

NOVEMBER 17-20, 2024
SARATOGA SPRINGS, NEW YORK

MARKETING OPPORTUNITIES

THE COLLECTIVE VOICE FOR ADDICTION & MENTAL HEALTH IN NY

INUNITY
ALLIANCE

ABOUT US

InUnity Alliance, formed by the merger of two long-standing organizations, The Coalition for Behavioral Health and Alcoholism and Substance Abuse Providers of New York State (ASAP), will be a catalyst for strengthening substance use disorder and mental health services in New York State as rates of overdose and suicide and barriers to accessing services continue to escalate. We offer advocacy, training, education and work collaboratively with a robust network of diverse partners, including our membership of 250 substance use disorder and mental health care providers statewide. This work is rooted in justice, diversity, equity and inclusion. Together, we are a driving force that strengthens the continuum of care and advances the health and well-being of communities across New York State.

InUnity Alliance offers a comprehensive portfolio of services statewide through three specialized centers:

- InUnity Alliance Policy Center, the cornerstone of our organization, advances strategic substance use disorder and mental health advocacy and policy initiatives across NYS and nationally;
- InUnity Alliance Center for Workforce Support provides vital services and support to bolster the substance use disorder and mental health services workforce through the New York Certification Board, Center for Rehabilitation and Recovery, and the planned Equity Executive Leadership Institute; and
- InUnity Alliance Business Center strengthens business practices and promotes innovation within organizations that provide substance use disorder and mental health services. We partner with organizations like Open Minds to deliver training and technical assistance, helping members achieve financial stability, deliver the highest quality care, and adapt to the rapidly changing care environment. This fosters growth and ensures long-term sustainability for these vital services. InUnity Alliance's Business Center will launch in September 2024.

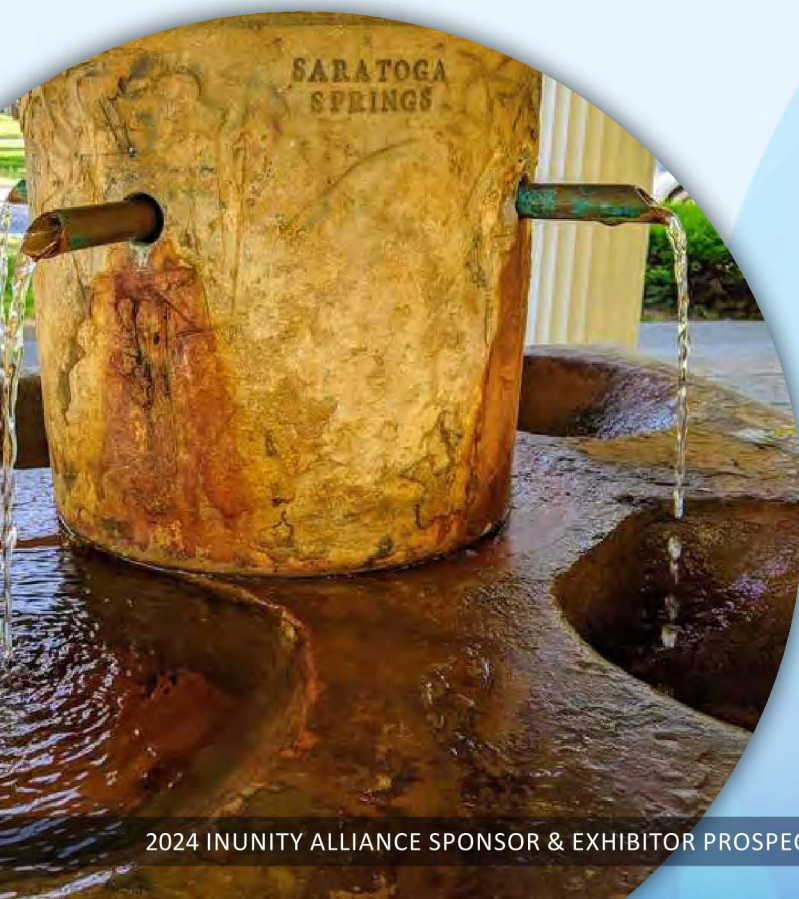


OUR MISSION

InUnity Alliance's mission is to improve care equity, quality, accessibility, and outcomes for New Yorkers who need substance use disorder and mental health services by advocating for, informing, and supporting community substance use disorder and mental health care providers, their workforce, and integration into systems of care. This conference is designed for people interested in promoting the advancement of substance use disorder and mental health services across the continuum of care, including prevention, treatment, harm reduction, and recovery.

WHO ATTENDS

Conference attendees are a mix of program administrators and directors, clinical staff and other professionals from local, state and federal organizations.



SPONSORSHIP OPPORTUNITIES

	Bronze Sponsor \$7,500	Silver Sponsor \$10,000	Gold Sponsor \$15,000	Platinum Sponsor \$20,000	Presenting Sponsor \$25,000
Conference Passes Included	2	3	4	6	10
Luncheon Tickets Included		3 Each Women's and Executive Leadership Luncheons	4 Each Women's and Executive Leadership Luncheons	6 Each Women's and Executive Leadership Luncheons	10 Each Women's and Executive Leadership Luncheons
Exhibit Booth	Standard	Standard	Standard	Premium	Premium
Company logo placed on the conference registration website with link to company website	✓	✓	✓	✓	✓
Company logo included in all marketing emails promoting the conference	✓	✓	✓	✓	✓
Company logo placement in Conference program book sponsor recognition page	✓	✓	✓	✓	✓
75-word company profile listed in the Conference Program	✓	✓	✓	✓	✓
Company logo featured on Conference signage	All Signage	All Signage	All Signage	All Signage	All Signage
Opportunity to supply a flyer, brochure or small promotional item		Attendee Conference Bag	Attendee Conference Bag	Attendee Conference Bag	Attendee Conference Bag
Access to conference attendee list With contact information	✓	✓	✓	✓	✓
Conference program book advertisement (B&W or Color)	1/4 Page Ad	1/4 Page Ad	1/2 Page Ad	Full Page Ad	Full Page Ad
Special Sponsorship Inclusions			Give Welcome Introduction and announce speaker at Breakout Series	Host a Conference Breakout Session & Logo on Attendee Conference Bag	Host a Conference Breakout Session & Logo on Attendee Conference Bag
Opportunity to introduce keynote speaker					✓



LUNCHEON SPONSORSHIP

Women's Luncheon Sponsor \$6,000 <i>(\$12,000 for exclusive w/booth)</i>	Executive Leadership Luncheon Sponsor \$6,000 <i>(\$12,000 for exclusive w/booth)</i>
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Conference Passes Included	1	1
Luncheon Tickets Included	4	4
Company logo placed on the conference registration website with link to company website	✓	✓
Company logo included in all marketing emails promoting the conference	✓	✓
Company logo placement in Conference program book sponsor recognition page	✓	✓
75-word company profile listed in the Conference Program	✓	✓
Company logo featured on Conference signage	Women's Luncheon Signage	Executive Leadership Luncheon Signage
Opportunity to supply a flyer, brochure or small promotional item	For Women's Luncheon	For Executive Leadership Luncheon
Access to conference attendee list with contact information	Women's Luncheon Attendees	Executive Leadership Luncheon Attendees
Special Sponsorship Inclusions	3 minute Welcome & Sponsor Introduction	3 minute Welcome & Sponsor Introduction

SECURE 
 — YOUR —
SPONSORSHIP

ADDITIONAL MARKETING OPPORTUNITIES



Mobile App Sponsor **\$8,000**
(1 Opportunity)

The conference mobile app is a valuable tool for attendees, providing quick access to the attendee list, agenda, floor plan, event listings and much more. It is referenced often, ensuring on-going visibility for sponsors.



Conference Bag Sponsor **\$5,000**
(1 Opportunity)

Create a strong first impression on ASAP conference attendees with the conference bag sponsorship. This sponsorship includes the company logo printed on each Conference Bag. Each conference attendee receives a complimentary bag that is distributed at registration.



Registration Sponsor **\$3,000**
(1 Opportunity)

Showcase your company logo as the Conference Registration Sponsor. This sponsorship includes the company logo on the conference registration website, the opportunity to supply the conference registration desk with promotional materials to go inside the Conference bag plus your company logo on all registration signage!



Charging Locker **\$2,500**

Recharging stations are capable of charging all types of cell phones. These sleek units offer the charging ability, as well as providing signage for sponsors.



Karaoke Night Sponsor **\$2,000**

Receive prominent signage at Karaoke Night with an opportunity to provide promotional items.



Relaxation Station **\$1,500**
(1 Opportunity)

Professional massage therapists provide upper body chair massages within the Exhibit Hall. Get exclusive signage as the sponsor of this area during Monday of the conference.



Flyer or Brochure in Registration Packet **\$500**

Provide a flyer or brochure for the attendee conference bags (500 pieces)



Advertisement in printed conference program

1/4 Page
\$250

1/2 Page
\$500

Full Page
\$750

EXHIBITOR PACKAGES

STANDARD EXHIBITOR

\$1,900

Includes:

- 6' skirted table & two (2) chairs
- Exhibitor identification sign
- Two (2) conference pass
- 75-word company profile listed in the conference program and mobile app

PREMIUM EXHIBITOR

\$2,800

LIMITED BOOTHS AVAILABLE

Includes:

- 6' skirted table & two (2) chairs
- Exhibitor identification sign
- Three (3) conference passes
- 75-word company profile listed in the conference program and mobile app

SECURE 
— ***YOUR*** —
EXHIBIT BOOTH



CONFERENCE LOCATION

Saratoga Springs City Center

522 Broadway

Saratoga Springs, New York 12866

400+ ATTENDEES

CONTACT INFORMATION

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