



NASMHPD

NASMHPD Annual 2025 Meeting Sponsor & Exhibitor Prospectus

**Sunday, July 27
Monday, July 28 &
Tuesday, July 29**



**Hilton Washington DC
National Mall The Wharf
480 L'Enfant Plaza SW,
Washington, DC 20024**

WELCOME TO THE NASMHPD ANNUAL 2025 MEETING

Dear Sponsors,

On behalf of the National Association of State Mental Health Program Directors (NASMHPD), we cordially invite you to participate in our Annual Meeting, taking place from **Sunday, July 27th to Tuesday, July 29th, 2025** at the Hilton Washington DC National Mall The Wharf. Sessions on July 27-28 will be held in-person and virtually from 8 a.m. to 5:30 p.m. and the meeting will end at 3 p.m. on Tuesday, July 29. The Exhibit Hall will be open on Sunday, July 27 and Monday, July 28.

As the leading organization representing state mental health commissioners/directors and their agencies, NASMHPD is dedicated to **advancing** the public behavioral health service delivery system across the United States. Our Annual Meeting provides a unique platform for behavioral health professionals, policymakers, and industry leaders to connect, collaborate, and drive positive change.

By sponsoring our meeting, you will have the opportunity to:

- **Network** with state mental health directors and key decision-makers.
- **Showcase** your commitment to behavioral health and reach a targeted audience.
- **Gain insights** into the latest trends and challenges facing the mental health community.

The enclosed prospectus outlines the various sponsorship options available. We believe that your participation will significantly contribute to the success of our meeting.

We look forward to the possibility of having you join us in Washington, D.C. for this important event.

Sincerely,

Brian Hepburn, MD, Executive Director

QUESTIONS: Reach out to Kathy.Parker@nasmhpd.org or (703) 682-5192

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IMPORTANT DATES & EVENT HOUSING

November 1, 2024 – Early Bird

Sponsorship & exhibit table registration opens. Early Bird attendee registration through April 30, 2025 is at the discounted rate of **\$1,000** per company attendee for all sponsors and non-sponsor exhibitors (some sponsorships include complimentary registration). See page 10-12 for details.

April 30, 2025

Final Day for Early Bird attendee registration. Regular Registration rate of **\$1,200** per company attendee for all sponsors and non-sponsor exhibitors (some sponsorships include complimentary registration). See page 10-12 for details.

May 30, 2025

Last day to receive a refund with the cancellation of an exhibit table, sponsorship, or event registration.

June 27, 2025

Last day to book a room at the Hilton Washington DC National Mall The Wharf at the event rate.

July 26 – July 27, 2025

Exhibit Set up

July 27 – July 29, 2025

Event Dates

July 28, 2025

Exhibits Dismantled by 6:30 PM

SECURE A SPONSORSHIP OR EXHIBITOR ONLY PACKAGE

Secure your spot!

- Complete the online [form](#) for sponsorship or exhibit space.
- Need login help? Visit our [FAQ](#) or contact Anthony.McRae@nasmhpd.org

Meeting Registration:

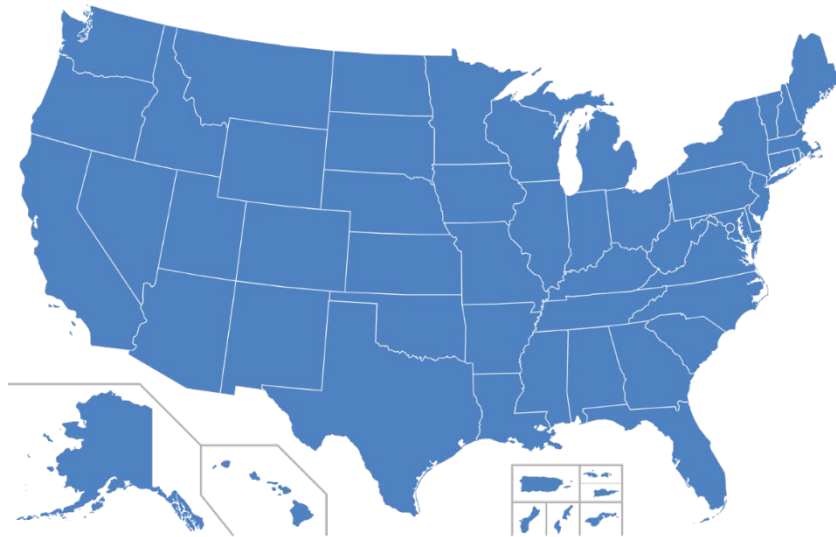
- Required for all attendees, regardless of sponsorship level.
- Sponsorship levels may include complimentary registrations (details on page 10-12).
- Sponsor/exhibitor cost: **\$1,200 per attendee (\$1,000 early bird before May 1, 2025)**.
- Registration includes access to all open events, meals, and most sessions (excluding closed commissioner sessions).

QUICK FACTS ABOUT NASMHPD

Founded in 1959, the National Association of State Mental Health Program Directors (NASMHPD) represents the public mental health service delivery system serving all 50 states, 6 territories, and the District of Columbia. **NASMHPD is the only national association to represent state mental health commissioners/directors and their agencies.**

NASMHPD members play a vital role in the delivery, financing, and evaluation of mental health services within a rapidly evolving healthcare environment. The principal programs operated, funded, and/or regulated by NASMHPD members serve people who have serious mental illnesses, developmental disabilities, and/or substance use disorders.

50 States + 6 Territories and the District of Columbia



NASMHPD Divisions



Children, Youth
& Families



Finance Policy



Forensic



Older
Persons



Legal



Medical
Directors



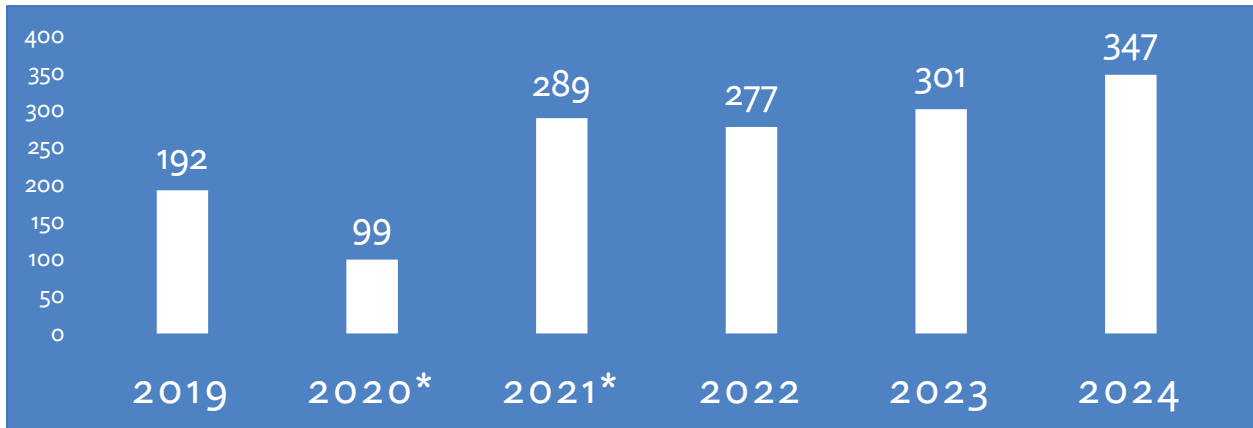
Recovery
Support Services



Housing

QUICK FACTS ABOUT THE ANNUAL MEETING

Attendees by Year



*Virtual Meeting

2024 Attendee Breakdown

185 State BH Employees **23** Federal BH Employees

49 States & Territories Represented

347 Attendees Total

Who Exhibits?



Researchers



Behavioral Health



Consultants



Architects



Pharmaceuticals



Telehealth



Health Insurance



Specialty Health Services



Technology

PAST SPONSORS & EXHIBITORS

<i>Accenture</i>	<i>Direct Interactions</i>	<i>Otsuka Pharmaceutical</i>
<i>Actall Corporation</i>	<i>Page Think</i>	<i>OxeHealth</i>
<i>Advocates For Human Potential</i>	<i>Five Lanes Crisis Partners</i>	<i>Pew Charitable Trusts</i>
<i>Alvarez & Marsal</i>	<i>Guidehouse</i>	<i>Rainbow Health</i>
<i>Anthem, Inc.</i>	<i>Health Management Associates</i>	<i>Recovery Solutions</i>
<i>Architecture +</i>	<i>IHR</i>	<i>Relias</i>
<i>Backpack Healthcare</i>	<i>Janssen</i>	<i>RI International</i>
<i>Bamboo Health</i>	<i>Neuroscience/Global</i>	<i>Social Current</i>
<i>Beacon Health Options</i>	<i>Kingsway Group</i>	<i>Solari, Inc.</i>
<i>Beck Institute for Cognitive Behavioral Therapy</i>	<i>Language Line Solutions</i>	<i>Stantec Architecture & Engineering, LLC</i>
<i>Behavioral Health Link</i>	<i>Life Skills Reimagined</i>	<i>STV</i>
<i>Benchmark Human Services</i>	<i>Mental Health Technology Transfer Center (MHTTC) Network</i>	<i>SMI Advisor</i>
<i>Cannon Design</i>	<i>Mercer Government</i>	<i>tbdSolutions</i>
<i>Carelon Behavioral Health</i>	<i>Molina Healthcare</i>	<i>Technical Assistance Collaborative, Inc. (TAC)</i>
<i>CHESS Health</i>	<i>Myers & Stauffer</i>	<i>Teleteachers</i>
<i>Chorus Innovations</i>	<i>Myriad Genetics</i>	<i>Thunderbird Partnership Foundation</i>
<i>Connections Health Solutions</i>	<i>National Council for Behavioral Health</i>	<i>Trayt.Health</i>
<i>Crestwood Behavioral Health</i>	<i>NCQA</i>	<i>Triad</i>
<i>Crisis Text Line</i>	<i>Netsmart</i>	<i>Wellpath Recovery Solutions</i>
	<i>Network of Care (Trilogy Integrated Resources, LLC)</i>	<i>Westat</i>

EVENT HOUSING

Hilton Washington DC National Mall The Wharf

480 L'Enfant Plaza SW,
Washington, DC 20024
(202) 484-1000

Rate: \$183 (rate excludes all taxes fees)*

Hotel reservation information will be included
in your confirmation letter.



* The discounted hotel rate is guaranteed only through June 27, 2025 or until all rooms in block are full. Reservations made after, are subject to availability and prevailing hotel rates.

WHAT'S CLOSE BY

Attractions

[The Wharf](#) (0.6 mi, 5 min walk)

International Spy Museum
(adjacent to Hotel)

National Gallery of Art
(0.8 mi, 18 min walk)

National Mall and Smithsonian Museum
(0.5 mi, 11 min walk)

Washington Monument
(1 mi, 21 min walk)

Lincoln Memorial
(1.6 mi, 37 min walk)

AGENDA AT A GLANCE (TIMING SUBJECT TO CHANGE)

Saturday, July 26

Times	Program
5:00 PM - 7:00 PM	Exhibitor Setup

Sunday, July 27

Times	Program
6:00 AM - 8:00 AM	Exhibitor Setup
8:00 AM - 7:00 PM	Exhibitor Tables Open
8:00 AM - 9:00 AM	Continental Breakfast (Chance to See Exhibitors)
9:00 AM - 12:15 PM	General Sessions
12:15 PM - 1:45 PM	Commissioner Regional Lunch
1:45 PM - 2:00 PM	First Afternoon Break (Chance to See Exhibitors)
2:00 PM - 3:45 PM	General Sessions
3:45 PM - 4:00 PM	Second Afternoon Break (Chance to See Exhibitors)
4:00 PM - 5:15 PM	General Sessions
5:15 PM - 7:00 PM	Reception - Exhibit Hall and Tables Open throughout the Reception

Monday, July 28

Times	Program
8:00 AM - 5:30 PM	Exhibitor Tables Open
8:00 AM - 9:00 AM	Continental Breakfast (Chance to See Exhibitors)
9:00 AM - 10:30 AM	General Sessions
10:30 AM - 11:00 AM	Morning Break (Chance to See Exhibitors)
11:00 AM - 12:30 PM	General Sessions
12:30 PM - 3:15 PM	Commissioners/Divisions Breakout Lunch
3:15 PM - 3:30 PM	Afternoon Break (Chance to See Exhibitors)
3:30 PM - 5:30 PM	General Sessions
5:30 PM - 6:30 PM	Exhibitor Breakdown

Tuesday, July 29

Times	Program
8:00 AM - 9:00 AM	Continental Breakfast
9:00 AM - 11:15 AM	General Sessions
11:15 AM - 11:30 AM	Break
11:30 AM - 12:15 PM	General Sessions
12:15 PM - 12:45 PM	Lunch
12:45 PM - 3:00 PM	General Sessions

SPONSORSHIP OPPORTUNITIES

As a sponsor at the NASMHPD Event, your company obtains increased visibility to all attending members from across the nation—an incredible benefit for your dollar! Several sponsorship and branding opportunities are available to fit your budget and needs. Detailed sponsorships descriptions can be found on pages 10-12.

2025 Sponsorship Levels

Platinum Sponsor	\$25,000
Gold Sponsor	\$17,000
Silver Sponsor	\$10,000
Bronze Sponsor	\$7,500

Individual Sponsorship Opportunities

Audio/Visual	\$25,000
NASMHPD Conversation Corner Lounge with Charging Station	\$15,000
NASMHPD Reception	\$13,000
Lanyards	\$12,000
Hotel Key Card	\$12,000
NASMHPD Breakfast	\$10,000
NASMHPD Lunch	\$10,000
Videography/Online Sharing	\$10,000
Wi-Fi	\$10,000
Networking Breaks	\$9,000
Supporter	\$3,500

Exhibitor & Sponsorship Highlights

- 250+ state mental health leaders (directors/commissioners and top officials).
- Attendee list provided one week before the event.
- Access to educational workshops.
- Networking functions in the exhibit hall.
- Prize drawings to encourage booth visits.

See Page 13 for Add On Sponsorship Opportunities.

See Page 14 for Exhibitor Only Information

SPONSORSHIP LEVELS

Opportunity	Platinum \$25,000	Gold \$17,000	Silver \$10,000	Bronze \$7,500
Sponsorship of NASMHPD Annual Meeting	✓	✓	✓	✓
Complimentary registrations	6	4	2	1
# of 6' x 30" complimentary exhibit tables	up to 3	up to 2	1	1
Company logo and website hyperlinked on event websites	✓	✓	✓	✓
Prioritized preference in exhibit table location	✓	✓		
Opportunity to stream promotional video on our virtual platform	✓			
Premier logo placement on sponsor recognition signage	✓			
Logo placement on sponsor recognition signage		✓	✓	✓
Sponsor recognition at the Meeting	✓	✓	✓	✓
Premier logo placement on the event email outreach	✓			
Logo placement on the event email outreach		✓	✓	✓
Premier logo placement on event materials	✓			
Logo placement on event materials		✓	✓	✓
Discount for Add On Sponsorship Opportunities	75%	50%	25%	10%

INDIVIDUAL SPONSORSHIP OPPORTUNITIES

Opportunity	Audio/ Visual \$25,000	Charging Station/Lounge \$15,000	Reception \$13,000	Lanyards \$12,000	Hotel Key Card/Logo \$12,000	Breakfast \$10,000
Complimentary registrations	6	2	2	2	2	2
Company logo and website hyperlinked on event websites	✓	✓	✓	✓	✓	✓
(1) 6' x 30" complimentary exhibit table	up to 3	up to 2	1	1	1	1
Logo placement on sponsor recognition signage	✓	✓	✓	✓	✓	✓
Logo placement on event materials	✓	✓	✓	✓	✓	✓
Logo placement on the event email outreach	✓	✓	✓	✓	✓	✓
Individual recognition signage placed throughout venue during meal/ reception			✓			✓
Company logo/ artwork prominently displayed on lanyard				✓		
Sponsor opportunity to speak for 5 minutes during the reception			✓			
Logo Placement on Charging Station/Lounge		✓				
Recognition during Welcome/Opening Remarks	✓					
Logo placement on hotel key cards					✓	

INDIVIDUAL SPONSORSHIP OPPORTUNITIES CONTINUED

Opportunity	Lunch \$10,000	Videography/ Online-Sharing \$10,000	Wi-Fi \$10,000	Networking Breaks \$9,000	Supporter \$3,500
Complimentary registrations	2	2	2	1	0
Company logo and website hyperlinked on event websites	✓	✓	✓	✓	✓
(1) 6' x 30" complimentary exhibit table	1	1	1	1	0
Logo placement on sponsor recognition signage	✓	✓	✓	✓	✓
Logo placement on event materials	✓	✓	✓	✓	✓
Logo placement on the event email outreach	✓	✓	✓	✓	✓
Recognition during Welcome/ Opening Remarks		✓			
Company Name on Wi-Fi Password			✓		
Company Logo on Coffee Sleeves on coffee cups during Networking Breaks				✓	
Individual recognition signage placed throughout venue during meal/ reception	✓				

ADD ON SPONSORSHIP OPPORTUNITIES

(Only available for Sponsorship Levels \$7,500 and above)

Language Translation/Interpreter Services*	\$10,000*
Wi-Fi	\$8,000
Charging Station at NASMHPD Conversation Corner Lounge	\$7,500
CEUs	\$5,000
Sponsor Meeting Rooms	\$4,000
Bags	\$3,000

Language Translation/Interpreter Services

Support language translation services for attendees to the 2025 Annual Meeting. *This sponsorship opportunity is contingent upon the needs of the meeting in the lead up to the event.

Wi-Fi

Have your company's name featured as the password for the Annual Meeting's Wi-Fi.

Charging Station at NASMHPD Conversation Corner Lounge

Charging station with your company's logo adjacent to the NASMHPD Conversation Corner Lounge.

CEUs

Support Continuing Education Credits (CEUs) for the 2025 Annual Meeting.

Sponsor Meeting Rooms

Have your company's logo placed on the signage for Breakout Meeting Rooms during those sessions.

Bags

~~Have your company's logo placed on the official bags for the 2025 Annual Meeting~~

EXHIBITOR ONLY INFORMATION

Exhibitor Only Package Registration Information

There are a limited number of non-sponsor exhibit tables available. These tables will be assigned on a first come, first served basis. Once all non-sponsor tables are full, a wait list will open.

Exhibitor Only Registration Fee: \$3,750. [Register now.](#)

The Exhibitor Only Package includes one 6 ft. skirted table and chairs. The fee does not include registration cost. Additionally, each person manning the exhibit space must register. Trash removal will be provided by the hotel. Information on how to reserve additional needs such as drayage, AV, electrical, etc. will be sent in your confirmation letter. All requests for exhibit locations will be considered but are not guaranteed.

Installation

For your convenience, we have two times for you to set up. Exhibitors will be given the choice of either Saturday, July 26, 5:00 PM – 7:00 PM or Sunday, July 27, 6:00 AM – 8:00 AM to set up.

Exhibit Hall Hours

Sunday, July 27 from 8:00 AM - 7:00 PM and Monday, July 28 from 8:00 AM – 5:30 PM

Dismantle

Monday, July 28 5:30 PM - 6:30 PM

Exhibits should begin dismantling at 5:30 PM on Monday, July 28. All exhibits are required to clear the space by 6:30 PM.

Secure your spot!

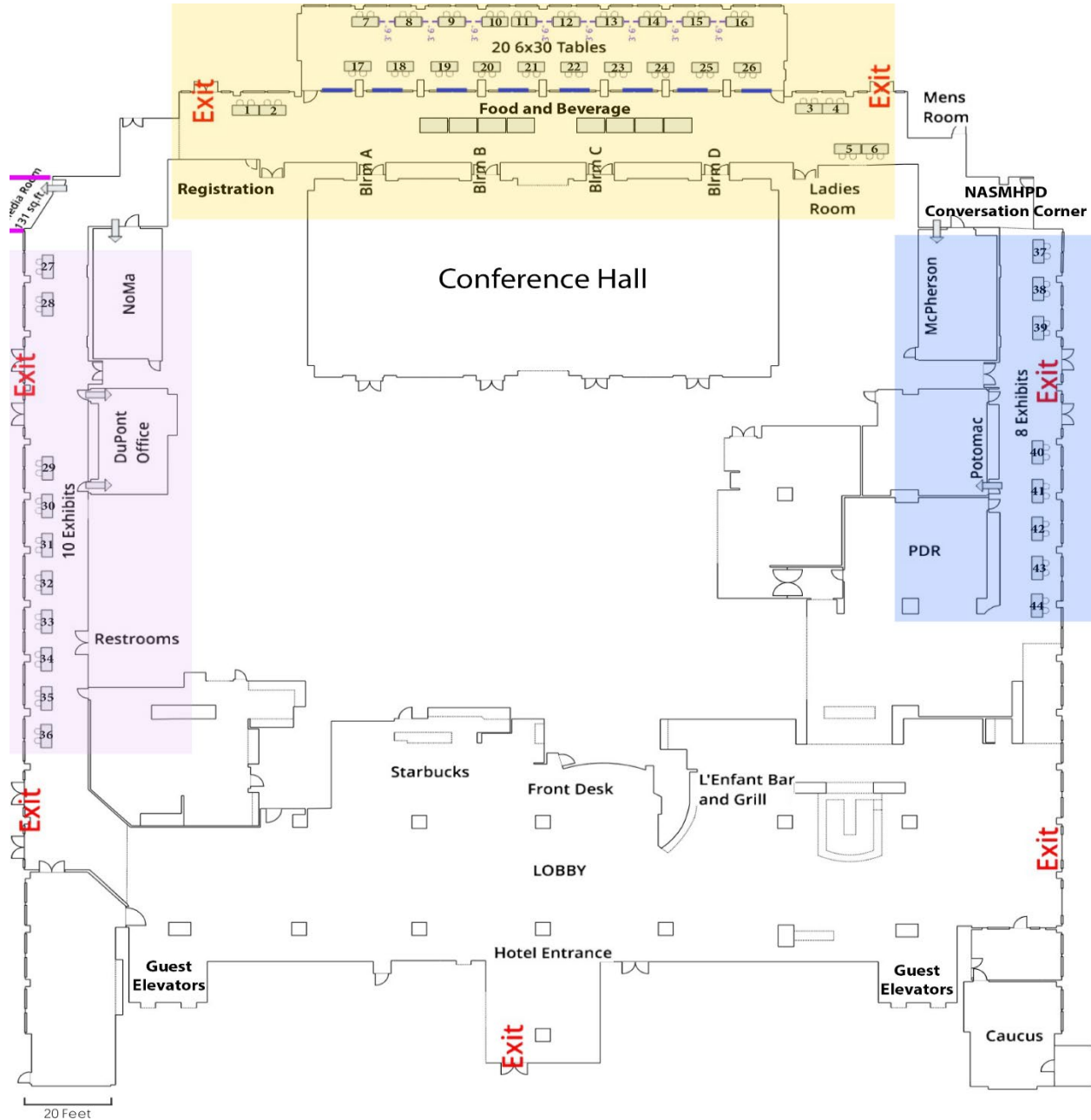
- Complete the online [form](#) for sponsorship or exhibit space
- Need login help? Visit our [FAQ](#) or contact Anthony.McRae@nasmhpd.org

Meeting Registration:

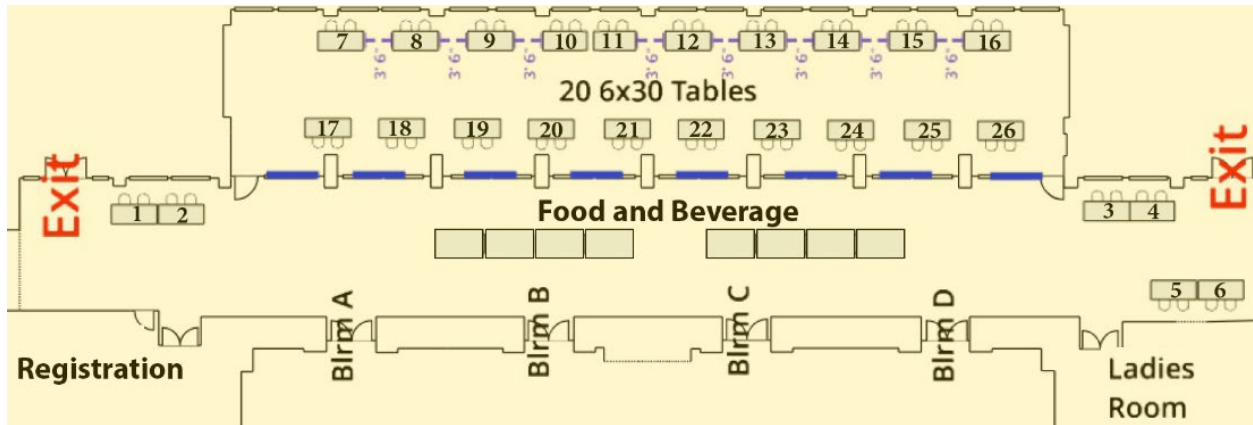
- Required for all attendees, regardless of sponsorship level.
- Sponsorship levels may include complimentary registrations (check details on page 10).
- Sponsor/exhibitor cost: **\$1,200 per attendee (\$1,000 early bird before May 1, 2025).**
- Registration includes access to all open events, meals, and most sessions (excluding closed commissioner sessions).

EXHIBIT HALL FLOORPLAN

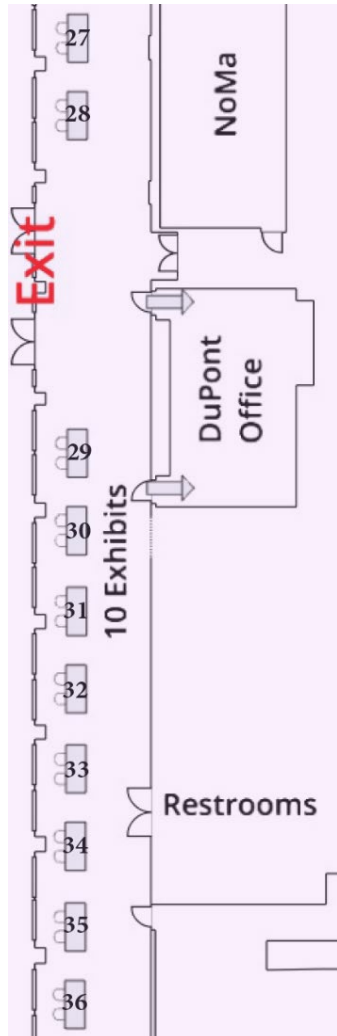
Exhibitors can expect traffic at various points throughout the meeting. The exhibit spaces 1-26 are located right outside the conference hall. Spaces 27-44 are conveniently located on the path to the conference hall from the guest room elevators and hotel entrance. Breakfast and lunch will be served in the hallway between the conference hall and tables 1-26. Breaks and Reception will be offered near all exhibit areas. We look forward to your participation and assistance in making the events an informative and exciting experience for all participants.



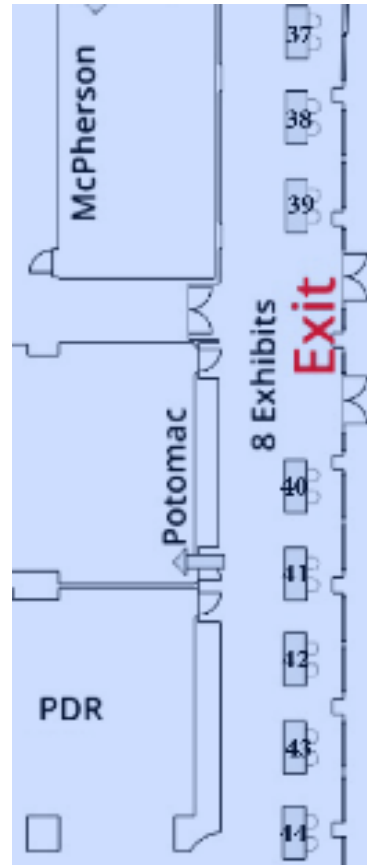
Exhibitor Tables 1-26



Exhibitor Tables 27-36



Exhibitor Tables 37-44



TERMS AND CONDITIONS & CANCELLATION POLICY

1. NASMHPD holds above all else the health & safety of our attendees and their families. We monitor and follow recommendations from the CDC and other health agencies for recommendations regarding in-person events and will notify attendees within 30 days of the meeting of any changes.

2. REGISTRATION: All exhibitors and sponsors, including staff manning the table, are required to register as participating attendees at the event. Registration entitles exhibitors and sponsors to participate fully in all open event sessions, keynotes and social events on the program agenda.

3. EXHIBIT DETAILS: Each table area includes one 6 ft. skirted table and up to 2 chairs. Trash removal will be provided by the hotel. All exhibitors are expected to communicate with the hotel directly regarding any additional needs such as shipping, drayage, AV, electrical, etc.

4. TABLE SPACE: In the event an organization would like to purchase multiple table spaces or if two exhibitors would like adjoining space, this request must be indicated on the table application forms. Every effort will be made to accommodate adjoining table requests, but final assignments are made at the discretion of event management.

Organizations can request up to three consecutive table spaces in the Exhibit Hall. Shared table space is prohibited. All materials, services, and products represented must be wholly owned or managed by the exhibitor on record.

5. EXHIBIT INSTALLATION: Exhibit installation hours are as follows:

Hilton Washington DC National Mall The Wharf, Saturday, July 26, 2025 from 5:00 PM – 7 PM and Sunday July 27, 2025 from 6:00 AM - 8:00 AM.

6. DISMANTLING EXHIBITS:

Exhibits should begin dismantling at 5:30 PM on Monday, July 28. All exhibits are required to clear the space by 6:30 PM.

7. CANCELLATION: Cancellations made before May 30, 2025 will receive a refund, less the \$100.00 event cancellation fee. All cancellations and requests for refunds must be in writing via email at Kathy.Parker@nasmhpd.org. Refunds will be processed after the event. No refunds will be given for cancellations made after the May 30, 2025 deadline, or for no-shows. Please follow up to confirm your cancellation if you do not receive acknowledgment within 1-2 business days.

8. NO SHOWS: If an Exhibitor fails to install or display in an assigned space at the designated set up time or fails to comply with any other provision of this agreement, we shall have the right, without notice to exhibitor, to take possession of said space and lease said space, or any part thereof, to such parties, and upon such terms and conditions, as it may deem proper. Any no-show exhibitors are ineligible to receive a refund.

9. FEES: Full payment must accompany the application for table space. Table assignments and Exhibitor Information Packets are not guaranteed until final payment is received.

10. INDEMNIFICATION & HOLD HARMLESS:

a. The exhibitor shall indemnify, defend, and hold harmless NASMHPD and its officers, directors, partners, agents, members, and employees from and against any and all demands, claims, damages to person or property, losses and liability, including reasonable attorney fees (collectively “claims”) arising out of or cause by the exhibitor's negligence in connection with the provision of services of the Hilton Washington DC National Mall The Wharf. The exhibitor shall not have waived or be deemed to have waived, by reason of this paragraph, any defense, which it may have with respect to such claims.

b. NASMHPD shall indemnify, defend, and hold harmless the exhibitor and its officers, directors, partners, agents, members, and employees from and against any and all demands, claims damages to person or property, losses and liabilities, including reasonable attorney fees (collectively “claims” arising out of or caused by negligence. NASMHPD shall not have waived or be deemed to have waived, by reason of this paragraph, any defense that it may have with respect to such claims.

c. Exhibitors assume the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to their displays, equipment, and other property brought upon the premises of the hotel and shall indemnify and hold harmless NASMHPD, their officers, directors, partners, agents, members, and employees from any and all such losses, damages, and claims.

d. In all cases, occupants wishing to insure their property must do so at their own expense. It is especially recommended that all occupants have representatives in attendance at all times when the exhibits are open and particularly when exhibits are being set up or dismantled, to protect against loss.

11. RULES: NASMHPD reserves the right to make changes to these rules. Any matters not specifically covered herein are subject to final decision by NASMHPD. NASMHPD reserves the right to make such changes, amendments, and additions to these rules at any time as considered advisable for the proper conduct of the exhibit, with the provision the exhibitors will be advised of any such changes.

12. RIGHTS OF TERMINATION: This agreement is subject to termination for cause, upon written notice, without liability to the terminating party due to acts of God, war, government regulation, terrorism, disaster, strikes, civil disorder, curtailment of transportation facilities, or any other emergency beyond the party's control making it illegal or impossible to provide the facilities to hold the events. The phrase “without liability” whenever used in this agreement shall be deemed to include a refund by NASMHPD of all deposits and repayment made within (30) days of the event's final day.

13. ENDORSEMENT: NASMHPD does not endorse organizations sponsoring or exhibiting at the NASMHPD Annual 2025 Meeting including any linked websites, and we do not endorse the views they express or the products/services.