

WINTER CONFERENCE

COMMUNITY CONNECTIONS

Linking **People**, **Plans**, **Providers**, and **Possibilities**

NORTH CAROLINA ASSOCIATION OF PUBLIC COMMUNITY HEALTH PLANS

*Formerly known as the i2i Center for Integrative Health Winter Conference

Exhibit, Sponsorship, & Advertising Opportunities

January 13-14, 2027

Pre-Conference January 12

Winston-Salem, NC | Benton Convention Center



**NORTH CAROLINA ASSOCIATION OF
PUBLIC COMMUNITY
HEALTH PLANS**

The NCAPCHP is a 501(c)(6) Nonprofit Organization.

CONFERENCE OPPORTUNITIES



COMMUNITY CONNECTIONS

Linking People, Plans, Providers, and Possibilities

The [North Carolina Association of Public Community Health Plans \(NCAPCHP\)](#) is dedicated to improving the health and well-being of North Carolina's communities through advocacy, collaboration, and support for North Carolina's four LME/MCOs – Alliance Health, Partners Health Management, Trillium Health Resources, and Vaya Health – and the members, families, and providers we serve. The NCAPCHP works with State/County/local agencies and policymakers, healthcare providers, and community stakeholders to ensure access to high-quality, equitable care for individuals with complex needs.

This conference marks an important new chapter for the longstanding event formerly known as the **i2i Conference**, a nationally recognized forum for innovation, collaboration, and learning across North Carolina's public behavioral health and intellectual/developmental disabilities system. For the first time, the conference will be hosted by the NCAPCHP.

This conference brings together hundreds of statewide stakeholders working across NC Medicaid, State-funded, and federally funded behavioral health, I/DD, physical health, and broader health and human services sectors. Attendees include **Medicaid provider agency leadership; public and private Medicaid managed care plan and hospital managers; behavioral health and I/DD professionals and clinicians; State and local agency leaders; elected officials; Plan members and their family members; consumer advocates, and many more.** We invite you to join in this unique opportunity to build meaningful relationships with key decision-makers in North Carolina.

This year's conference will take place at the [Benton Convention Center](#) in Winston-Salem, NC.



EXHIBITING



**COMMUNITY
CONNECTIONS**

Linking People, Plans, Providers, and Possibilities

CONFERENCE EXHIBIT – JANUARY 13 & 14, 2027 PRE-CONFERENCE EXHIBIT – JANUARY 12, 2027

EXHIBIT HALL LOCATION

The exhibits are located on the main floor of the Benton Convention Center where sessions take place, giving ample time for attendee interaction and increased networking!

CONFERENCE EXHIBITING INCLUDES:

- **Networking with hundreds of Executives, Decision-Makers, Leaders, and Stakeholders**
- **Receive** the list of **all conference participants** with contact information.
- **One Complimentary Exhibit Staff Registration** for two days (1/13 & 1/14) for **one exhibit staff member** to attend sessions (non-transferable). If adding Pre-Con Exhibit, you may attend sessions that day as well.
- **Booth participation and lunch for two exhibit staff** for January 13-14. The fee to add additional exhibit staff is \$300 per person.
- **Increased Exposure with App Profile** – your organization's strategic marketing materials are quickly and easily available to all participants via the **Whova Conference App**. You can post a promotional video; advertise a booth demo; add brochures, photos, web links, a description, email, and staff information; and message attendees. Statistics about your page's activity will be provided after the conference upon request.

BOOTHS AVAILABLE

6' DEEP X 10' WIDE BOOTH	\$1,250
8' DEEP X 10' WIDE BOOTH.....	\$1,400
FOYER TABLETOP EXHIBIT	\$1,600 (prime space - steps from registration)
ADD PRE-CONFERENCE EXHIBIT DAY (1/12).....	\$550
PRE-CON EXHIBIT DAY ONLY.....	\$850

APP NETWORKING ADVANTAGES

- Collect Lead Contact Information three ways!
- Chat and Interact with Attendees before, during, and after the conference.
- Direct message any attendees.
- Use the App to set up face-to-face meetings with potential customers.
- NCAPCHP also shares Exhibitors on the Conference webpage – **giving you Added Exposure!**



SPONSORSHIP PACKAGES



COMMUNITY CONNECTIONS

Linking People, Plans, Providers, and Possibilities

PLATINUM SPONSORSHIP \$6,300

EXCLUSIVE BENEFITS! Valued at over \$12,000

Sign up by September 30th for best Exhibit placement!

- **Prime Exhibit Hall or Foyer Booth** – A Tabletop Foyer Exhibit or 8x10 booth saved in a prime spot. **(Hurry, best spaces go quickly!)**
- **EXCLUSIVE** – Exhibit and Sponsorship Top Billing: as a Platinum Sponsor your Exhibit profile will be at the top of the lists. Attendees do not have to scroll down to find you!
- **EXCLUSIVE** – Your Sponsorship recognized on the Conference **Registration Page** – **targeted exposure to all registrants!**
- **EXCLUSIVE** – Your Platinum Sponsorship recognized on **Conference Banner** prominently displayed at event (sign up by **10/20** to meet printing deadline).
- **EXCLUSIVE** – Your **Organization Logo** scrolling on **ALL Pages of Conference App** – Home, Agenda, Profile, and Web App pages.
- **EXCLUSIVE** – A complimentary Full Conference and Pre-Con Day Registration.
- **NEW** - Reach multiple attendees at once through two personalized **Outreach Campaigns** on the App.
- **Top Tier Sponsorship Recognition** on scrolling **Webpage Banner** on main page and “Meet Our Exhibitors” page.
- Your logo included on all **Conference Email Promotions** - sent to over 5,000 stakeholders.
- Sponsorship Recognition at **Opening Plenary Session** – *Hundreds of participants!*
- **Full-Page Ad** in Conference Brochure
- **App Recognition:** promo video, description, logo, weblinks, documents, photos, contact information, and opportunity for online interaction with participants.
- **Sponsor Level Recognized on Exhibitor Signage** – all booth visitors will know you are a Platinum sponsor.
- **Sponsorship Recognition** – event banner, Conference App, Webpage, Registration Landing Page, Brochure, and the Program at a Glance
- Sponsor the **Awards Reception** (worth \$3,200)
- Sponsor a **Lunch** (worth \$3,200)
- Sponsor all **Session Breaks** (worth \$2,700)
- Your logo on **Conference Bags**
- Your Sponsorship prominently highlighted in the **Conference Program** (**sign up by 10/20/26 to meet the deadline**)

If you have any questions, please contact
Bob Nelson, Managing Principal at (570) 972-7990
or by email at NCAPCHPconference2027@ccr-email.com

GOLD SPONSORSHIP \$4,200

Valued at over \$7,000

- **Exhibit Booth - 8' x 10' booth** in prime exhibit hall space (early sign up ensures better placement).
- **NEW** - Reach multiple attendees at once through two personalized **Outreach Campaigns** on the App.
- **Sponsorship Recognition** on scrolling **Webpage Banner** on main Conference page and “Meet Our Exhibitors” page.
- **Recognition on App/Online Exhibit list** - your profile is separated out as a Gold Sponsor at the top part of the list, giving you much better exposure on the Whova Conference App.
- **Half-Page Ad** in Conference Brochure
- **Sponsor Level Recognized on Exhibitor Signage** – all booth visitors will know you are a Gold Sponsor.
- **Sponsorship recognition** is included in **three conference marketing emails** sent to over 5,000 stakeholders.
- **App recognition:** promo video, description, logo, weblinks, documents, photos, contact information, and opportunity for online interaction with participants.
- **Organization Logo** scrolling on the Conference App Agenda and Profile pages.
- Logo on **Conference Bag**
- Sponsor a **Lunch** (worth \$3,200)
- Sponsor all **Session Breaks** (worth \$2,700)
- Sponsorship Recognition at **Opening Plenary Session** – *Hundreds of participants!*
- Your Sponsorship & Logo prominently highlighted in the **Conference Program** (**sign up by 10/20/26 to meet the deadline**)

SILVER SPONSORSHIP \$3,200

Valued at over \$5,000

- **Exhibit Booth - 6' x 10' booth** in prime exhibit hall space (*early sign up ensures better placement*).
- **Sponsor recognition** on scrolling **Webpage Banner** on main Conference page and “Meet Our Exhibitors” page.
- **Recognition on App/Online Exhibit list** - your profile is separated out as a Silver Sponsor at the top part of the list, giving you much better exposure on the Whova Conference App.
- **Sponsorship recognition** included in a **conference marketing email** sent to over 5,000 stakeholders.
- **Sponsor Level Recognized on Exhibitor Signage** – all booth visitors will know you are a Silver Sponsor.
- **APP Recognition:** promo video, description, logo, weblinks, documents, photos, contact information, and opportunity for online interaction with participants.
- Sponsor all **Session Breaks** (worth \$2,700)
- Sponsorship Recognized at **Opening Plenary Session** – *Hundreds of participants!*
- Your Sponsorship & Logo Prominently highlighted in the **Conference Program** (**sign up by 10/20/26 to meet the deadline**)

SPONSORSHIP OPPORTUNITIES



COMMUNITY CONNECTIONS

Linking People, Plans, Providers, and Possibilities

MARKETING OPPORTUNITIES

EXHIBIT HALL BRANDING.....\$7,500

Limit 1 Sponsor!

Your organization's name will represent one of the largest whole person care exhibit events in the state.

Prominent signage featuring **YOUR ORGANIZATION'S NAME** will welcome attendees at the entrance and in the exhibit hall. Your organization's name will be prominently featured whenever the Exhibits are referenced—including the Conference Program, Website, social media posts, marketing emails, and the official Conference App. Additionally, you'll receive a premium 8'x10' exhibit booth located in a high-traffic area near the main entrance.

SPONSORSHIP OF CONFERENCE WIFI.....\$4,200

Limit 1 Sponsor!

Everyone accesses the event Wi-Fi and the password will be your organization's name! NCAPCHP will advertise the Wi-Fi password before and during the event with emails and signage.



LANYARD SPONSORSHIP.....\$2,000

Limit 4 Sponsors!

All attendees, speakers, and exhibitors can choose to wear

your organization's lanyard with your logo prominently displayed during the conference.

SESSION SPONSORSHIPS

PRE-CONFERENCE SYMPOSIUM SPONSORSHIP.....\$3,200

The annual pre-conference symposium is a popular, well-attended day of in-depth discussion among speakers and diverse stakeholders focused on a timely "hot topic." This year's theme is North Carolina's Rural Health Transformation Program, with featured panelists from NC DHHS divisions, NC DIT, Tailored Plans, and the ROOTS Hubs. **Sponsorship includes** moderator recognition during the session, signage in the session room, your logo on the session cover slide, and prominent visibility in the Conference Brochure, Whova Conference App, marketing communications, and social media posts.



OPENING PLENARY.....\$3,700

Sponsor the conference kick-off gathering and connect your organization with attendees as they hear from a dynamic, inspirational keynote speaker. **Sponsorship**

includes moderator recognition during the session, signage in the session room, your logo on the session cover slide, and prominent visibility in the Conference Brochure, Whova Conference App, marketing communications, and social media posts. You will also receive a professional photo of your organization's representative with the keynote speaker.



CLOSING PLENARY.....\$2,700

The closing plenary wraps up the Winter Conference while offering an engaging bridge to the 2027 North Carolina General Assembly long session. Attendees will leave with

valuable insights from legislators and timely perspectives for the year ahead. **Sponsorship includes** moderator recognition during the session, signage in the session room, your logo on the session cover slide, and prominent visibility in the Conference Brochure, Whova Conference App, marketing communications, and social media posts. You will also receive a professional photo of your organization's representative with the NCGA panelists.

GENERAL SESSION.....\$2,700

The General Session is a large gathering to wrap up the first conference day that focuses on current critical issues of interest to all attendees. **Sponsorship includes** moderator recognition during the session, signage in the session room, your logo on the session cover slide, and prominent visibility in the Conference Brochure, Whova Conference App, marketing communications, and social media posts. You will also receive a professional photo of your organization's representative with session speakers.

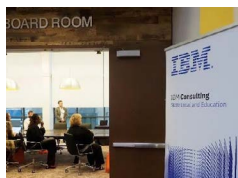
SPONSORSHIP OPPORTUNITIES



COMMUNITY CONNECTIONS

Linking People, Plans, Providers, and Possibilities

SESSION SPONSORSHIPS *CONTINUED*



SPONSOR A SESSION.....\$2,100

NCAPCHP's concurrent breakout sessions will cover many topics – managed care, state and national policies, system updates, integrated care, technology, consumer voice and

much more. Associate your organization with one of these relevant and important topics. **Sponsorship includes** your logo displayed on the session cover slide, speaker recognition of your sponsorship, and sponsorship highlighted on the Conference App. You will also receive a list of attendees registered for the session.

LUNCH & LEARN MEETING.....\$2,100

Limit 4 Sponsors! (\$300 to add virtual recording)

Host a private 30-minute meeting with potential customers during the lunch break on Day 2, January 14.. Your meeting will be **listed on the Program at a Glance, App Agenda, and your speaker will be listed as a presenter.** NCAPCHP will provide the meeting space (you provide the projector) and will **advertise your event to potential attendees via two marketing emails** to over 5,000 stakeholders. In addition, a message will be sent via the App to invite attendees to your meeting, signage will be placed at the registration desk and meeting room, and you will receive the attendee list prior to the event so you can make personal invitations. **Add Virtual – Pre-record your demo and it will be available on the Conference App for ALL attendees to watch for three months!.....\$2,400**

SPONSOR A MEAL



LUNCH.....\$3,200

Support the biggest networking opportunity at the conference. All conference participants enjoy the lunch buffet and mingle during the extended lunch. **Sponsorship**

includes signage at lunch and listing on the Conference Brochure, Program at a Glance, and the Conference App.

SESSION BREAKS.....\$2,700

Your sponsorship lasts the whole event! Help refresh your colleagues' morning and afternoon. You will be named as a sponsor of ALL breaks during the conference. **Sponsorship includes** signage at the event, listing on the Conference Brochure and Program at a Glance, and your logo listed on the Conference App under the breaks.

SPONSOR DESSERT.....\$2,700

Desserts will be set aside in the Exhibit Hall and you will be recognized with signage and on the Whova App as the one sponsoring the lunch goodies for attendees.

SPECIALTY COFFEE BAR FOR BREAKS.....\$2,700

Add some spice to the coffee breaks! The specialty coffee bar offers flavored syrups, cinnamon, chocolate shavings, whipped cream and other goodies to perk up participants! **Sponsorship includes** signage at coffee bar and in a marketing email blast to over 5,000 stakeholders.

SPECIAL EVENTS & OPPORTUNITIES

AWARDS RECEPTION.....\$3,200

Sponsor the evening reception for attendees on Day 1 of the conference! People will gather to honor professionals nominated by their peers in recognition of their commitment, service, and meaningful activities that benefit NC's public healthcare system. This year's event will include two distinct awards: 1) the Innovation Award for exceptional and innovative services and activities that advance whole-person care; and 2) the North Carolina Providers Council sponsored Steve Jordan Lighthouse Award for professionals who exemplify a career of devoted service, integrity, and character that has contributed to improving the quality of services for the individuals served and their families. **Sponsorship includes** moderator recognition, signage in the session room, your logo on the session cover slide, and prominent visibility in the Conference Brochure, Whova Conference App, marketing communications, and social media posts.

SCHOLARSHIP SPONSORSHIP.....\$500

Help make this conference accessible to those whose voices matter most. Scholarship opportunities provide financial support for individuals with lived experience who may otherwise face barriers to attending the conference. By sponsoring scholarships, organizations can help ensure that individuals and community members have the opportunity to participate, connect, learn, and contribute their perspectives alongside professionals and leaders from across the field. **Supporting scholarships is an investment in representation, inclusion, and the power of lived experience to shape conversations around health and wellness.**

ADVERTISING & VISIBILITY



**COMMUNITY
CONNECTIONS**

Linking People, Plans, Providers, and Possibilities

BROCHURE ADVERTISEMENT

The Conference Program is **THE marketing tool distributed to over 5,000** MH, I/DD, SUS, and healthcare system leaders! Ads are full color and live – linking directly to your website with one click.

**FOR THE BEST ADVERTISING VISIBILITY,
SEND ADS BY OCTOBER 20TH.**

FULL-PAGE LIVE AD.....\$1,100

(7.25 wide x 9.25" high) 558 PX WIDE x 738 PX LONG

HALF-PAGE LIVE AD.....\$700

(7.5" wide x 4.25" high) 558 PX WIDE x 369 PX LONG

QUARTER-PAGE AD.....\$550

(3.5" wide x 4.25" high) 270 PX WIDE x 369 PX LONG

Ads MUST be sent in color and high resolution - 300 DPI better in an EPS, PDF or JPEG format.
Brochure is electronic only.

NEW! PHOTO BOOTH.....\$3,500

Limit 2 Sponsors!

Position your brand at the center of the conference's highest energy hub. As one of only two Photo Booth Sponsors, your **company logo** will be prominently featured on every digital photo strip produced by a professional DSLR camera, studio lighting, and a high-speed printer right on site. Two large, **branded banners** will be placed directly next to the photobooth station. This high-traffic activation guarantees hundreds of face-to-face impressions. Don't miss this turnkey opportunity to keep your brand in attendees' hands—and minds—long after the closing remarks.

EXHIBITOR PASSPORT CONTEST.....\$550

Limit 20 Exhibitors!

Be part of the passport contest! Attendees will be required to visit your booth and have their badge scanned by you in order to be entered into the Passport Contest and win a special prize!



CONFERENCE BAG SPONSORSHIP.....\$2,100

Attendees receive a commemorative conference bag branded with your logo – a great way to support the event and have your logo everywhere! **Logos must be received as black and white EPS file by October 20.**

CONTRIBUTE A DOOR PRIZE

Our attendees always look forward to the wonderful prizes offered by our generous exhibitors! **Donating a prize increases your visibility and generates more lead contacts for you on the App. Your door prize will be advertised on an NCAPCHP Door Prize flyer distributed via Whova and available at the Registration desk.**

EXHIBIT, SPONSORSHIP, & ADVERTISING PRICE LIST



**COMMUNITY
CONNECTIONS**

Linking People, Plans, Providers, and Possibilities

EXHIBITS

6' X 10' BOOTH	\$1,250
8' X 10' BOOTH	\$1,400
FOYER TABLETOP EXHIBIT	\$1,600
ADD PRE-CON EXHIBIT DAY	\$550
PRE-CON EXHIBIT DAY ONLY	\$850
ADD EXTRA EXHIBIT STAFF	\$300
<i>(only use if more than 2 exhibit staff)</i>	
ELECTRICITY	\$65
<i>(this is a per-booth charge)</i>	

ADVERTISING & ADDED VISIBILITY

NEW! PHOTO BOOTH	\$3,500
<i>Limit 2 Sponsors</i>	
EXHIBITOR PASSPORT CONTEST	\$550
CONFERENCE BAG SPONSORSHIP	\$2,100

CONFERENCE BROCHURE ADS

FULL-PAGE AD	\$1,100
HALF-PAGE AD	\$700
QUARTER-PAGE AD	\$550

SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSORSHIP	\$6,300
GOLD SPONSORSHIP	\$4,200
SILVER SPONSORSHIP	\$3,200
EXHIBIT HALL BRANDING	\$7,500
<i>Limit 1 Sponsor</i>	
CONFERENCE WIFI	\$4,200
<i>Limit 1 Sponsor</i>	
LANYARD SPONSORSHIP	\$2,000
<i>Limit 4 Sponsors</i>	
PRE-CON SYMPOSIUM	\$3,200
OPENING PLENARY	\$3,700
CLOSING PLENARY	\$2,700
GENERAL SESSION	\$2,700
SPONSOR A SESSION	\$2,100
LUNCH	\$3,200
LUNCH & LEARN MEETING	\$2,100
<i>Limit 4 Sponsors</i>	
<i>Add virtual demo, \$2,400</i>	
ALL SESSION BREAKS	\$2,700
DESSERT SPONSORSHIP	\$2,700
SPECIALTY COFFEE BAR	\$2,700
AWARDS RECEPTION	\$3,200
SCHOLARSHIP SPONSORSHIP	\$500

