



MENTAL HEALTH AMERICA CONFERENCE

DISRUPT ► REFORM ► *Transform*

Sept. 17–21, 2024
Washington, D.C.

Sponsorship and Promotional Opportunities



Join passionate mental health advocates and leaders from all over the U.S. and beyond



About the Mental Health America Conference

Each year, thousands of mental health advocates unite in Washington, D.C., and online for an inspiring week of empowerment and innovation. From peers to providers, government officials and media, this dynamic group ignites a collective spark, sharing invaluable knowledge and fostering the next wave of advocacy for mental health.

Past speakers include recognized advocates in the mental health field, such as musicians Michelle Williams and Andy Grammer, author Ibram X. Kendi, Congressman Jamie Raskin, World Champion medalist swimmer Allison Schmitt, and soccer star Abby Wombach.

About Mental Health America

Founded in 1909, Mental Health America is the nation's leading community-based nonprofit dedicated to addressing and promoting mental health as a critical part of overall wellness, including prevention services, early identification, and intervention for all people living in the U.S.



Sept. 17-21, 2024
Washington, D.C.
Capitol Hilton

Sept. 17 Policy Institute
Sept. 18 Affiliate Day
Sept. 19-21 Main Conference



MENTAL HEALTH AMERICA CONFERENCE

Our 2024 Theme

DISRUPT ➤ **REFORM** ➤ *Transform*

At this year's conference, we will explore ways to **DISRUPT** systemic barriers, **REFORM** harmful practices that prevent progress, and **TRANSFORM** the current landscape, ensuring everyone has equitable opportunity for optimal mental health and well-being.

Explore this powerful theme and uncover innovative approaches to realizing our collective vision at this year's conference.

Showcase your commitment to mental health

From exclusive networking opportunities to strategic brand promotion, join us in building the nation's most inspiring and innovative mental health conference.

Network with leaders

in the mental health field, including c-suite executives, providers, and more.

Gain valuable insights

from thought-provoking keynotes, panel discussions, and workshops led by experts and visionaries in the mental health industry.

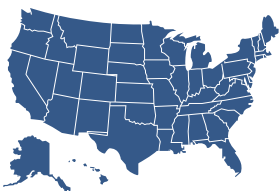
Engage thousands of advocates

from across the country and beyond.



In 2023

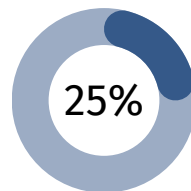
Over 10,000 attendees in-person and online



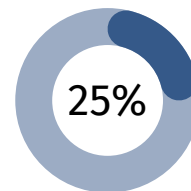
From all 50 states



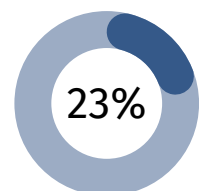
and 99 countries



Provider



C-suite Executive



MHA Affiliate

Reach over 1,200,000 followers across our social platforms



Premium Sponsorship Opportunities

	Presenting \$100,000	Diamond \$75,000	Platinum \$50,000	Gold \$25,000	Silver \$10,000	Bronze \$5,000
--	--------------------------------	----------------------------	-----------------------------	-------------------------	---------------------------	--------------------------

Recognition on signage, website, and virtual platform



Signs will be posted in general areas of the conference, as well as logo placement on MHA's conference website, and the virtual conference platform will recognize sponsors for their support.

Digital spot

	60 seconds	45 seconds	30 seconds	15 seconds
--	-------------------	-------------------	-------------------	-------------------

Sponsors will be permitted to air a digital ad during the event. Ad is subject MHA approval.

Recognition at Clifford Beers Award ceremony



The Clifford W. Beers Award is MHA's highest honor. Sponsors will be recognized on the dual screens in the ballroom during this special award ceremony.

Free registrations

	15	6	6	5	4	3
--	-----------	----------	----------	----------	----------	----------

Sponsors will receive a number of free registrations in accordance to their sponsorship level.

Reserved seating



Sponsors will be provided preferred seating at meals.

Targeted social media or app promotions

	4	3	2	1
--	----------	----------	----------	----------

We'll help promote your presence to attendees on LinkedIn, Twitter, and through the conference app. Messages may promote educational or advocacy initiatives but should not promote specific branded mental health treatments. All messages must be submitted to MHA for review and approval.

Bag insert



Sponsors will be allowed to include a non-branded item in the conference registration bags.

Co-sponsorship of Affiliate Day



Sponsors will be recognized as sponsors of the exclusive Affiliate Day reserved for MHA affiliates and invited guests.

Customized Exclusive Opportunities

Available for sponsors who want a more targeted way to reach our audience. Opportunities are limited — claim yours now before it's gone.

Networking Lounge \$15,000

SOLD

Engage our attendees by putting your brand front and center in our popular networking lounge. The space naturally sparks conversations and connections that can shape the future of mental health.

Plenary \$15,000

Our conference is packed with plenaries featuring high-profile keynote speakers. Past speakers include Sen. Tim Kaine, musicians Demi Lovato, Andy Grammer, and Michelle Williams, soccer star Abby Wambach, and other recognized major leaders and advocates in the mental health field.

Welcome Luncheon \$15,000

Our welcome luncheon sets an inspiring tone for the rest of the conference. Be the first to make a lasting impression on attendees during this packed event.

Hotel Keycards \$15,000

A daily reminder of your brand in the hands of conference attendees staying at the hotel.

Reception Host \$10,000

Step into the spotlight as the host of a reception or meal and set the stage for meaningful interactions and collaborations that can shape the landscape of mental health. Exhibit space available.

VIP Speaker Room \$10,000

Your brand will be recognized as the exclusive VIP Speaker Room sponsor and help welcome our keynote speakers to the conference.

Wellness Room \$10,000

Promote attendee wellness, self-care, and relaxation by sponsoring the Wellness Room and related activities.



Customized Exclusive Opportunities (cont'd)

Lanyards \$10,000

Ensure maximum visibility and exposure for your brand. Every attendee wearing our conference lanyard becomes a walking advertisement, boosting brand recognition and recall.

Snack Break \$5,000

Help our attendees refuel between inspiring sessions. They'll thank you for it.

Photo Booth \$5,000

Help our attendees create special moments and drive meaningful conversations about mental health advocacy on social media, all with your brand front and center.

Tote Bag Promo \$1,000

All attendees are provided with a complimentary tote bag that is stuffed with helpful resources and fun promotional items. A limited number of opportunities to include an item are available.



Have a bold idea for how we can showcase your brand? Let's chat!

Exhibition Opportunities

Your brand. Front and center.

Here is the perfect platform to connect directly with our vibrant community of advocates **over 2.5 inspiring days during our Main Conference, Sept. 19–21.**



Standard Space \$2,650

Only 30 available

A 6-foot space including table, chairs, and power – a canvas open to your creative touch.

Premium Space \$2,850

Only 4 available

Upgrade to an expansive 8x10-foot space for a more immersive experience and amplify your impact.

Exhibitor benefits:

1 free conference registration valued up to \$650

And half-price up to 2 additional registrations!

Upgrade to the \$10,000 sponsor level and get a Standard Space and many other features.



MENTAL HEALTH AMERICA CONFERENCE

**Advocate for mental health
and boost your brand
recognition today!**

Become a sponsor today!

mhanational.org/conf-sponsor

Deadline: June 1, 2024

Questions? Let's chat!

Stuart Allen

sallen@mhanational.org

703-838-7549

