

# NASMHPD Annual 2024 Meeting Sponsor & Exhibitor Prospectus



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[nasmhpd.org/content/nasmhpd-annual-2024-meeting](https://nasmhpd.org/content/nasmhpd-annual-2024-meeting)

Sunday, July 21, 2024,  
Monday, July 22, 2024 &  
Tuesday, July 23, 2024



Grand Hyatt Washington  
1000 H St NW,  
Washington, DC 20001



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@nasmhpd

## Letter from the Executive Director

Dear Sponsors,

On behalf of the National Association of State Mental Health Program Directors (NASMHPD) we would like to welcome you to our NASMHPD Annual 2024 Meeting being held Sunday July 21 – Tuesday July 23, 2024. Sessions on July 21-22 will be held in-person from 8 a.m. to 5 p.m. The meeting will end at 2 p.m. on Tuesday, July 23. Please note that the timing on the agenda is subject to change. The Exhibit Hall will be open Sunday, July 21 - Monday, July 22 8:00 AM - 5:00 PM.

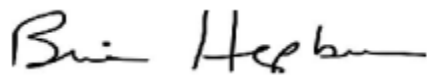
Our theme this year is “Transforming Crisis Care: Innovative Strategies to Prevent Crises, Promote Safety and Wellbeing”, and we are looking forward to an exciting event.

For the valued exhibitors and sponsors of our previous conferences, we appreciate your continued support of our annual meeting as the must-attend event of the year for state mental health directors and senior agency officials.

The following prospectus contains sponsorship information. It is our hope that you will consider this valuable opportunity to contribute to the NASMHPD Annual 2024 Meeting.

We look forward to seeing you in-person in July!

Sincerely,



Brian Hepburn, MD  
NASMHPD Executive Director

### How Do I Secure a Sponsorship?

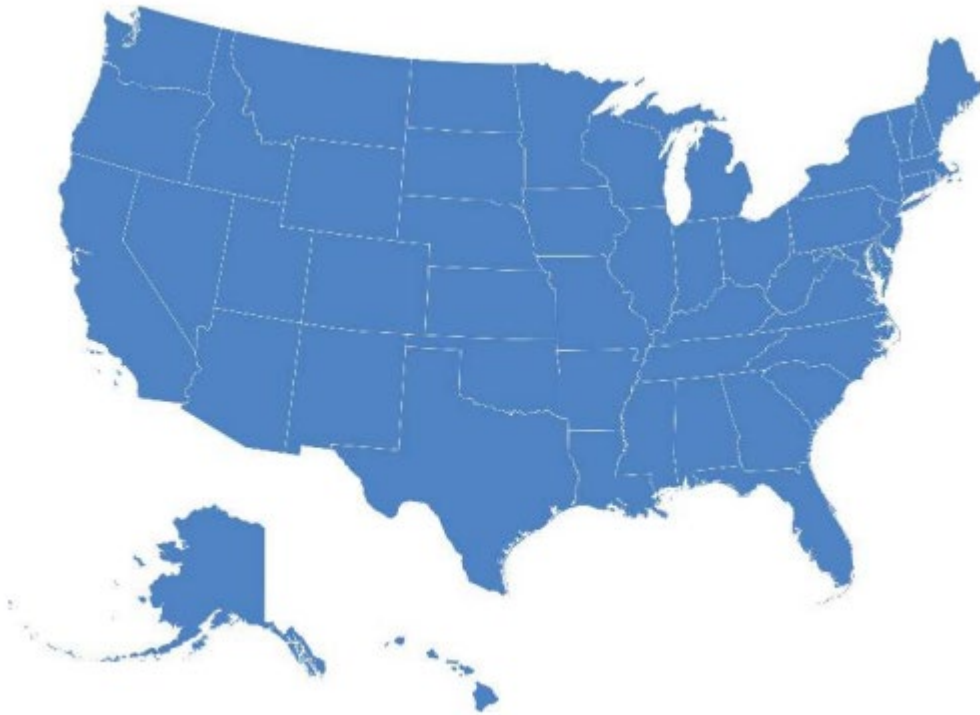
If you are interested in securing a sponsorship, you can do so online by using this [form](#). After clicking on the hyperlink, you'll need to input your preferred email and create a password. From there you will be redirected to the form to register. If you have any questions, please reach out to Kathy Parker whose information is included below.

### Important Contacts:

Kathy Parker  
(703) 682-5192  
[kathy.parker@nasmhpd.org](mailto:kathy.parker@nasmhpd.org)

## Quick Facts

### 50 States + 6 Territories and the District of Columbia



### 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.

# Important Dates & Event Housing

## Dates

**January 15, 2024:** Sponsorship registration opens.

**January 15, 2024:** Exhibit table registration opens.

**May 31, 2024:** Last day to receive a refund with the cancellation of an exhibit table, sponsorship, or event registration.

**June 21, 2024:** Last day to book a room at the Hyatt Washington at the event rate.

**July 21 – July 23, 2024:** Event Dates

## Event Housing

Hyatt Washington  
1000 H St NW, Washington, DC 20001  
(202) 582-1234

Rate: \$176 with 15.95% tax (rate excludes all fees)\*

For hotel reservation information, please contact Jeremy McShan at [Jeremy.Mcshan@nasmhpd.org](mailto:Jeremy.Mcshan@nasmhpd.org).

\*The discounted hotel rate is guaranteed only through June 21, 2024. Rooms are limited; we cannot guarantee a room for all attendees. Reservations made after June 21, 2024 are subject to availability and prevailing hotel rates.



## Agenda at a Glance \*

<b>Sunday, July 21</b>	
<b>Times</b>	<b>Program</b>
6:00 AM - 8:00 AM	Exhibitor Setup
8:00 AM - 5:00 PM	Sponsor Tables
8:00 AM - 9:30 AM	Continental Breakfast (Chance to See Sponsors)
9:30 AM - 11:30 AM	General Sessions
11:30 AM – 1:00 PM	Commissioner Regional and Division Break Out Lunches
1:00 PM - 2:30 PM	Commissioner Time and Division Break Out Groups
2:30 PM - 3:00 PM	Afternoon Break (Chance to See Sponsors)
3:00 PM - 5:00 PM	General Sessions
5:00 PM - 7:00 PM	Reception (Sponsors Invited) (Exhibit Hall Closed)
<b>Monday, July 22</b>	
<b>Times</b>	<b>Program</b>
8:00 AM - 5:00 PM	Sponsor Tables
8:00 AM - 9:00 AM	Continental Breakfast (Chance to See Sponsors)
9:00 AM - 10:30 AM	General Sessions (SAMHSA)
10:30 AM - 11:00 AM	Morning Break (Chance to See Sponsors)
11:00 AM – 1:00 PM	General Sessions (Suicide Prevention Paper/SPRC)
1:00 PM - 2:30 PM	Plenary Lunch
3:00 PM - 3:30 PM	Afternoon Break (Chance to See Sponsors)
3:30 PM - 5:00 PM	General Sessions
5:00 PM - 6:00 PM	Exhibitor Breakdown
<b>Tuesday, July 23</b>	
<b>Times</b>	<b>Program</b>
8:00 AM - 9:00 AM	Continental Breakfast
9:00 AM - 11:15 AM	General Sessions
11:15 AM - 12:30 PM	Lunch
12:30 PM - 2:00 PM	General Sessions

\*The timing on the agenda is subject to change.

## 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 7-8.

<b>2024 Sponsorship Levels</b>	
Platinum Sponsor	\$25,000
Gold Sponsor	\$15,000
Silver Sponsor	\$10,000
Bronze Sponsor	\$7,500
<b>Individual Sponsorship Opportunities</b>	
NASMHPD Reception	\$13,000
Lanyards	\$12,000
NASMHPD Lunch	\$10,000
NASMHPD Breakfast	\$10,000
Networking Breaks	\$9,000
Supporter Plus	\$4,000
Supporter	\$3,000

## Sponsorship Levels

Opportunity	Platinum \$25,000	Gold \$15,000	Silver \$10,000	Bronze \$7,500
Sponsorship of NASMHPD Annual Meeting	✓	✓	✓	✓
Complimentary registrations	6	4	2	1
# of 6' x 30" complimentary exhibit tables	2	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		✓	✓	✓
Discounted Individual Breakfast or Lunch Sponsorship Opportunity <i>(Additional Registration and Exhibit Table not included)</i>	75% (\$2,500)	50% (\$5,000)	25% (\$7,500)	10% (\$9,000)

## Individual Sponsorship Opportunities

Opportunity	Reception \$13,000	Lanyards \$12,000	Lunch \$10,000	Breakfast \$10,000	Networking Breaks \$9,000	Supporter/ Supporter Plus \$4,000/ \$3,000
Complimentary registrations	2	2	1	1	2	0
Company logo and website hyperlinked on event websites						
(1) 6' x 30" complimentary exhibit table	1	1	1	1	1	0
Logo placement on sponsor recognition signage						
Logo placement on event materials						
Individual recognition signage placed throughout venue during meal/reception						
Company logo/artwork prominently displayed on lanyard						
Logo placement on the event email outreach						
Sponsor recognition during Evening Reception by Staff						



## Become a Sponsor

You may secure a sponsorship online by using this [form](#). After clicking on the hyperlink, you'll need to input your preferred email and create a password. From there you will be redirected to the form to register. Some sponsorship levels include complimentary registrations. Additional registrations are available for an additional cost of \$1,000 per attendee. Information on how to register complementary registrations and any additional paid attendees will be sent once you secure your sponsorship spot.

Please note that non-sponsor exhibitors will need to purchase registrations for an additional cost of \$1,000 per attendee for an exhibit table. Your registration gives you full access to the following: all sessions (except for closed commissioner only sessions) Sunday, July 21 through Tuesday, July 23, opening Evening Reception on Sunday, July 21, and all meals and breaks.

## Cancellation Policy

Cancellation requests must be received in writing by 5:00 PM ET on May 31, 2024. Cancellations made on or before the deadline will be refunded, minus a \$100 administrative processing fee. All cancellations and requests for refunds must be in writing via email to [kathy.parker@nasmhpd.org](mailto:kathy.parker@nasmhpd.org) or via phone at (703) 682-5192. Please refer to full cancellation policy on page 13 under Terms and Conditions.

# Exhibit Hall Information

## Non-Sponsor Exhibitor Registration and Information

There are a limited number of non-sponsor tables available to companies who are interested in exhibiting only. These tables will be assigned on a first come, first served basis. Once all non-sponsor tables are secured a wait list will open. If you are interested in being a non-sponsor exhibitor, please use this [form](#) and select the “Non-Sponsor Exhibitor” option.

### Non-Sponsor Table Fees

One table is \$3,500.

Exhibitor Registration is \$1,000 for each attendee.

Each exhibit table area includes one 6 ft. skirted table and chairs. Non-sponsor exhibitors must purchase individual registrations for an additional cost of \$1,000 per exhibitor at each exhibit table. Trash removal will be provided by the hotel. All exhibitors are expected to communicate to NASMHPD any additional needs such as drayage, AV, electrical, etc.

## Installation

Sunday, July 21, 6:00 AM - 8:00 AM

## Exhibit Hall Hours

Sunday, July 21 - Monday, July 22 8:00 AM - 5:00 PM

(The Exhibit Hall will be closed during the Reception on Sunday, July 21 at 5:00 pm – 7:00 pm.)

## Dismantle

Monday, July 22 5:00 PM - 6:00 PM

Exhibits may be dismantled after 5:00 PM on Monday, July 22, 2024. All exhibits MUST be dismantled and the exhibit space completely clear by 6:00 PM. Exhibition is only for Sunday, July 21 and Monday, July 22.

## Table Selection/Assignment

- Table space will be assigned based on date of purchase.
- Preferential table assignments will be given to sponsors based on level of sponsorship.
- All reasonable requests for table space location will be considered but are not guaranteed.

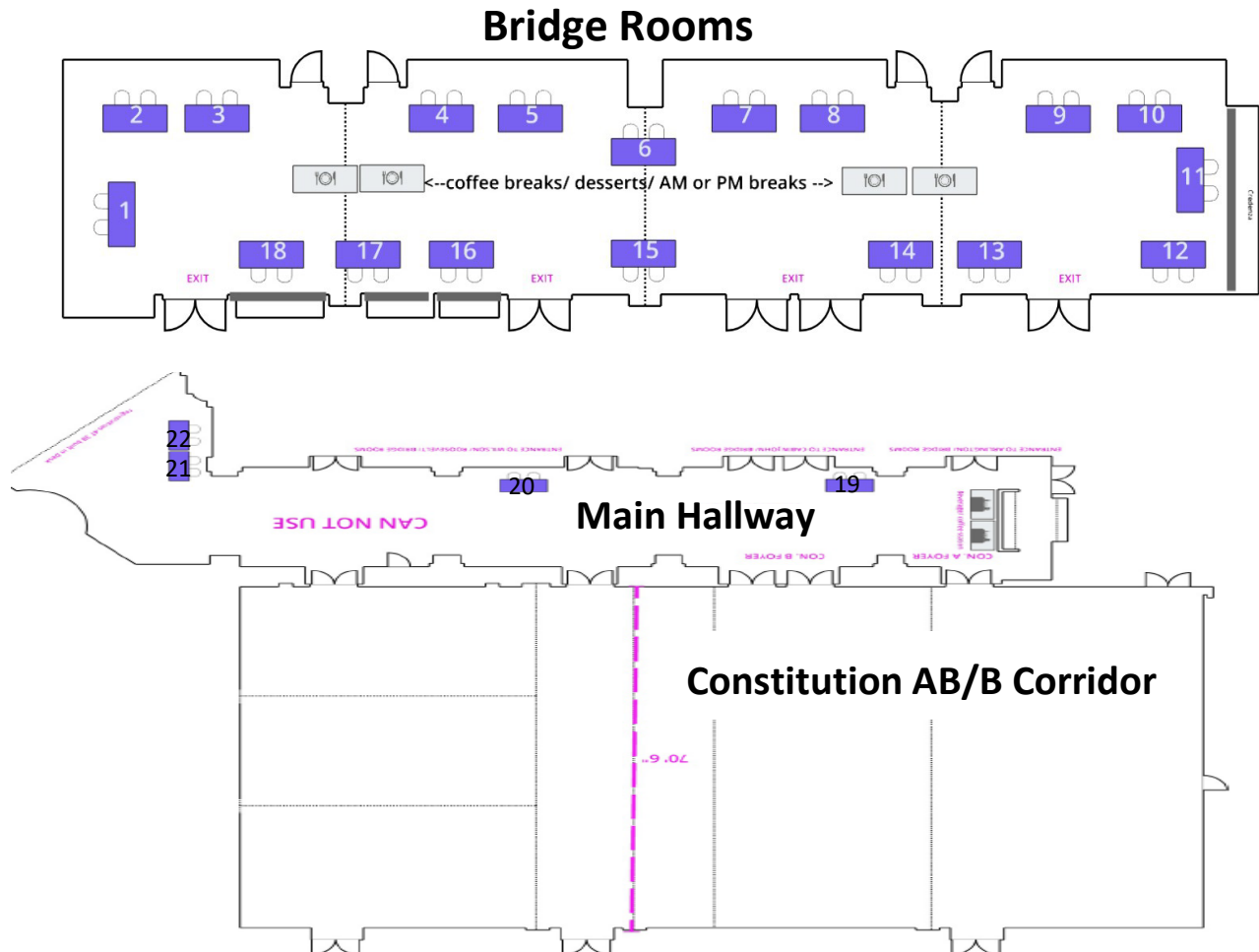
## Important Notes

All representatives, including those there to support exhibit tables, will need to register. Some sponsorship levels include complimentary registrations. Exhibitors do not have complimentary registrations. They must be purchased separately. Additional registrations are available for an additional cost of \$1,000 per attendee. Information on how to register complimentary registrations and any additional paid attendees will be sent once you secure your sponsorship spot.

# Exhibit Hall Floorplan

## Table Selection/Assignment

- Table space will be assigned based on date of purchase.
- Preferential table assignments will be given to sponsors based on level of sponsorship.
- All reasonable requests for table space location will be considered but are not guaranteed.
- The tables are conveniently located in the Bridge Rooms, which are next to the main hallway as shown below. The meeting will take place in the Constitution A/B Corridor adjacent to the Main Hallway. Breaks and lunches are served around this area as well. Exhibitors can expect heavy traffic at various points throughout the meeting.



# Terms and Conditions

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 all 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 to NASMHPD any additional needs such as 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 and be received at the same time. 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:  
Hyatt Washington, Sunday July 21, 2024 from 6:00 AM - 8:00 AM.
6. **DISMANTLING EXHIBITS:**  
Exhibits may be dismantled immediately on Monday, July 22, 2024 at 5:00 PM. Time for tear down of exhibitor tables is subject to change.
7. **CANCELLATION:** Cancellations made before May 31, 2024 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](mailto:kathy.parker@nasmhpd.org). Refunds will be processed after the event. No refunds will be given for cancellations made after the May 31, 2024 deadline, or for no-shows.
8. **NO SHOWS:** If an Exhibitor fails to install or display in an assigned space 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. If you e-mail, fax, or mail your cancellation notice, please call to confirm receipt if you don't receive confirmation of your cancellation within 24 hours.
9. **FEES:** Full payment must accompany the application for table space. Table assignments and Exhibitor Information Packets will be released after confirmation of payment in full.
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 Hyatt Washington. 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.

*We look forward to your participation and assistance in making the events an informative and exciting experience for all participants.*