



NABH 2026 Annual Meeting

**IMAGINE.
INNOVATE.
TRANSFORM.**

Future-Forward Leadership
in Behavioral Healthcare

March 2 – 4, 2026
The Ritz-Carlton Washington, DC

MARCH 2–4, 2026



THE RITZ-CARLTON WASHINGTON, DC

2026 ANNUAL MEETING PROGRAM COMMITTEE

Cindy Meyer, M.S.S.W., Rogers Behavioral Health, Oconomoc, WI, Program Chair

Andrew Gerber, M.D., Ph.D., Silver Hill Hospital, New Cannan, CT

Lori Scharff, L.I.C.S.W., Boys Town Behavioral Health Division, Boys Town, NE

A MESSAGE FROM INTERIM PRESIDENT AND CEO

Thank you for taking the time to consider participating in the 2026 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 2026 NABH Annual Meeting is *Future-Forward Leadership in Behavioral Healthcare: Imagine. Innovate. Transform.* 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, substance use disorder 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 the future—of the behavioral healthcare segment and how our association will help our members navigate innovation and changes in care delivery, quality, policy, payor issues, technology, workforce, and more.

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

We hope to see you in March!

Sincerely,

Sincerely,
Mark Covall

Interim President and CEO, National Association for Behavioral Healthcare



PLEASE JOIN US!

The 2026 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 *Future-Forward Leadership in Behavioral Healthcare: Imagine. Innovate. Transform.*

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 2026 are limited and accepted on a first-come, first-served basis.

The *2026 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 *2026 NABH Exhibitor and Sponsor Guide* at the Annual Meeting; later send it to all NABH members; and post it on NABH's website after the Annual Meeting.

EXHIBITORS

Please note that we offer 30 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, March 2
- Full-page ad (color or black and white, depending on Exhibitor level) in the *2026 Exhibitor and Sponsor Guide*
- Paragraph about your organization and your logo in the *2026 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 *2026 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 *2026 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 *2026 Exhibitor and Sponsor Guide* (\$1,733 value with option to upgrade to color)

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

SPONSORS

Please note sponsorships do not come with exhibit space at the meeting.

BENEFITS

PLATINUM SPONSOR

\$12,500

Platinum Sponsor receives:

- Paragraph about your organization and your logo in the *2026 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 *2026 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 *2026 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.](#)

WEDNESDAY POLICY BREAKFAST

Recognition as a Platinum Sponsor during the Wednesday Policy Breakfast and:

- Three conference registrations (\$2,625 value)
- Full-page color ad in the *2026 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 *2026 Exhibitor and Sponsor Guide* (\$2,833 value with option to upgrade to color)
- Paragraph about your organization and your logo in the *2026 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 sharable social media content on X, formerly known as Twitter, 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 *2026 Exhibitor and Sponsor Guide* (\$2,833 value)
- Paragraph about your organization and your logo in the *2026 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 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.](#)

MEETING SESSION SPONSORS

(Multiple sessions available)

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

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

BREAKOUT SESSION SPONSOR – NEW IN 2026!

(Multiple breakout sessions are available)

Recognition as a Gold Sponsor during a breakout 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.](#)

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.](#)

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

ANNUAL MEETING INFORMATION

DATES

Monday, March 2 through Wednesday, March 4, 2026

LOCATION

The Ritz-Carlton Washington, D.C.
1150 22nd St NW, Washington, DC 20037

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 *Exhibit and Sponsor Opportunities* resource.

REGISTRATION INFORMATION

To register, please visit the Annual Meeting [webpage](#). 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 Ritz Carlton Washington, DC.

The hotel cutoff date is **Monday, February 9, 2026**.

HOTEL RATES

\$409/single or double, plus applicable taxes. (Identify yourself as an NABH Annual Meeting attendee.)

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 Tuesday, December 2, 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 Wednesday, December 3, 2025 – Saturday, January 31, 2026). 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, February 1, 2026).

2026 ANNUAL MEETING DEADLINES

FRIDAY, JANUARY 30, 2026

Logos, Paragraphs, and Ads due for
2026 Exhibit and Sponsor Guide

MONDAY, FEBRUARY 9, 2026

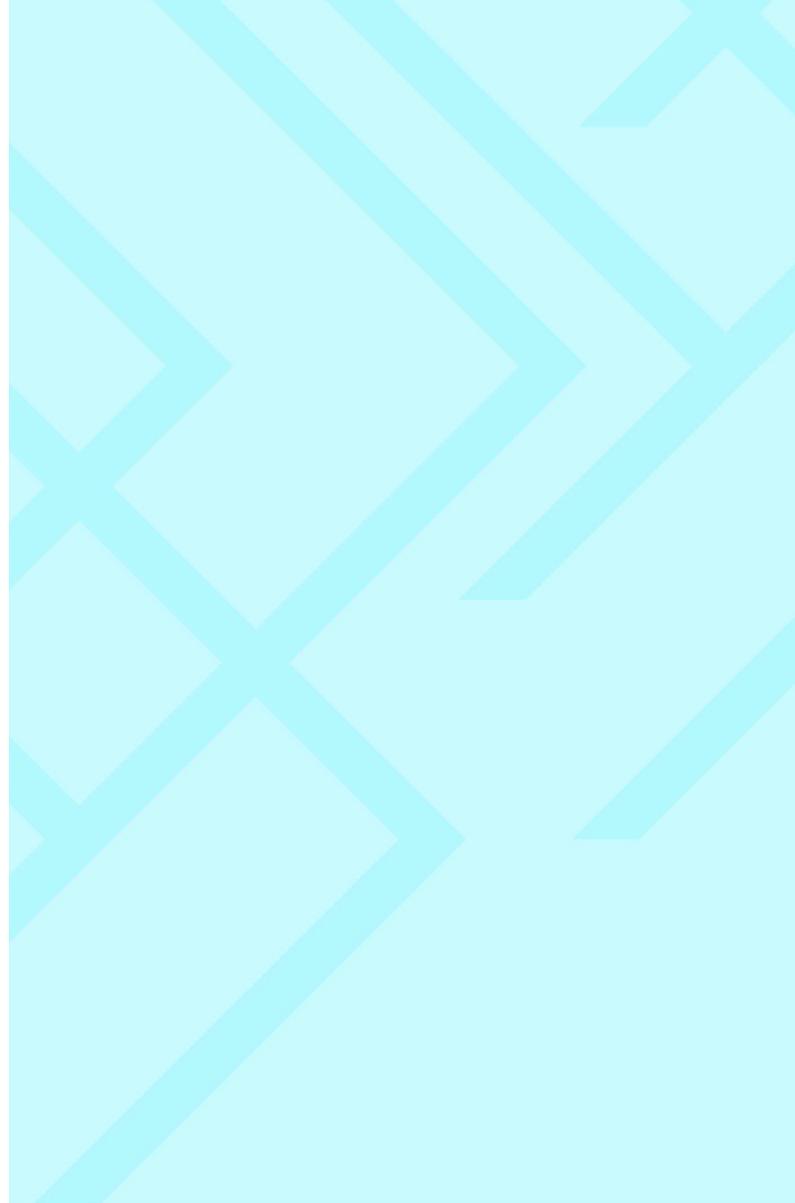
Hotel cutoff date

WEDNESDAY, FEBRUARY 25, 2026

Exhibit/Sponsor materials
CANNOT ARRIVE AT THE HOTEL BEFORE FEBRUARY 25

MARCH 2-4

NABH Annual Meeting



RESERVE YOUR PREFERRED EXHIBITOR OR SPONSOR OPPORTUNITY FOR THE 2026 NABH ANNUAL MEETING!

The 2026 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
- CEO/administrator offices

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



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