2025

Sponsor & Exhibitor Prospectus

2025 NATSAP Annual Conference

Carlsbad, CA
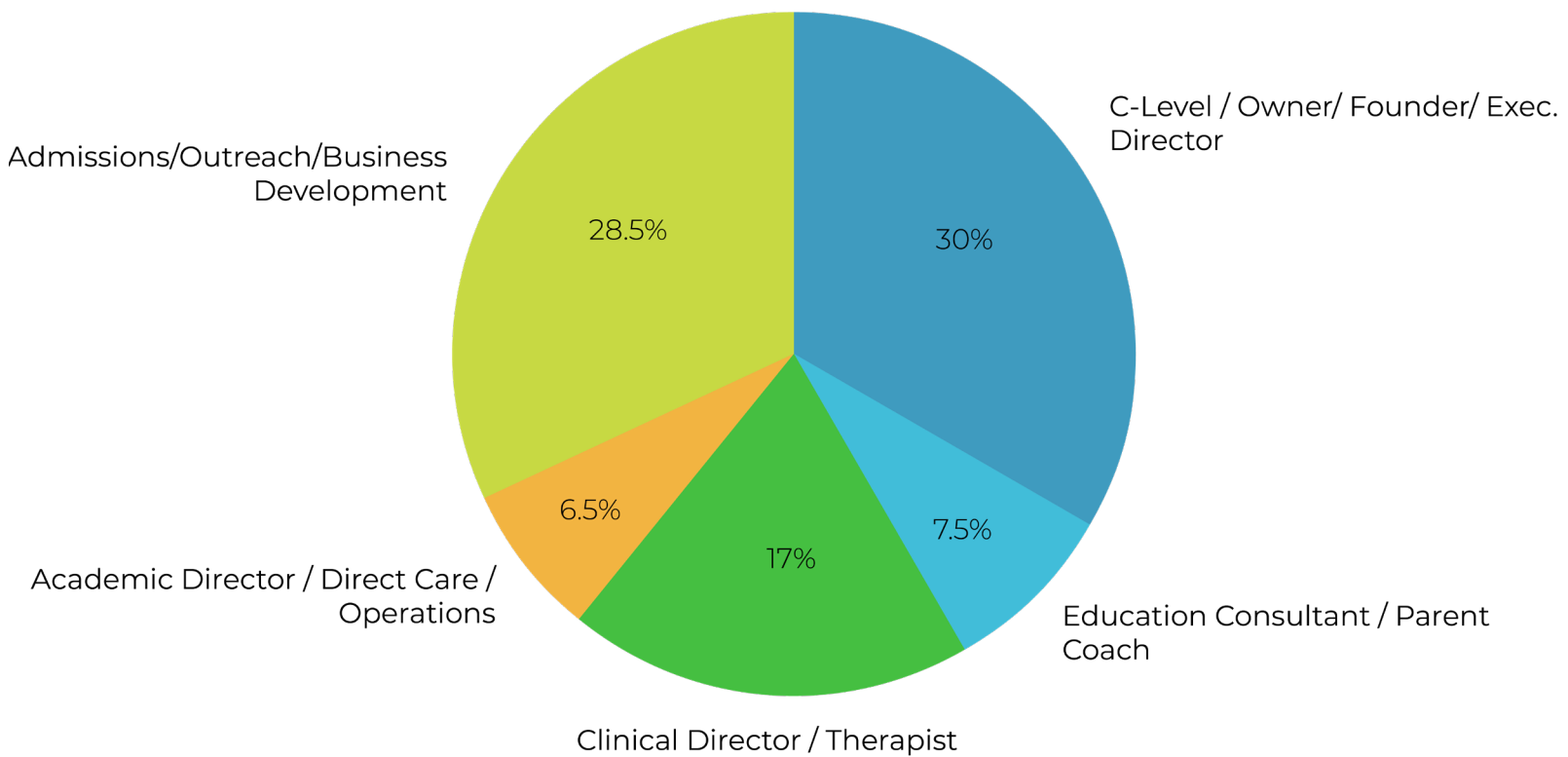
January 28- 30, 2025

NATSAP
Guiding the way

Content

Connect at NATSAP Annual

ATTENDEES BY JOB TITLE

Admissions/Outreach/Business Development
28.5%

C-Level / Owner/ Founder/ Exec. Director
30%

7.5%
Education Consultant / Parent Coach

Academic Director / Direct Care / Operations
6.5%

Clinical Director / Therapist
17%

Connect at NATSAP Annual

PAST SPONSORS AND ATTENDEES INCLUDED THESE COMPANIES AND MORE:

- **Choose Mental Health**
- **Shrub Oak International School**
- **Blue Step**
- **Whetstone Academy**
- **Youth Care**
- **Embark Behavioral Health**
- **J. Flowers Health Institute**
- **Cherokee Creek Boys School**
- **Bridgeway Billing**
- **Alleva**
- **Engage Young Adult Transitions**
- **McLean Hospital**
- **The Joint Commission**
- **Evolve Adolescent Behavioral Health**
- **OASIS Ascent**
- **CARF: The Commission on Accreditation of Rehabilitation Facilities**

Exhibit Booth Rates

Reserve an exhibit booth at the Annual Conference

	Member Rate	Non-Member Rate
Standard Booth	$2000	$2800
Additional Booth Rep Fee	$575	$800

Connect directly with over 800 conference-goers! Here's what you receive as an exhibitor:
- 6-foot skirted table booth space
- One all-access 2025 Annual Conference registration
- Up to two additional booth representative registrations at the above-listed rate. Any additional booth rep pays regular attendee registration rate.

Explore the Exhibit Hall Floor Plan on the following page and secure your booth today!

Exhibit Floor Plan

Coffee Cart

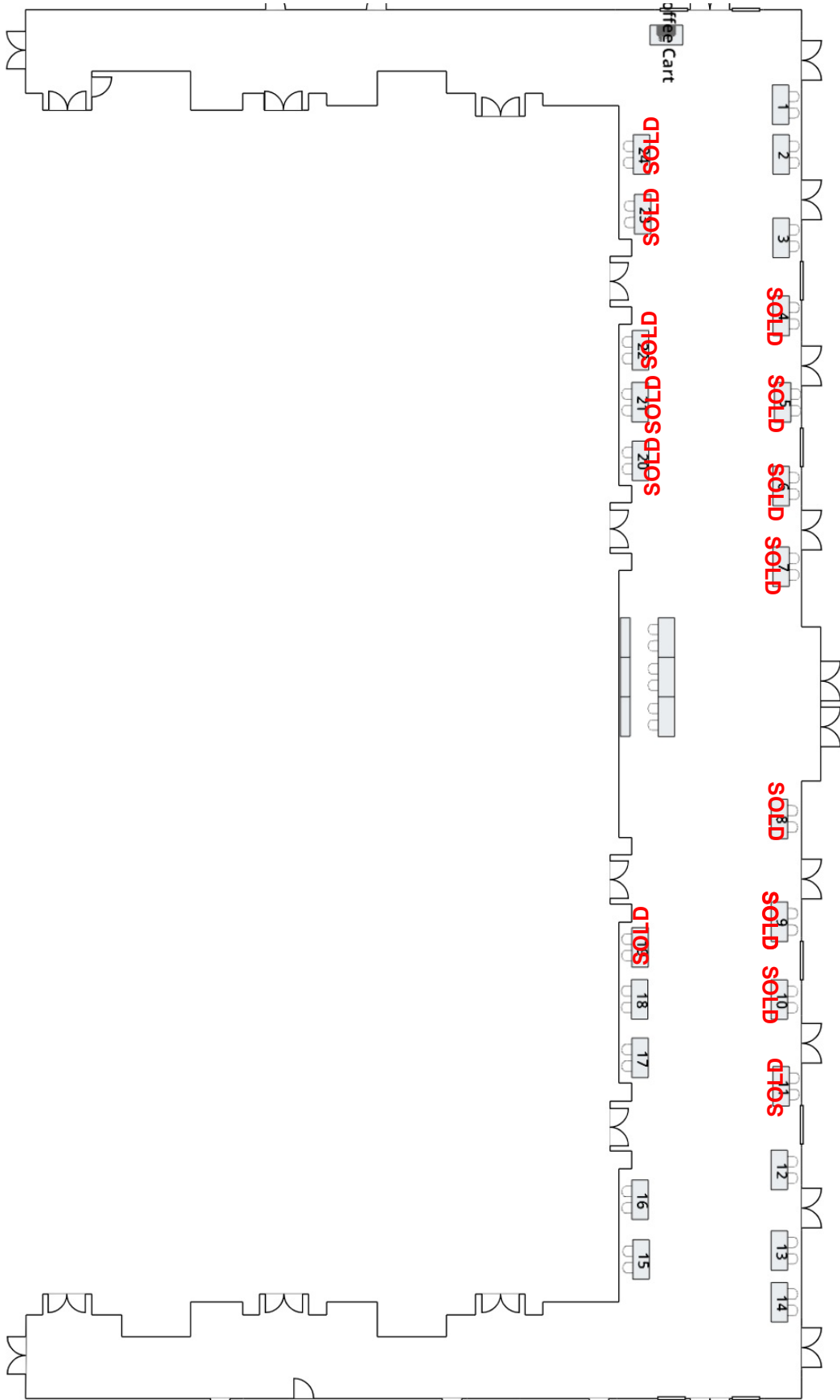| Booth	Status
1	
2	
3	
4	SOLD
5	SOLD
6	SOLD
7	SOLD
8	SOLD
9	SOLD
10	SOLD
11	SOLD
12	
13	
14	
15	
16	
17	
18	SOLD
19	SOLD
20	SOLD
21	SOLD
22	SOLD
23	SOLD
24	SOLD

Exhibit Registration Form

Exhibit Registrations due by November 29, 2024

Submissions after November 29 are not guaranteed in conference materials.

	Member Rate		Non-Member Rate	
Standard Booth	$2000	☐	$2800	☐
Additional Booth Rep Fee	$575	☐	$800	☐

Please make your selections on the chart above

Exhibitor Information- Complete as it will appear in the program booklet.

Company/Program Name: _____

Primary Booth Contact _____

Email _____

1st Attendee's Name (Included): _____

Email _____

2nd Attendee's Name (Addt'l 575 for member programs, $800 for non-member programs):

_____

Email _____

Exhibit Registration Form Cont'd

Exhibit Registrations due by November 29, 2024

3rd Attendee's Name (Addt'l $500 for member programs, $700 for non-member programs):

_____

Email _____

Preferred Booth Location:

1st Choice _____   2nd Choice _____   3rd Choice _____

Brief description of your product or service (may attach 100-word or less description)

_____

_____

_____

Terms and Conditions
If this request is accepted, we agree to pay for said exhibit space at the rate indicated by our booth selection below.

Payment Information

Credit Card # _____

Visa _____   MasterCard _____   AMEX _____

CVC on back of card (4- digits on front for AMEX) _____ Exp. _____

Billing Address (required) _____

_____

Check # if sending check _____

Signature of Cardholder _____ Date _____

Name on Card _____ Total Amount $ _____

Sponsoring

Choose from 20+ opportunities

- Breakfast- Opening Day (Tuesday) - $9,000
- Breakfast- Townhall and Business Meeting (Wednesday) - $9,000
- ~~Coffee Station (Tuesday) - $5,000~~ **SOLD**
- ~~Coffee Station (Wednesday) - $5,000~~ **SOLD**
- Conference Mobile App - $6,500
- Conference Notebook - $6,500
- Conference Opening Reception - $16,000
- Custom Pop-up Banners (3) - $5,000
- Custom Click Pen, Pencil, **OR** Jumbo Power Clip - $5,500
- Hosted Reception- $3,000
- Hotel Keycards - $9,000

- Keynote Speaker/General Session - $14,000
- ~~Lanyards - $9,000~~ **SOLD**
- Lunch (Tuesday) - $8,500
- Networking Lunch (Wednesday) - $8,500
- Portable Chargers - $6,000
- Wake Up Your Body Session - $2,500
- Water Bottles - $7,000
- Wi-Fi Network/Password - $7,000
- ~~Zipper Pouch - $3,000~~ **SOLD**
- Zipper Pouch Flyer Insert - $700

Sponsorship Benefits

The total value of sponsors' selections determines their tier and benefits, as outlined in the table on the next page, along with the visibility provided by their chosen sponsorship from the list below.

- **Breakfast- Opening Day (Tuesday) $9,000:** Logo on napkins, table tents, conference signage, and projector screen. Sponsor video (2 minutes max, hard cap) played at beginning of meal.
- **Breakfast- Townhall and Business Meeting (Wednesday) $9,000:** Logo on napkins, table tents, conference signage, and projector screen.
- **Coffee Station (Tuesday) $5,000:** Logo on napkins, table tents, and conference signage.
- **Coffee Station (Wednesday) $5,000:** Logo on napkins, table tents, and conference signage.
- **Conference Mobile App $6,500:** Logo placement on splash screen ad on conference mobile app for all conference app users. Ad apprears each time a user opens the app.
- **Conference Notebook $6,500:** Logo on item placed inside zipper pouch given to all attendees at registration.
- **Conference Opening Reception $16,000:** Fully branded 2-hour reception including logo on napkins, table tents, conference signage, and projector screen. Attended by all conference attendees.
- **Custom Pop-up Banners (3) $5,000:** Logo on pop up banners placed throughout event space and exhibit hall for the entire duration of the conference.
- **Custom Click Pen, Pencil, OR Jumbo Power Clip $5,500:** Logo on item placed inside zipper pouch given to all attendees at registration.
- **Hosted Reception $3,000:** Fully branded 2-hour reception including logo on napkins, table tents, conference signage, and projector screen. Attendance from conference attendees is on a volunteer basis.
- **Hotel Keycards $9,000:** Logo on key card given to all attendees staying at the conference hotel. Used for the duration of their stay.
- **Keynote Speaker/General Session $14,000:** Logo on table tents, conference signage, and projector screen. Sponsor video (2 minutes max, hard cap) played at beginning of session. Attended by all conference attendees.
- **Lanyards $9,000:** Logo on item placed inside zipper pouch given to all attendees at registration.
- **Lunch (Tuesday) $8,500:** Logo on napkins, table tents, conference signage, and projector screen.
- **Networking Lunch (Wednesday) $8,500:** Logo on napkins, table tents, conference signage, and projector screen.
- **Portable Chargers $6,000:** Logo on item placed inside zipper pouch given to all attendees at registration.
- **Wake Up Your Body Session $2,500:** Fully branded 1-hour morning hosted event, includes logo on conference signage.
- **Water Bottles $7,000:** Logo on item given to all attendees at registration.
- **Wi-Fi Network/Password $7,000:** Branded wifi name and password. Used by all conference attendees.
- **Zipper Pouch $3,000:** Logo included on sponsorship collage on the the back of zipper pouch.
- **Zipper Pouch Bag Flyer Insert $700:** Logo on item placed inside zipper pouch given to all attendees at registration.

Sponsorship Tiers & Benefits

	CONTRIBUTOR SPONSOR Up to $1500	BRONZE SPONSOR $1501- $3999	SILVER SPONSOR $4000 - $5999	GOLD SPONSOR $6000 - $9999	PLATINUM SPONSOR $10,000+
Advance attendee lists	★	★	★	★	★
Recognition included in event promotional distribution	★	★	★	★	★
Sponsor recognition and link on event website	★ TEXT ONLY	★ TEXT ONLY	★ FULL COLOR LOGO	★ FULL COLOR LOGO	★ FULL COLOR LOGO
Conference registrations included with sponsorship			1	2	3
Comp Tote Bag Insert			★	★	★
Custom sponsor banner placed in meeting space				★	★
Comp exhibit booth with prime location for duration of the conference					★

Sponsorship Form

Sponsorships due by November 29, 2024

Submissions after November 29 are not guaranteed in conference materials. Please complete all information as it will appear in the program booklet.

Sponsor Name/Company Name: _____

_____

Please make your selections on the chart below

- ☐ **Breakfast- Opening Day (Tuesday) - $9,000**
- ☐ **Breakfast- Townhall and Business Meeting (Wednesday) - $9,000**
- ☐ **Coffee Station (Tuesday) - $5,000**
- ☐ **Coffee Station (Wednesday) - $5,000**
- ☐ **Conference Mobile App - $6,500**
- ☐ **Conference Notebook - $6,500**
- ☐ **Conference Opening Reception - $16,000**
- ☐ **Custom Pop-up Banners (3) - $5,000**
- ☐ **Custom Click Pen, Pencil, OR Jumbo Power Clip - $5,500**
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- ☐ **Hotel Keycards - $9,000**

- ☐ **Keynote Speaker/General Session - $14,000**
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- ☐ **Portable Chargers - $6,000**
- ☐ **Wake Up Your Body Session - $2,500**
- ☐ **Water Bottles - $7,000**
- ☐ **Wi-Fi Network/Password - $7,000**
- ☐ **Zipper Pouch - $3,000**
- ☐ **Zipper Pouch Flyer Insert - $700**

Sponsorship Form Cont'd

Sponsorships due by November 29, 2024

Website URL: _____

Contact Name: _____ Title: _____

Contact Email: _____

*Please send a high res logo along with this sponsor form

Payment Information

Credit Card # _____

Visa _____   MasterCard _____   AMEX _____

CVC on back of card (4- digits on front for AMEX) _____ Exp. _____

Billing Address (required) _____

_____

Check # if sending check _____

Signature of Cardholder _____ Date _____

Name on Card _____ Total Amount $ _____

Hosted Event Form

Thank you for hosting an event the 2025 NATSAP Annual Conference!

To book a hosted event, email this form and the payment page to events@natsap.org. Upon approval, we'll help you arrange event logistics, and your event will be featured in our conference materials. Submit any invitation artwork by November 29, 2024. Submissions after November 29 are not guaranteed in conference materials.

Artwork requirements: 6" x 4" high-resolution image file (PNG, JPEG, are acceptable).

Please note: space rental fees, food/beverage and audio visual costs, etc. will be the sole responsibility of the presenting organization.

Functions involving attendees may not be held during any time that conflicts with official NATSAP programming, exhibits or events. Events where attendees are invited may be held only during the following timeslots:

HOSTED EVENT INFORMATION:

Sponsoring Company/Organization Name: _____

Primary Contact for this event: _____

Function Name (as you would like it listed): _____

Function Type (Reception, workout, yoga, etc: _____

Attendance by invitation only? ___ YES ___ NO

Date and Time-slot Requested for Event: _____

MON., JAN 27	TUES., JAN 28	WED., JAN 29	THURS., JAN 30
5:00 - 7:00 PM	6:30 - 7:30 AM	6:30 - 7:30 AM	6:00 - 7:00 AM 6:30 - 7:30 AM
6:30 - 8:30 PM	7:30 - 9:30 PM	5:00 - 7:00 PM	
8:00 - 10:00 PM	8:00 - 10:00 PM	6:00 - 8:00 PM	
	9:00 - 11:00 PM	7:00- 9:00 PM	
		8:00 - 10:00 PM	
		9:00 - 11:00 PM	

Logo Submission

How to send in your logo

Upload company logo during registration or email it to events@natsap.org.

Early submissions will maximize marketing exposure for your company. Submisison deadline for all logos is November 29, 2024. Submissions after November 29 are not guaranteed in conference materials.

Sponsor and Exhibitor Logos

Sponsor and exhibitor logos are accepted in high-resolution, CMYK 300 dpi (or higher). Please submit in .jpg, .eps, or .png format. NATSAP is not responsible for blurry images due to low resolution logos being sent. Please submit logo along with your completed sponsorship or exhibitor payment.

Hosted Reception Logos

Hosted reception sponsors should send a 6"w x 4"h image/invitation for use in the program book, posting on the NATSAP conference website, and for conference signage. Images MUST be high resolution or cannot be used. Copies of logo images will not be accepted. Artwork must be submitted by November 29, 2024.

Rules & Regulations

EXHIBITORS

Contract for Space:
The exhibitor must not have any balance of payment record from a previous or current Annual Conference. The return of the contract and payment shall constitute an agreement for the use of exhibit space. Full payment is required to reserve booth space and should be sent with the exhibit contract. Acceptable forms of payment include checks and major credit cards. Payment by check must be received within 14 days of reservation or your reservation may be forfeited.

Exhibit Booth Cancellation/Withdrawal
All cancellations must be forwarded in writing to NATSAP on or before November 29, 2024 for all monies, less a $100 service charge to be refunded. Exhibitors who cancel after December 13, 2024, will be obligated to make full payment and will forfeit all monies paid. No refunds will be made after November 29, 2024., unless NATSAP has contracted and received payment for all Exhibit Hall space. In such a case, NATSAP will refund all monies paid except the $100 service fee. Failure to appear and occupy booth space does not release the exhibitor from obligation to pay for the rental's full cost.

Installation and Dismantling of Exhibits Installation/booth set-up should take place on January 27, 2025. All exhibits must remain intact until the final closing hour of the Exhibit Hall; packing up or dismantling exhibits prior to Thursday, February 9th, at 10:00 am will require specific permission.

Booth Equipment and Service Information
All services customarily required by exhibitors will be made available and must be obtained through the hotel. No other contractors will be permitted without prior approval from NATSAP. Complete shipping instructions and information on furniture rental, electrical work, labor for setting up and dismantling exhibits, drayage, etc. will be forwarded.

All exhibitors must register on arrival. One complimentary full Annual Conference registration will be provided per exhibit booth. At registration, those with complimentary full registration will receive a name badge and copy of the 2025 NATSAP Final Program that will enable them to attend program sessions. All exhibitors will be able to download the conference's mobile application.

Use of Space
All demonstrations or other promotional and sales activities must be confined to the space limits of the exhibit booth. Distribution of circulars or promotion materials may be made only within the booth assigned to the exhibitor presenting such material. Sufficient space must be provided within the booth to contain person(s) watching the demonstration. Exhibitors are responsible for keeping the aisle(s) near their booths free of congestion resulting from demonstrations or other promotions. No exhibitor shall assign, sublet, or share the space allotted without the knowledge and consent of NATSAP.

Organizations or firms not assigned
exhibit space will not be permitted to solicit business within the Exhibit Hall. No exhibitor shall place a display in such a manner as to interfere with other exhibits.

Rules & Regulations

Exhibitors are urged to report any violations of this rule to NATSAP staff. Exhibits that include the operation of musical instruments, radios, talking motion picture/video equipment/computer, public address systems, or any noise-making machines must be conducted or arranged so that the noise resulting from the demonstrations will not annoy or disturb adjacent exhibitors. Operators of noise-making exhibits must secure NATSAP approval of operating methods before the exhibit opens.

Inability to perform
If NATSAP should be prevented from conducting the Annual Meeting by any cause beyond its control, NATSAP will refund to the exhibitor the amount of exhibit fee paid, less a proportionate share of NATSAP expense, and NATSAP shall have no further obligation or liability to the exhibitor.

These regulations, as stated, constitute a part of the contract between the exhibitor and NATSAP and have been formulated to protect the best interests of all concerned. The full cooperation of exhibitors in observing these regulations is requested. Any points not covered are subject to discussion with, and decision by NATSAP.

ADVERTISERS
Order Deadlines
Deadline for Exhibit Booth Registration is November 29, 2024 or upon sell-out of space, whichever comes first.

ARTWORK
Sponsors and Exhibitors who do not supply artwork by the due dates given below will forfeit their space and will not receive a refund. Changes to ads made after the due dates will be subject to a $500.00 fee.

Artwork for the Final Program must be submitted by November 29, 2024. Submissions after November 29 are not guaranteed in conference materials.

NATSAP does not provide ad design services, accept low-resolution files, or accept ads in other than the stated formats. Ads must be sent in one of the orientations in the 2025 NATSAP Annual Conference Prospectus and in one of the following formats:

PDF (preferred) – Must be press-ready
(PDF/X-1A or PDF/X-4-compliant; 300 ppi or higher; cmyk; all fonts must be embedded or converted to outline/vector)
PG – Must be 300 ppi (or higher resolution) and cmyk

SPONSORS
Payment
Failure to pay fees within 14 business days may result in sponsorship forfeiture unless another agreement is made between NATSAP and Sponsor. In-kind services shall be scheduled in writing by representatives of NATSAP and Sponsor.