



ANNUAL 2026 MEETING

SPONSOR & EXHIBITOR PROSPECTUS



Sunday, July 26th &
Monday, July 27th



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

[Learn More](#)



Welcome to the NASMHPD Annual 2026 Meeting

Dear Prospective Sponsor,

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 **Sunday, July 26th and Monday, July 27th, 2026** at the Hilton Washington DC National Mall The Wharf. Our theme this year is “Together Towards Tomorrow: Innovating Mental Health Solutions”. Sessions on July 26-27 will be held in-person and virtually from 8 a.m. to 5:30 p.m. and the meeting will end at 5:30 p.m. on Monday, July 27. The Exhibit Hall will be open on Sunday, July 26 and Monday, July 27.

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 (703) 682-5192

Table of Contents

Welcome to the NASMHPD Annual 2026 Meeting.....	2
Important Dates & Event Housing	4
Quick Facts about NASMHPD.....	6
Quick Facts about the Annual Meeting	7
Past Sponsors & Exhibitors.....	8
Hotel Information.....	9
What’s Close By.....	9
Agenda at a Glance	10
Sponsorship Opportunities	11
Sponsorship Levels.....	12
Individual Sponsorship Opportunities.....	13
Individual Sponsorship Opportunities Continued	14
Add-on Sponsorship Opportunities.....	15
Exhibitor Information.....	17
Exhibit Floorplan	18
Terms & Conditions & Cancellation Policy	20



Important Dates & Event Housing

Now - April 30, 2026 – Early Bird Registration

Sponsorship & exhibit table registration opens. Early Bird attendee registration 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 12-14 for details.

April 30, 2026

Final Day for Early Bird attendee registration.

May 1, 2026

Regular registration rate of **\$1,200** per company attendee for all sponsors and non-sponsor exhibitors (some sponsorships include complimentary registration). See page 12-14 for details.

May 30, 2026 – Cancellation without Penalty Deadline

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

June 22, 2026 – Rooming Block Closes

Hotel rooms are reserved at the special rate of \$183/night plus tax. *The deadline for booking your room under this rate is June 22 or sooner if the block fills before the cut off date.*

July 25 and July 26, 2026

Exhibit Set up


July 26 – July 27, 2026

Event Dates

July 27, 2026

Exhibits Dismantled by 5:30 PM

**Secure a Sponsorship or
Exhibitor Only Package**



Complete the [online form](#) for sponsorship or exhibit space.

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

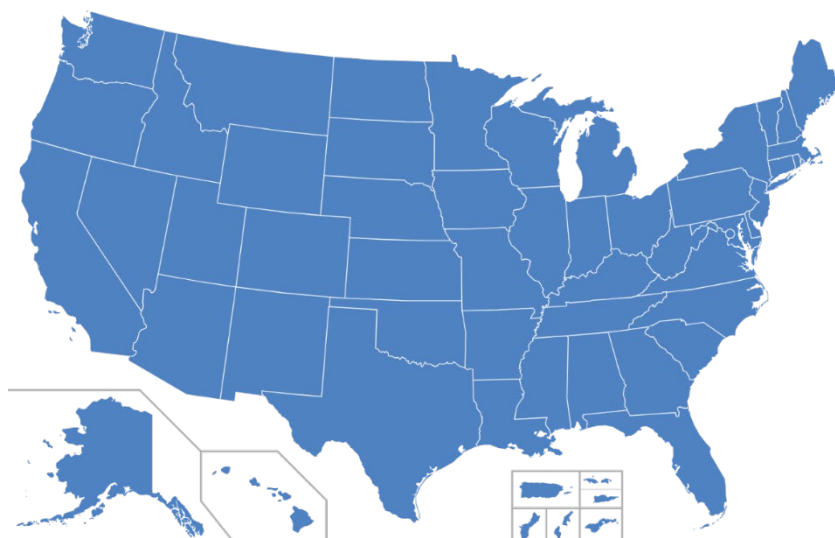


Quick Facts about NASMHPD

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, Pacific Jurisdictions, 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, intellectual/developmental disabilities, substance use disorders, and other conditions that may co-occur with mental illness.

50 States + 6 Territories and the District of Columbia



NASMHPD Divisions



**Children, Youth
& Families**



Finance Policy



Forensic



**Older
Persons**



Legal



**Medical
Directors**



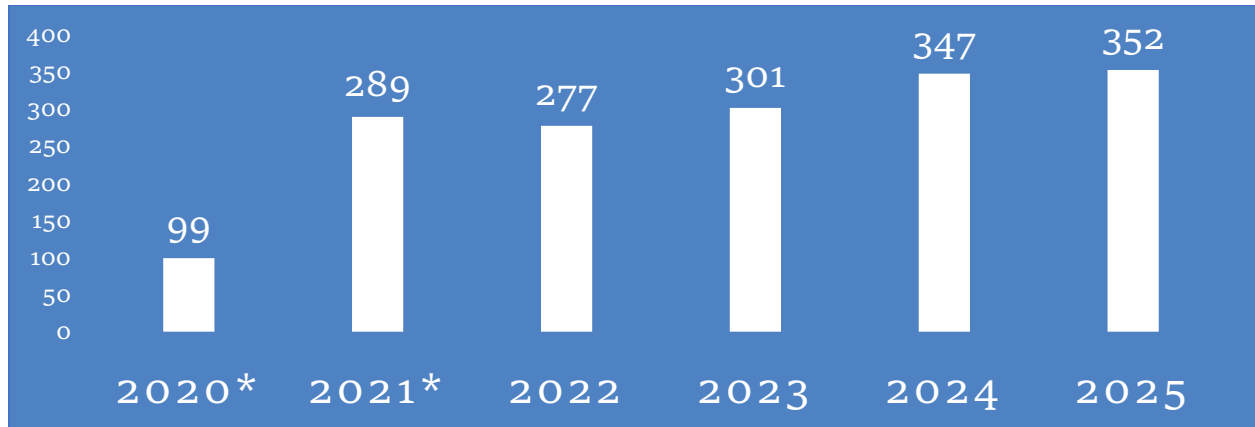
**Recovery
Support Services**



Housing

Quick Facts about the Annual Meeting

Attendees by Year



*Virtual Meeting

2025 Attendee Breakdown

139 State BH Commissioners/State BH Leadership Officials **12** Federal BH Leaders

45 States & Territories Represented and more than **60** Organizations

352 Attendees Total

Who Exhibits?



Researchers



Behavioral Health



Consultants



Architects



Pharmaceuticals



Telehealth



Health Insurance



Specialty Health Services



Technology

Past Sponsors & Exhibitors

Accenture	Five Lanes Crisis Partners	Network of Care (Trilogy Integrated Resources)
Actall Corporation	Guidehouse	ObservSMART
Advocates For Human Potential	HDR Architecture	Otsuka Pharmaceutical
Allwell Consulting Inc.	Health Management Associates	OxeHealth
Alvarez & Marsal	Huntsman Family Foundation	Page
Anthem, Inc.	IHR	Pew Charitable Trusts
Architecture +	Janssen	PsychHub
Backpack Healthcare	Neuroscience/Global	Public Consulting Group
Bamboo Health	Kingsway Group	Rainbow Health
Beacon Crisis Dispatch	Language Line Solutions	Recovery Solutions
Beck Institute for CBT	Life Skills Reimagined	Relias
Behavioral Health Link	Magellan Healthcare	RI International
Benchmark Human Services	Manatt, Phelps & Phillips	Social Current
Cannon Design	MedTrainer	Softech, Inc.
Cantata Health Solutions	Mental Health Technology Transfer Center (MHTTC) Network	Solari, Inc.
Carelon Behavioral Health	Mercer Government	Stantec Architecture & Engineering, LLC
CARF International	Molina Healthcare	STV
CHESS Health	Motivo Health	SMI Advisor
Chorus Innovations	Myers & Stauffer	tbdSolutions
CMHIS	Myriad Genetics	Technical Assistance Collaborative, Inc. (TAC)
Connections Health Solutions	National Certification Boards for Behavioral Health Professionals	Teleteachers
Crestwood Behavioral Health	National Council for Behavioral Health	Thunderbird Partnership Foundation
Crisis Text Line	NCQA	Trayt Health
C4 Innovations	Netsmart	Triad
Direct Interactions		Wellpath Recovery Solutions
EY		Westat

Hotel Information

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 the meeting registration confirmation letter.

* The discounted hotel rate is guaranteed only through June 22, 2026, 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

Saturday, July 25

5:00 PM - 7:00 PM	Exhibitor Setup
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Sunday, July 26

6:00 AM - 8:00 AM	Exhibitor Setup
8:00 AM - 6:30 PM	Exhibitor Tables Open
8:00 AM - 9:00 AM	Continental Breakfast & Exhibit Hall Visits (First Chance to Meet Attendees)
9:00 AM - 10:45 AM	General Sessions
10:45 AM - 11:05 AM	Exhibit Hall Networking Break (Chance to Meet Attendees)
11:05 AM - 12:45 PM	General Sessions
12:45 PM - 2:00 PM	Commissioner Regional Breakout Lunch Dialogues
12:45 PM - 2:00 PM	Non-Commissioner Attendee Lunch Break (Chance to Meet Attendees)
2:00 PM - 2:10 PM	Transition Break
2:10 PM - 3:45 PM	General Sessions
3:45 PM - 4:05 PM	Exhibit Hall Networking Break (Chance to Meet Attendees)
4:05 PM - 5:15 PM	General Sessions
5:15 PM - 6:30 PM	Networking Reception (Exhibit Hall and Tables Open throughout the Reception. Great opportunity to award drawings winners, etc.)

Monday, July 27

8:00 AM - 4:00 PM	Exhibitor Tables Open
8:00 AM - 9:00 AM	Continental Breakfast & Exhibit Hall Visits (Chance to Meet Attendees)
9:00 AM - 10:40 AM	General Sessions
10:40 AM - 11:00 AM	Exhibit Hall Networking Break (Chance to Meet Attendees. Great opportunity to award drawings winners, etc.)
11:00 AM - 12:40 PM	General Sessions
12:40 PM - 1:50 PM	Commissioners/Divisions Breakout Lunch
12:40 PM - 1:50 PM	Non-Commissioner Attendee Lunch Break (Final Chance to Meet Attendees)
1:50 PM - 2:00 PM	Transition Break
2:00 PM - 4:00 PM	General Sessions
5:30 PM	Exhibitors can begin breakdown as early as the ending of the transition break but are welcome to stay open through the end of the meeting. Space must be cleared by 5:30 p.m.

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 12-14.

2026 Sponsorship Levels

Diamond Sponsor	\$30,000
Platinum Sponsor	\$25,000
Gold Sponsor	\$17,000
Silver Sponsor	\$10,000
Bronze Sponsor	\$7,500

Individual Sponsorship Opportunities

NASMHPD Reception	\$13,000
Audio/Visual (2 Available)	\$12,000
Attendee Lanyards	\$12,000
Breakfast (2 available)	\$10,000
Lunch (2 available)	\$10,000
Videography/Online Sharing	\$10,000
Quiet Lounge	\$10,000
Networking Breaks (2 available)	\$9,000
Wi-Fi	\$6,000
Supporter	\$3,500

Exhibitor & Sponsorship Highlights

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

Add-On Sponsorship Opportunities The Add-On Opportunities on Page 15 are exclusively available to companies that have secured a Sponsorship and provide tailored branding/promotional opportunities.

Exhibitor Only See page 17 for more information.

Sponsorship Levels

Opportunity	Diamond \$30,000	Platinum \$25,000	Gold \$17,000	Silver \$10,000	Bronze \$7,500
Sponsorship of NASMHPD Annual Meeting	✓	✓	✓	✓	✓
Complimentary registrations	6	5	3	2	1
# of 6' x 30" complimentary exhibit tables	Up to 3	up to 2	up to 2	1	1
Company logo and website hyperlinked on event website	✓	✓	✓	✓	✓
Premier recognition during the Meeting	✓	✓	✓		
Prioritized preference in exhibit table location	✓	✓			
Opportunity to stream promotional video on our virtual platform	✓	✓			
Opportunity to stream promotional video during meeting	✓				
Premier Advertisement in Newsletter	✓	✓	✓		
Premier logo placement on sponsor recognition signage and event email outreach and materials	✓				
Logo placement on sponsor recognition signage event email outreach and materials, and NASMHPD Newsletter		✓	✓	✓	✓
Discount for Add On Sponsorship Opportunities. Please see page 15 for more information on these opportunities	80%	75%	50%	25%	10%

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

Individual Sponsorship Opportunities

Opportunity	Reception \$13,000	Attendee Lanyards \$12,000	Audio/Visual \$12,000	Breakfast \$10,000	Lunch \$10,000
Complimentary registrations	2	2	2	2	2
Company logo, description, and website hyperlinked on event website	✓	✓	✓	✓	✓
(1) 6' x 30" complimentary exhibit table	1	1	1	1	1
Logo placement on sponsor recognition signage & event materials, and NASMHPD Newsletter	✓	✓	✓	✓	✓
Sponsor opportunity to speak for 5 minutes during the reception	✓				
Company logo/ artwork prominently displayed on attendee lanyard		✓			
Individual recognition signage throughout event			✓		
Individual recognition signage during meal/reception and on event materials	✓			✓	✓

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

Individual Sponsorship Opportunities Continued

Opportunity	Videography/ Online Sharing \$10,000	Quiet Lounge \$10,000	Networking Breaks \$9,000	Wi-Fi \$6,000	Supporter \$3,500
Complimentary registrations	2	2	1	1	0
Company logo, description, and website hyperlinked on event websites	✓	✓	✓	✓	✓
(1) 6' x 30" complimentary exhibit table	1	0	1	0	0
Logo placement on sponsor recognition signage & event materials, and NASMHPD Newsletter	✓	✓	✓	✓	✓
Individual recognition signage throughout event	✓				
Quiet Lounge designed to provide a quiet place for attendees to work or decompress throughout the event. Comes with (1) 6' x 30" complimentary exhibit table in Quiet Lounge.		✓			
Company Branding/Signage for Quiet Lounge		✓			
Company Logo on Coffee Sleeves on coffee cups		✓	✓		
Individual recognition signage during meal/break and on event materials			✓		
Sponsor Chosen Name on Wi-Fi Password				✓	

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

Add-on Sponsorship Opportunities

These add-on opportunities are exclusive to sponsors at a special rate. Diamond, Platinum, Gold, Silver, and Bronze Sponsors get a special discount as outlined at the bottom of page 11. If you have any questions, please reach out to Kathy Parker at Kathy.Parker@nasmhpd.org or (703) 682-5192.

Sponsor Breakout Meeting Rooms	\$2,500
Wi-Fi	\$3,000
Attendee Notebook	\$3,000
Official Attendee Meeting Bags	\$3,500
NASMHPD Conversation Corner	\$3,500
CEUs	\$4,000
General Sessions Charging Area	\$5,000
Quiet Lounge	\$6,000
Language Translation/Interpreter Services	\$7,000

Sponsor Breakout Meeting Rooms

Have your **company logo** placed on the signage for the Breakout Meeting Room.

Wi-Fi

With a unique, **sponsor-chosen** password, this opportunity creates a memorable experience for attendees and great brand recognition.

~~**Attendee Notebook**~~

~~Every time an attendee looks back at their notes, they will remember your company. Brand the 5" x 7" **complimentary notebooks** for the meeting with your company logo.~~

Official Attendee Meeting Bags

This opportunity creates great brand recognition by having your **company's logo** featured prominently throughout the meeting and beyond!

NASMHPD Conversation Corner

Showcase your commitment by featuring your company logo on the signage for the NASMHPD Conversation Corner. This area is the central meeting point for attendees to engage with NASMHPD staff and discover upcoming initiatives.

CEUs

Provide support for the **Continuing Education Credits (CEUs)** offered during the annual meeting. Great way to show your company's commitment to professional development.

General Sessions Charging Area

Have attendees experience the power behind your company, as your company's logo will be prominently featured at the charging stations, conveniently located within the general sessions ballroom.

Quiet Lounge

When attendees need a quiet place to work or decompress throughout the meeting, they will have your company to thank as the official sponsor of the meeting's Quiet/Working Lounge. This package comes with naming the lounge after your company as well as having complimentary coffee and branded coffee sleeves in the room. Exhibit table will be set inside the lounge. Meeting room may also be used as a breakout room during the meeting.

Language Translation & Interpreter services for meeting attendees. *(Note: This opportunity is contingent upon the verified need for such services closer to the event.)*

Secure a Sponsorship 


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

For **login assistance**, please visit our [FAQ](#) or contact Anthony.McRae@nasmhpd.org.

Exhibitor Information

Exhibitor Only Information

We have a limited number of non-sponsor exhibit only packages, assigned on a **first-come, first-served basis**. A waitlist will open when full. The Exhibitor only package is designed for company's seeking direct exhibit space without a full sponsorship commitment.

Secure your Spot 

Package Fee	\$3,750 – This does not include the mandatory Meeting Registration Cost (see below).
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The exhibit fee is \$3,750 and includes One (1) 6 ft. table, chairs, and trash removal. In addition, **all personnel** attending or staffing the exhibit **must secure separate attendee registration**.

Sponsor/Exhibitor Cost: \$1,200 per attendee (\$1,000 early bird rate by April 30, 2026).

Registration includes access to all general open sessions, events, and all meals.

Exhibitor Information for Sponsors and Exhibit Only Vendors

Package Includes	One (1) 6 ft. table, chairs, and trash removal. The hotel is linen less and only provides tablecloth per request.
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Installation

For your convenience, exhibitors can set up on Saturday, July 25 between 5:00 PM – 7:00 PM or Sunday, July 26 between 6:00 AM – 8:00 AM to set up.

Exhibit Hall Hours

Sunday, July 26 from 8:00 AM – 6:30 PM and Monday, July 27 from 8:00 AM – 5:30 PM

Dismantle

Monday, July 27 5:30 PM - 6:30 PM

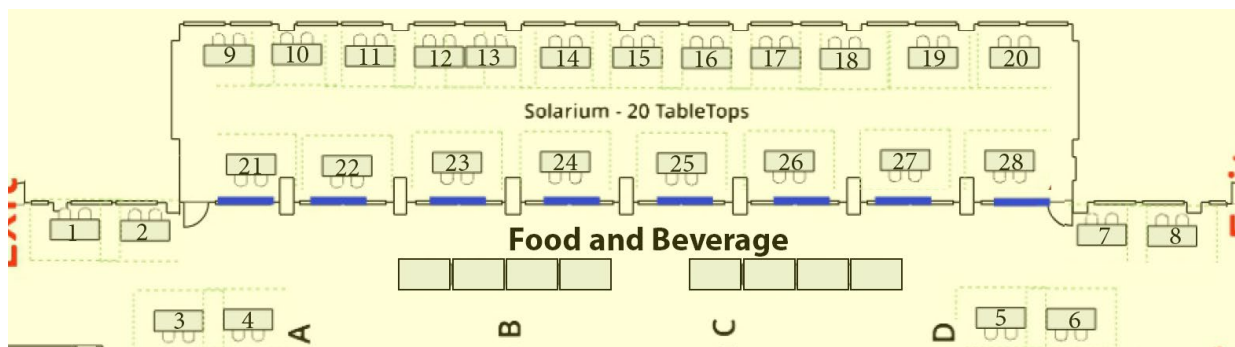
Exhibits should begin dismantling at 5:30 PM on Monday, July 27. All exhibits are required to clear the space by 6:30 PM.

Information on cost and how to reserve supplemental services (including drayage, AV, and electrical) will be provided in your confirmation letter. Exhibit location requests will be considered but cannot be guaranteed.

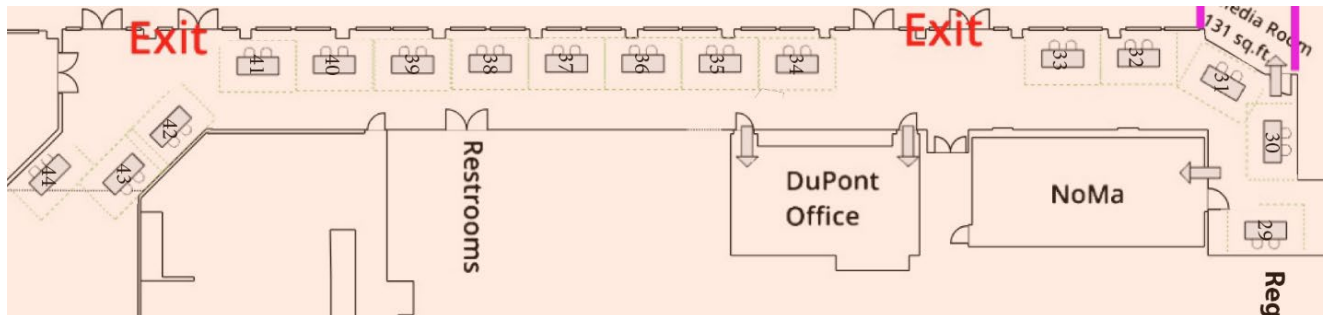
Exhibit Floorplan

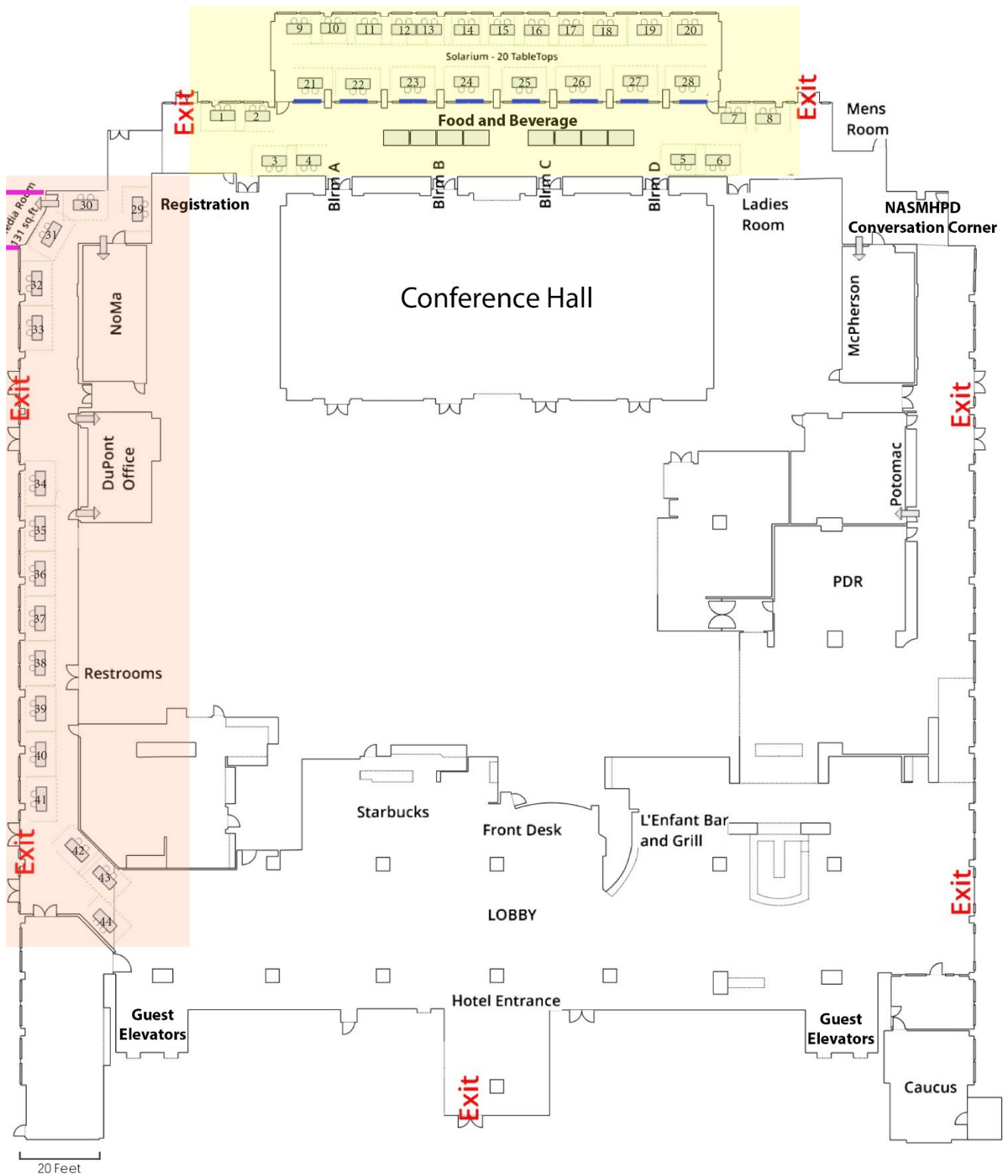
Exhibitors can expect traffic at various points throughout the meeting. Exhibit spaces 1-28 are located right outside the conference hall. Spaces 29-44 are conveniently located on the path to the conference hall from the guest room elevators and hotel entrance. Breakfast and lunch will be served in the hallway between the conference hall and tables 1-28. Breaks will be set up in the 29-44 Hallway. Reception hors d'oeuvres will be passed around all exhibit areas.

Exhibitor Tables 1-28



Exhibitor Tables 29-44





Terms & 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 regarding in-person events and will notify attendees within 30 days of the meeting of any changes.

2. PAYMENTS: All sponsorship payments must be made within 60 days of receipt of the invoice and be paid in full before the start of the conference. Any sponsorships more than 30 days past due may be cancelled in order to allow paying sponsors to attend in their place. Table assignments and Exhibitor Information are not guaranteed until final payment is received.

3. 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.

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

5. TABLE SPACE: In the event an organization would like to purchase multiple table spaces, they should contact kathy.parker@nasmhpd.org Final assignments are made at the discretion of event management.

Shared table space is prohibited. In addition, exhibitors should not move to a different exhibit space without permission from NASMHPD on-site manager. All materials, services, and products represented must be wholly owned or managed by the exhibitor on record.

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

Hilton Washington DC National Mall The Wharf, Saturday, July 25, 2026, from 5:00 PM – 7 PM and Sunday, July 26, 2026, from 6:00 AM - 8:00 AM.

7. DISMANTLING EXHIBITS:

Exhibits should begin dismantling at 5:30 PM on Monday, July 27. All exhibits are required to clear the space by 6:30 PM.

8. CANCELLATION: Cancellations made before May 30, 2026, will receive a refund, less the \$100.00 conference cancellation fee. If you cancel after the deadline and have not prepaid your registration fee, NASMHPD will bill you for your entire registration fee. Substitutions are accepted at any time at no additional charge. 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, 2026, deadline, or for no-shows. Please follow up to confirm your cancellation if you do not receive acknowledgment within 1-2 business days.

9. 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 exhibitors who do not show up will not receive a refund.

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 2026 Meeting including any linked websites, and we do not endorse the views they express or the products/services.

[Secure a Sponsorship](#)

Thank you for your support.

We look forward to your participation and assistance in making the summer 2026 NASMHPD Annual Meeting an exciting and informative experience for everyone.