



MENTAL HEALTH AMERICA CONFERENCE

TURN AWARENESS INTO ACTION »»

Sponsorship and
Exhibit Opportunities
2025



MENTAL HEALTH AMERICA CONFERENCE

Our 2025 Conference Theme

**TURN
AWARENESS »
INTO ACTION**

The 2025 Mental Health America Conference, Turn Awareness Into Action, will bring together experts, innovators, and advocates who are implementing strategies that work—approaches that improve mental health care, expand access, and create lasting change.

Attendees will gain practical tools and learn about proven models to take what's working and replicate it in their own communities.



Join passionate mental health advocates and leaders from all over the U.S. and beyond



About the Mental Health America Conference

Each year, thousands of mental health advocates unite in Washington, DC, and online for an inspiring week of empowerment and innovation. From peers to providers, government officials and media, this dynamic group ignites a collective spark, sharing invaluable knowledge and fostering the next wave of advocacy for mental health.

Past speakers include recognized advocates in the mental health field, such as musicians Michelle Williams and Andy Grammer, author Ibram X. Kendi, Former US State Representative Patrick Kennedy, Dr. Nzinga Harrison, World Champion medalist swimmer Allison Schmitt, and soccer star Abby Wombach.

About Mental Health America

Founded in 1909, Mental Health America is the nation's leading community-based nonprofit dedicated to addressing and promoting mental health as a critical part of overall wellness, including prevention services, early identification, and intervention for all people living in the U.S.



Washington, DC
Capital Hilton

Oct. 15, 2025
Affiliate Day*

Oct. 16-17, 2025
Main Conference

*Closed to MHA Affiliates

Showcase your commitment to mental health

From exclusive networking opportunities to strategic brand promotion, join us in building the nation's most inspiring and innovative mental health conference.

Network with leaders

in the mental health field, including c-suite executives, providers, and more.

Gain valuable insights

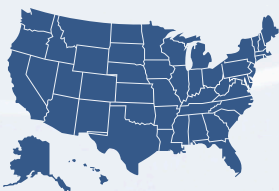
from thought-provoking keynotes, panel discussions, and workshops led by experts and visionaries in the mental health industry.

Engage thousands of advocates

from across the country and beyond.



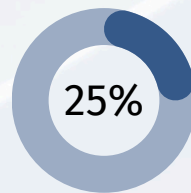
In 2024, our sold-out conference welcomed over **900 attendees** in-person and thousands online



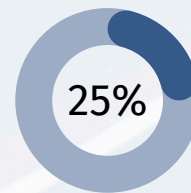
From all 50 states



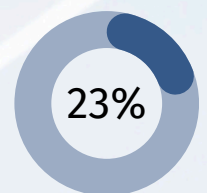
and 99 countries



Provider



C-suite Executive



MHA Affiliate

Reach over 1,200,000 followers across our social platforms



Premium Sponsorship Opportunities

	Presenting \$100,000	Diamond \$75,000	Platinum \$50,000	Gold \$25,000	Silver \$10,000	Bronze \$5,000
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Recognition on signage, website, and virtual platform



Signs will be posted in general areas of the conference, as well as logo placement on MHA's conference website, and the virtual conference platform will recognize sponsors for their support.

Digital spot

	60 seconds	45 seconds	30 seconds	15 seconds
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Sponsors will be permitted to air a digital ad during the event. Ad is subject MHA approval.

Recognition at Clifford Beers Award ceremony



The Clifford W. Beers Award is MHA's highest honor. Sponsors will be recognized on the dual screens in the ballroom during this special award ceremony.

Free registrations

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Sponsors will receive a number of free registrations in accordance to their sponsorship level.

Reserved seating



Sponsors will be provided preferred seating at meals.

Targeted social media or app promotions

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We'll help promote your presence to attendees on LinkedIn, X, and through the conference app. Messages may promote educational or advocacy initiatives but should not promote specific branded mental health treatments. All messages must be submitted to MHA for review and approval.

Bag insert



Sponsors will be allowed to include a non-branded item in the conference registration bags.

Co-sponsorship of Affiliate Day



Sponsors will be recognized as sponsors of the exclusive Affiliate Day reserved for MHA affiliates and invited guests.

Customized Exclusive Opportunities*

Available for sponsors who want a more targeted way to reach our audience. Opportunities are limited – claim yours now before it's gone.

Networking Lounge \$15,000

Engage our attendees by putting your brand front and center in our popular networking lounge. The space naturally sparks conversations and connections that can shape the future of mental health.

Plenary \$15,000

Our conference is packed with plenaries featuring high-profile keynote speakers. Past speakers include Sen. Tim Kaine, musicians Demi Lovato, Andy Grammer, and Michelle Williams, soccer star Abby Wambach, and other recognized major leaders and advocates in the mental health field.

Welcome Luncheon \$15,000

Our welcome luncheon sets an inspiring tone for the rest of the conference. Be the first to make a lasting impression on attendees during this packed event.

Tote Bag \$12,000

A walking reminder of your brand, right in our attendees hands throughout the conference and when they return home.

NEW Reception Host \$10,000

Step into the spotlight as the host of a reception or meal and set the stage for meaningful interactions and collaborations that can shape the landscape of mental health. Exhibit space available.

VIP Speaker Room \$10,000

Your brand will be recognized as the exclusive VIP Speaker Room sponsor and help welcome our keynote speakers to the conference.

Wellness Room \$10,000

Promote attendee wellness, self-care, and relaxation by sponsoring the Wellness Room and related activities.

NEW Sensory Friendly Place \$10,000

Help our neurodivergent attendees at conference by sponsoring a quiet, sensory-friendly refuge to decompress. Sponsor can also provide sensory friendly items with their logo for our neurodivergent friends to use throughout the conference.



NEW **Mobile App \$10,000**

Have your company logo placed on the app's opening splash page and throughout the mobile app so that all the attendees can see your brand prominently displayed, creating instant recognition and a lasting impression.

Lanyards \$10,000

Ensure maximum visibility and exposure for your brand. Every attendee wearing our conference lanyard becomes a walking advertisement, boosting brand recognition and recall.

NEW **Conference Badges \$6,500**

Badges are a great way to promote maximum visibility and exposure for your brand. Every attendee wearing our conference badge is a walking advertisement for your organization, boosting your brand recognition.

Coffee Break \$5,000

Help our attendees refuel between inspiring sessions. They'll thank you for it.

Photo Booth \$5,500

Help our attendees create special moments and drive meaningful conversations about mental health advocacy on social media, all with your brand front and center.

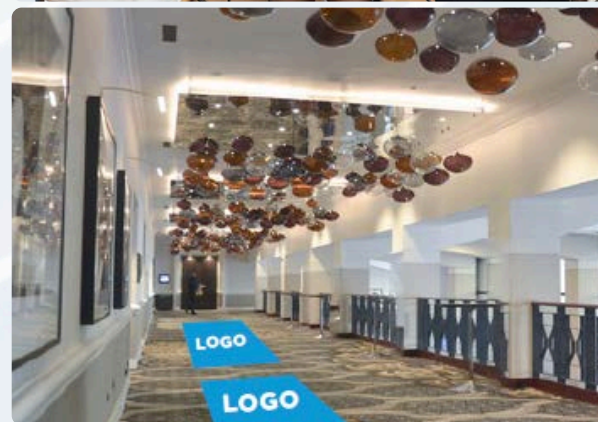
Tote Bag Promo \$1,200

All attendees are provided with a complimentary tote bag that is stuffed with helpful resources and fun promotional items. A limited number of opportunities to include an item are available.

NEW **Floor Clings \$750**

Increase your outreach and line the pathway for attendees at conference with your custom ad! These 24'Wx30"H floor stickers will be prominently placed in the main aisles of the Exhibit Hall, and along pathways to the general and breakout sessions.

**offering as of 1/2025, subject to change*



Have a bold idea for how we can showcase your brand? Let's chat!



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**Advocate for mental health
and boost your brand
recognition today!**

Secure your sponsorship today!

Stuart Allen
sallen@mhanational.org





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Exhibition Opportunities
2025

Exhibition Opportunities

The 2025 Mental Health America Conference is sure to be another record-breaking event. With over 900 attendees and a sold out inaugural expo hall in 2024, vendors are expanding their footprints and taking advantage of this great opportunity to network and showcase their products and services to leaders in the mental health space.

Secure your table today and take advantage of our valuable sponsorship opportunities to maximize your exposure during our 2.5 day exhibit hall!



Exhibit Table \$3,250

Only 40 tables available, reserve yours today!

Space includes a 6-foot table, two chairs, and a waste basket.

1 free conference registration included

Valued up to \$800

Get half-price on up to 2 additional registrations!



Upgrade to the \$25,000 sponsorship level and get an exhibit table in addition to exclusive sponsorship benefits.

NEW Exhibitor Passport \$500

Increase your brand exposure with our new Expo Hall Passport game, a “play-to-win” incentive that drives booth traffic and creates excitement in the expo hall. Limited to 12 companies, attendees will be provided with a game card at the beginning of the conference. Upon completion of visiting each participating company’s booth on the card, attendees are entered to win up to a free registration to the 2026 Conference. Deadline to participate: August 15, 2025.



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recognition today!**

Deadline: August 15, 2025

Secure your spot today!

Susan Cairnes
events@mhanational.org

