendees. Post-event metrics are included to help measure your impact.
- For a list of additional benefits, please see below.



Specialty Area Sponsorship Benefits

- Clearly highlighted on the interactive floor plan on the website and mobile app
- Draws high foot traffic to the Exhibit Hall
- Serves as an extension of an exhibitor's booth
- Provides strong brand visibility in different areas of the Exhibit Hall

Access — Booth Traffic Drivers

Drive attendees directly to your booth with strategic opportunities that boost visibility, spark engagement and maximize in-person connections.



COFFEE BREAK

Partner: \$7,000/ Nonpartner: \$7,250

- Keep attendees energized with coffee breaks at designated stations in the Exhibit Hall. Your logo will be featured on custom napkins and break signage, maximizing visibility throughout the event.



SNACK BREAKS

Contact us for pricing and availability.

- Treat attendees to a specialty snack station in your booth and attract more traffic. Your logo will be prominently displayed on signage as guests enjoy a memorable, tasty break.



WATER BOTTLES

Contact us for pricing.

- Your logo will appear on custom reusable bottles — co-branded with event artwork — handed out at your booth. Sponsor provides logo.



Brand Awareness

Elevate your brand recognition with strategic, high-impact exposure to attendees.



AISLE BANNERS

Partner: \$13,250 / Nonpartner: \$13,700

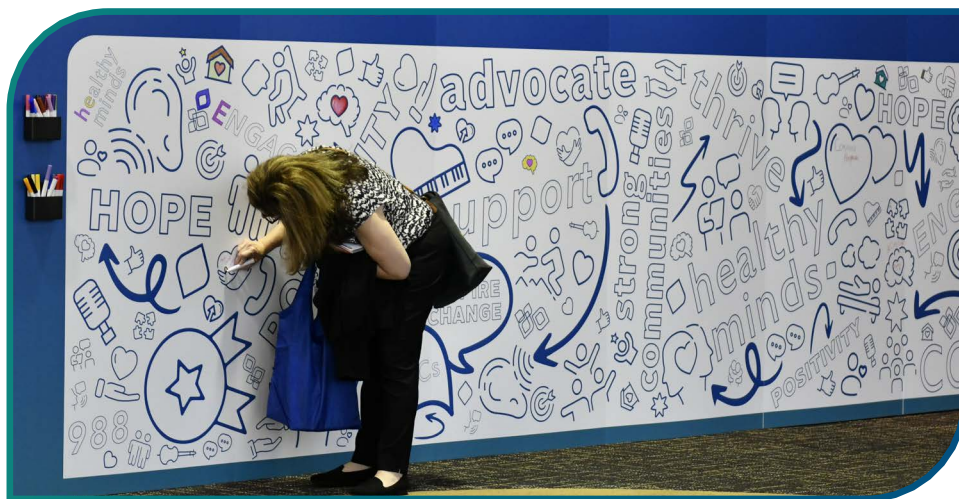
- Increase your brand's visibility with your logo and booth number featured on all ceiling-hung aisle signs throughout the Exhibit Hall.



COLORING WALL

Partner: \$9,300 / Nonpartner: \$9,600

- Provide attendees with a creative outlet throughout the conference. Your custom ad will be prominently displayed on the Coloring Wall, and your brand will be featured in a dedicated social media post promoted by the National Council.



GRATITUDE WALL

Partner: \$9,300 / Nonpartner: \$9,600

- Encourage attendees to share messages of gratitude and inspiration throughout the conference. Your custom ad will be prominently displayed on the Gratitude Wall, and your brand will be featured in a dedicated social media post promoted by the National Council.



LANYARDS AND BADGES BUNDLE

Partner: \$29,250 / Nonpartner: \$29,600

- Your company name featured on all attendee lanyards
- Custom graphic printed on the back of each attendee badge



PORTABLE CHARGER STATION

Contact us for pricing and availability.

- Be seen as you keep attendees powered up throughout the conference with branded tables, signage and rentable power banks.



RIBBON WALL

Partner: \$3,400 / Nonpartner: \$3,500

- Support this popular Registration area attraction where attendees add their own flair. Your custom ad will appear on the Ribbon Wall and in all applicable pre-event marketing. Plus, you'll have the option to create a custom ribbon to display (with National Council approval).

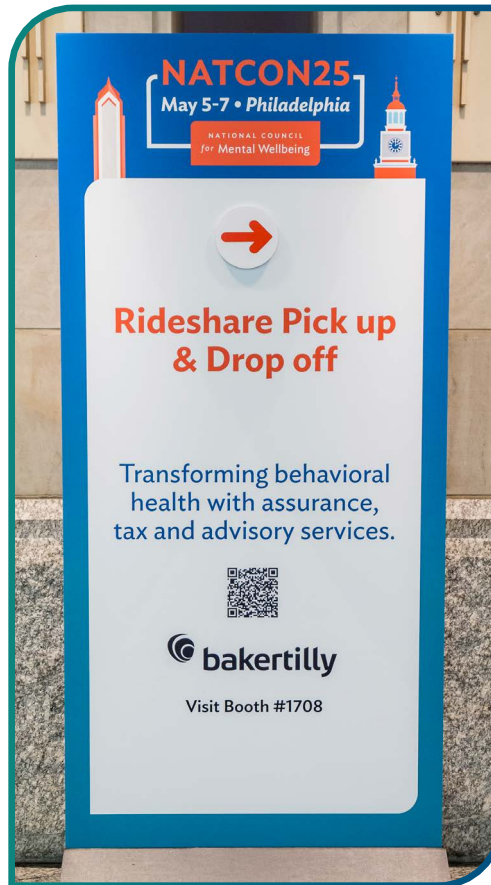




RIDE-SHARE SIGNAGE

Partner: \$1,700 / Nonpartner: \$1,800

- Get your logo and a QR code with your custom link on high-visibility signs directing attendees to ride-share pickup and drop-off points at the convention center.



WI-FI (EXCLUSIVE)

Partner: \$25,000 / Nonpartner: \$25,750

- Custom-branded Wi-Fi password
- Sponsor logo displayed on all on-site Wi-Fi signage and table tents

Digital Communication

Amplify your reach with targeted digital campaigns featuring customized emails and social media promotions designed to connect your message directly with attendees.



AUXILIARY EVENTS PROMOTION ***NEW***

Partner: \$6,100 / Nonpartner: \$6,250

- Invite attendees to your exclusive social gathering with NatCon marketing support, including one targeted e-blast to attendees. This is strictly for social events — no demos or educational sessions.



CONFIRMATION EMAIL

Partner: \$5,000 / Nonpartner: \$5,200

- Your digital banner ad appears on every attendee's registration confirmation email, with a clickable footer linking to your website or a page of your choice.



DAILY RECAP EMAIL ***NEW***

Partner: \$5,000 / Nonpartner: \$5,200

- Reach all registrants with a custom feature in the daily recap email. Sponsorship includes your logo, link and branded content alongside event highlights that are sent at the end of each conference day.



GENERAL E-BLASTS

Partner: \$5,000 / Nonpartner: \$5,200

- Send your custom message to all registrants in a scheduled e-blast. Not available for auxiliary events.



“KNOW BEFORE YOU GO” EMAIL

Partner: \$5,000 / Nonpartner: \$5,200

- Reach all registered attendees with a custom footer banner ad in the pre-event “Know Before You Go” email, linking to your preferred URL.



NATCON NEWSLETTER SPOTLIGHT ***NEW***

Partner: \$6,600 / Nonpartner: \$6,800

- Reach all registrants with a custom feature in the NatCon newsletter. Sponsorship includes your logo, link and branded content.

Email Copy Approval

- All messages are subject to review and approval by NatCon staff to ensure alignment with conference standards and policies

Advertising — On-site

Drive on-site visibility with high-impact branding placements throughout the convention center to keep your company top of mind.



DIGITAL SIGN AD ***NEW***

Partner: \$6,300 / Nonpartner: \$6,500

- Display your brand on a digital screen in a high-traffic area outside the Exhibit Hall. Your ad will loop alongside important conference information for maximum attendee exposure.



MAIN AISLE FLOOR STICKER AD

Partner: \$3,400 / Nonpartner: \$3,500

- Whether attendees are checking their phone or grabbing something out of their bag, you'll grab their attention as they look down. Feature your custom ad as vibrant floor stickers in the high-traffic Exhibit Hall aisles.



NATCON NAVIGATION BOOTHS

Partner: \$3,400 / Nonpartner: \$3,500

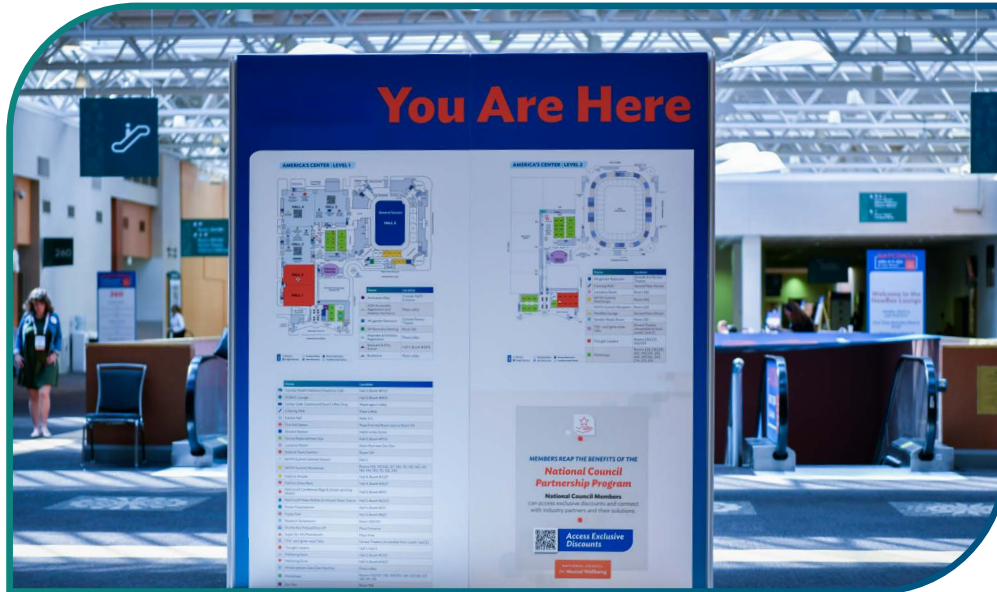
- Help attendees via information booths prominently located throughout the venue. Your custom ad will be co-branded with NatCon visuals.



“YOU ARE HERE” MAPS

Partner: \$5,250 / Nonpartner: \$5,400

- Help attendees navigate with centralized maps in high-traffic areas throughout the convention center and/or Exhibit Hall. Your custom ad will appear prominently on the display for maximum visibility.



Advertising — NatCon Website

Advertise on the NatCon website and reach attendees before they arrive with high-visibility placements that drive awareness and traffic.



“BROWSE BY” PAGE AD

Partner: \$3,400 / Nonpartner: \$3,500

- Place your ad on one of the high-traffic “Browse By” pages — Company, Booth or Category — for targeted exposure.



HOTEL RESERVATION PAGE AD

Partner: \$1,250 / Nonpartner: \$1,350

- Be seen early and often — feature your custom ad on the NatCon hotel booking page as attendees secure their accommodations.



NAVIGATION BAR AD

Partner: \$1,250 / Nonpartner: \$1,350

- Stay visible throughout the attendee journey with your custom ad featured on the website's navigation bar.

Connect With a Click

- All ads can link to your exhibit booth or to a webpage of your choice.

Advertising — Social Media

Promote your brand with targeted posts created and shared by the National Council across its official social media channels.



INSTAGRAM STORY TAKEOVER ***NEW***

Partner: \$2,250 / NonPartner: \$2,350

- Take over our Instagram Stories for one hour to showcase your brand, share exclusive content and engage directly with our audience in real time.



SOCIAL MEDIA MENTIONS

Partner: \$1,700 / Nonpartner: \$1,800

- Boost your visibility with a promotional post on the National Council's Instagram, Facebook or LinkedIn. Collaborate with our social media manager to craft the message and drive traffic to your booth or brand.

Advertising — NatCon Mobile App

Promote your brand with targeted in-app placements to reach users directly on their devices.



APP SPLASH SCREEN AD

Partner: \$11,600 / Nonpartner: \$12,00

- Your custom graphic will appear on the mobile app's opening page, ensuring visibility every time the app is loaded.



EXHIBITOR LISTING BANNER AD

Partner: \$5,600 / Nonpartner: \$5,700

- Put your custom banner ad on the mobile app, on the Exhibitor listing page with a link to your preferred URL.



PUSH NOTIFICATIONS VIA MOBILE APP

Partner: \$1,700 / Nonpartner: \$1,800

- Alert attendees to visit your booth or attend your event(s) with special messages through the mobile app (max. 150 characters for each message).
- There are three daily push notification slots available on Monday, April 27, and Tuesday, April 28.
- For each push notification, you get to pick one time slot on either day.



CUSTOM SPONSORSHIP

Looking for something unique? Let's create a sponsorship package tailored to your goals!

Contact Alaina Herrera to get started.

GRAPHICS DEADLINE

Custom ads and logos for any sponsorship materials must be received by Feb. 12, 2026. If the appropriate graphics are not received by this deadline, the company logo will be used in place of an ad.

PAYMENT TERMS

A 50% deposit is required at the time of sponsorship purchase. Full payment is due by Jan. 27, 2026. After this date, all sponsorship contracts must be accompanied by full payment.

CANCELLATIONS

Cancellations received before Oct. 27, 2025, will result in the National Council retaining 25% of the total sponsorship fee. Cancellations received between Oct. 27, 2025, and Jan. 27, 2026, will result in the National Council retaining 50% of the total sponsorship fee. No refunds will be granted after Jan. 27, 2026. All cancellations and requests for refunds must be in writing.

Please review the full NatCon Terms and Conditions in the [Expo Harvester](#) for more details.

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 AN EXHIBITOR

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.