



BEHAVIORAL HEALTH IS
EVERYONE'S CONCERN:

CONSTANT CARE,
CHANGING TIMES.



2025

NABH ANNUAL MEETING

Exhibitor and Sponsor Opportunities

MAY 12–14, 2025



SALAMANDER WASHINGTON, DC

2025 ANNUAL MEETING PROGRAM COMMITTEE

Trish Toole, M.A.S., Chair, Hackensack Meridian Health Carrier Clinic

Mary-Catherine Bohan, M.S.W., Rutgers University Behavioral Health Care

Rhonda Ashley-Dixon, M.A., Vanderbilt Psychiatric Hospital

A MESSAGE FROM THE PRESIDENT AND CEO

Thank you for taking the time to consider participating in the 2025 NABH Annual Meeting as an Exhibitor or Sponsor. Your ideas, products, and services enhance the quality behavioral healthcare that our members provide every day.

Our theme for the 2025 NABH Annual Meeting is *Behavioral Health is Everyone's Concern: Constant Care, Changing Times*. If you join us, you will have several opportunities to meet and talk with the leaders of behavioral healthcare systems nationwide. These chief executive officers, chief medical officers, and other top administrators control an estimate of more than \$16 billion in industry revenue.

Leaders from behavioral healthcare companies, major addiction treatment organizations, and some of the largest not-for-profit systems nationwide gather at the NABH Annual Meeting to catch up on industry trends, advocacy efforts, regulatory and legislative news, and to learn—from you—what products and services will address their challenges.

This year we're focused on how behavioral healthcare providers and the services they offer are one of the "constants" that millions of Americans rely on in our ever-changing world.

As always, thank you for your continued interest in the National Association for Behavioral Healthcare. Our industry is better for the products and services you provide.

We hope to see you in May!

Sincerely,

Shawn Coughlin

President and CEO

National Association for Behavioral Healthcare



PLEASE JOIN US!

The 2025 NABH Annual Meeting is an opportunity for you and your team to generate business development leads through unparalleled access to behavioral healthcare industry leaders. Our theme this year is *Behavioral Health is Everyone's Concern: Constant Care, Changing Times*.

We hope this checklist will help you determine if this opportunity is right for your organization:

- Are you targeting organizations that deliver services along the entire behavioral healthcare continuum to all age groups nationwide?
- Do you need to reach an exclusive group of executive-level decision makers with the power to purchase for multiple facilities?
- Do you want to socialize with these decision makers, including members of the NABH Board of Trustees and Executive Committee?
- Do you want to be an integral participant in every aspect of the event and not confined to an exhibit hall?
- Would you benefit from attending meeting sessions to learn what your customers need and what they're thinking?
- Are you able to bring your own executive leaders to participate as peers in this event so our industry leaders can learn more about your organization and the people who lead it?
- Do you want the added value of signs and advertisements to support your one-on-one dialogues?
- Do you want attention from a customer-friendly staff to personalize your experience and maximize your success?

To learn more about the NABH Annual Meeting, please visit the Annual Meeting [webpage](#). There you will also see photos and resources from recent NABH Annual Meetings.

Please note that Exhibitor and Sponsor opportunities in 2025 are limited and accepted on a first-come, first-served basis.

The *2025 NABH Exhibitor and Sponsor Guide* highlights the products and services of our Exhibitors and Sponsors and includes their logos, organization descriptions, and advertisements. An Exhibitor or Sponsor's level of support determines the size and color of ads. We also accept advertising from organizations that do not participate as either an Exhibitor or Sponsor at the Annual Meeting.

We distribute the *2025 NABH Exhibitor and Sponsor Guide* at the Annual Meeting; later send it to all NABH members; and post it on NABH's website.





EXHIBITORS

Please note that we offer 33 tabletops for Exhibitors. **We receive more applicants for exhibit space than we can accommodate, so please reserve your space early!**

BENEFITS

All exhibits are in the same room as conference events, so it is easy for attendees to learn about your organization and what you can offer them. This provides opportunities for ongoing, personal contact with both existing customers and potential clients, and allows your organization to demonstrate its products and services.

All Exhibitors receive:

- Luncheon with the NABH Board of Trustees on Monday, May 12
- Full-page ad (color or black and white, depending on Exhibitor level) in the *2025 Exhibitor and Sponsor Guide*
- Paragraph about your organization and your logo in the *2025 Exhibitor and Sponsor Guide*
- Link to your organization's website on our Annual Meeting webpage to connect our members to your website
- Periodic emails sent to the NABH membership announcing your support
- Recognition on Annual Meeting's digital signs

PLUS these specific benefits based on the Exhibitor level you choose:



CHAIRMAN EXHIBITOR \$16,500

Recognition as a Chairman Exhibitor during the Board Chair's Reception

- 12' exhibit space (two 6' tabletops) integrated with refreshments, including coffees and major events such as the Board Chair's Reception
- Five free conference registrations (\$4,375 value)
- Full-page color ad in the *2025 Exhibitor and Sponsor Guide* (\$2,833 value)

[Click here for the exhibitor form.](#)

PRESIDENT EXHIBITOR \$14,000

Recognition as a President Exhibitor

- 12' exhibit space (two 6' tabletops) integrated with refreshments, including coffees and major events such as the Board Chair's Reception
- Four free conference registrations (\$3,500 value)
- Full-page color ad in the *2025 Exhibitor and Sponsor Guide* (\$2,833 value)

[Click here for the exhibitor form.](#)

EXECUTIVE EXHIBITOR \$9,000

Recognition as an Executive Exhibitor

- 6' exhibit space (one tabletop) integrated with refreshments, including coffees and major events such as the Board Chair's Reception
- Two free conference registrations (\$1,750 value)
- Full-page black and white ad in the *2025 Exhibitor and Sponsor Guide* (\$1,733 value with option to upgrade to color)

[Click here for the exhibitor form.](#)

SPONSORS

BENEFITS

PLATINUM SPONSOR

\$12,500

Platinum Sponsor receives:

- Paragraph about your organization and your logo in the *2025 Exhibitor and Sponsor Guide*
- Link to your organization's website on our Annual Meeting [webpage](#) to connect our members to your website
- Recognition on Annual Meeting's digital signs
- Recognition from the stage during the event that your organization sponsors

PLUS one of these options:

MONDAY WELCOME RECEPTION

Recognition as a Platinum Sponsor during the Welcome Reception and:

- Three conference registrations (\$2,625 value)
- Full-page color ad in the *2025 Exhibitor and Sponsor Guide* (\$2,833 value)
- One item **that your organization will provide** on a table in the room
- Opportunity to present a 3-minute overview of your organization during the event

[Click here for the sponsorship form.](#)

TUESDAY ANNUAL MEETING LUNCHEON

Recognition as a Platinum Sponsor during the Tuesday Annual Meeting Luncheon and:

- Three conference registrations (\$2,625 value)
- Full-page color ad in the *2025 Exhibitor and Sponsor Guide* (\$2,833 value)
- One item **that your organization will provide** at each place setting
- Opportunity to present a 3-minute overview of your company during the event

[Click here for the sponsorship form.](#)

DIAMOND SPONSOR

\$10,000

All Diamond Sponsors receive:

- Two free conference registrations (\$1,750 value)
- Full-page color ad in the *2025 Exhibitor and Sponsor Guide* (\$2,833 value with option to upgrade to color)
- Paragraph about your organization and your logo in the *2025 Exhibitor and Sponsor Guide*
- Link to your organization's website on our Annual Meeting [webpage](#) to connect our members to your website
- Recognition on Annual Meeting's digital signs

PLUS one of these options below:

SOCIAL MEDIA

Recognition for sponsoring NABH's Annual Meeting X, formerly known as Twitter, campaign and all sharable social media content on X and LinkedIn

[Click here for the sponsorship form.](#)

WI-FI SERVICE for all conference attendees

[Click here for the sponsorship form.](#)

SPONSORS

GOLD SPONSOR

\$7,000

All Gold Sponsors receive:

- One free conference registration (\$875 value)
- Full-page color ad in the *2025 Exhibitor and Sponsor Guide* (\$2,833 value)
- Paragraph about your organization and your logo in the *2025 Exhibitor and Sponsor Guide*
- Link to your organization's website on our Annual Meeting [webpage](#) to connect our members to your website
- Recognition on Annual Meeting's digital signs

PLUS one of these options below:

CUSTOM HOTEL ROOM KEY CARD

Recognition as a Gold Sponsor with your logo on attendees' room keys

[Click here for the sponsorship form.](#)

GOURMET DESSERT BREAK

Recognition as a Gold Sponsor on signage during Monday afternoon's dessert break

[Click here for the sponsorship form.](#)

SESSION SPONSORS (Multiple sessions available)

Recognition as a Gold Sponsor during a meeting session that your organization sponsors

[Click here for the sponsorship form.](#)

TUESDAY NETWORKING AND COFFEE

Recognition as a Gold Sponsor on signage during Tuesday morning's continental breakfast

[Click here for the sponsorship form.](#)

WEDNESDAY CONTINENTAL BREAKFAST

Recognition as a Gold Sponsor during the Wednesday Continental Breakfast

[Click here for the sponsorship form.](#)

TURN-DOWN SERVICE

One item **that your organization will provide** distributed to hotel rooms of registered meeting guests (e.g., a brochure, business card, gift card, customized candy box). Contact maria@NABH.org for other turn-down options

[Click here for the sponsorship form.](#)

NEW THIS YEAR! SILVER SPONSOR

\$5,000

All Silver Sponsors receive:

- One free conference registration (\$875 value)
- Full-page color ad in the *2025 Exhibitor and Sponsor Guide* (\$2,833 value)
- Paragraph about your organization and your logo in the *2025 Exhibitor and Sponsor Guide*
- Link to your organization's website on our Annual Meeting [webpage](#) to connect our members to your website
- Recognition on Annual Meeting's digital signs

PLUS:

Sponsorship of a NABH committee meeting

NABH will offer one (1) Committee meeting on a first-come, first-served basis. You will have 30 minutes of access to the Committee of your choice below for pitch and engagement acknowledgement.

[Click here for the sponsorship form.](#)

MANAGED CARE COMMITTEE

Monday, May 12, 4:30 p.m. ET

QUALITY COMMITTEE

Tuesday, May 13, 10:30 a.m. ET

YOUTH SERVICES COMMITTEE

Tuesday, May 13, 10:30 a.m. ET

ADDICTION TREATMENT COMMITTEE

Tuesday, May 13, 1:45 p.m. ET

BEHAVIORAL HEALTH SERVICES WITHIN A GENERAL HEALTHCARE SYSTEM COMMITTEE

Tuesday, May 13, 1:45 p.m. ET

Contact Maria Merlie at maria@nabh.org for other customized sponsorships.

ANNUAL MEETING INFORMATION

DATES

Monday, May 12 through Wednesday, May 14, 2025

LOCATION

Salamander Washington, DC
1330 Maryland Avenue, SW, Washington, DC

REGISTRATION FEES

Conference registration fees are \$875 (non-members) or \$745 (NABH members). Exhibitors and sponsors receive free registrations depending on level as outlined in this *Exhibitor and Sponsor Opportunities* resource.

REGISTRATION INFORMATION

To register, please visit the Annual Meeting [webpage](https://www.nabh.org/2025-annual-meeting) at <https://www.nabh.org/2025-annual-meeting>. For assistance, please call the National Association for Behavioral Healthcare at 202.393.6700, ext. 104.

HOTEL RESERVATIONS

Please visit the Annual Meeting [webpage](#) to reserve your room at the Salamander Washington, DC.

The hotel cutoff date is **Friday, April 18, 2025**.

HOTEL RATES

\$409/single or double, plus applicable taxes. (Identify yourself as an NABH Annual Meeting attendee.) And make your hotel reservation early. In previous years, the hotel has sold out before the cut-off date.

EXHIBITOR/SPONSORS CANCELLATIONS

Exhibitors and Sponsors may cancel if notice is received in writing. There is no penalty if NABH receives the cancellation more than 90 calendar days before the opening day of the meeting (that is, NABH must receive the cancellation before Wednesday, Feb. 12, 2025). A 50-percent cancellation charge will apply if NABH receives the cancellation between 89 and 31 calendar days of the opening day (that is, NABH must receive the cancellation between Thursday, Feb. 13–Saturday, April 12, 2025). A 100-percent cancellation charge will be applied if NABH receives the cancellation within 30 calendar days (or fewer than 30 days) of the opening day (that is, NABH must receive the cancellation on or after Sunday, April 13, 2024).



2025 ANNUAL MEETING DEADLINES

FRIDAY, APRIL 4, 2025

Paragraphs and logos due for *2025 Exhibitor and Sponsor Guide*

FRIDAY, APRIL 18, 2025

Ads due for *2025 Exhibitor and Sponsor Guide*

FRIDAY, MAY 9, 2025

Exhibit/Sponsor materials
CANNOT ARRIVE AT THE HOTEL BEFORE May 9

MAY 12–14

NABH Annual Meeting

RESERVE YOUR PREFERRED EXHIBITOR OR SPONSOR OPPORTUNITY FOR THE 2025 NABH ANNUAL MEETING!

The 2025 NABH Annual Meeting is an opportunity for your organization to show support and advocate for the access, coverage, and funding required to best serve people with behavioral health disorders. At the same time, the meeting provides a setting where you can share ideas and best practices about the strategies and innovations that can help behavioral healthcare executives deliver—and improve—the quality of care they provide.

Please use this time to inform and persuade behavioral healthcare decisionmakers that you can make their jobs easier and improve outcomes!

Visit www.NABH.org for more information and to register.

Please email this resource to your colleagues in: marketing, advertising, new-business/new-client development, and CEO/administrator offices.

Please e-mail maria@NABH.org if you have questions.



National Association for Behavioral Healthcare
900 17th Street, NW, Suite 420, Washington, DC 20006-2507
Phone: 202-393-6700 | Fax: 202-783-6041 | www.NABH.org

