



MENTAL HEALTH AMERICA CONFERENCE

MORE GOOD DAYS *together*

October 8–9, 2026 | Washington, DC

Sponsorship and
Exhibit Opportunities



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



MORE GOOD DAYS *together*

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 the media, this dynamic group ignites a collective spark, sharing invaluable knowledge and fostering the next wave of mental health advocacy.

Past speakers include recognized advocates in the mental health field, such as musicians Michelle Williams and Andy Grammer, author Ibram X. Kendi, former U.S. State Representative Patrick J. Kennedy, psychiatrist Dr. Nzinga Harrison, Olympic champions Allison Schmitt (swimming) and Aly Raisman (gymnastics), and soccer star Abby Wambach.

About Mental Health America

Mental Health America (MHA) is the nation's leading nonprofit dedicated to promoting the mental health and well-being of all people living in the U.S. With a network of over 130 affiliates across the country, we work at both the national and local levels to advance our mission through public education, research, advocacy and public policy, and direct service.



Washington, DC
Capital Hilton

Oct. 7, 2026
Affiliate Day*

Oct. 8-9, 2026
Main Conference

*Open to MHA Affiliates only

Who attends?



800+
JOINED IN PERSON

2K+
JOINED ONLINE

50 states & 99+ countries
REPRESENTED

1 in 4
ATTENDEES WERE
C-SUITE

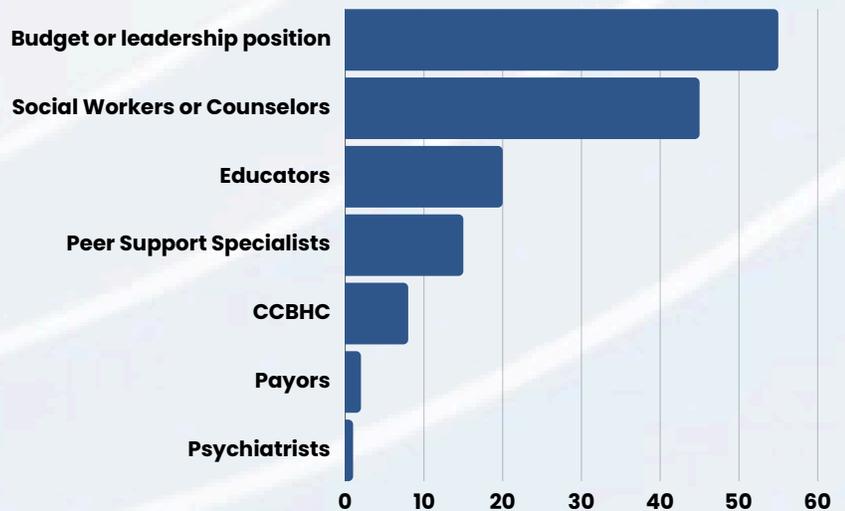
50+
SPONSORS & EXHIBITORS

110+
SPEAKERS

1K+
ATTENDING COMPANIES

Attendees by profession:

- 55% are in a budget or leadership position
- 45% are social workers or counselors
- 20% are educators
- 15% are peer support specialists
- 8% work for a CCBHC
- 2% are payors
- 1% are psychiatrists



Why sponsor?

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.



Opportunities

Maximize your impact with premium sponsorship

Get maximum visibility with our tiered sponsorship opportunities. Flexible options offer value at every level.

Stand out with custom branding opportunities

Drive brand awareness with high-impact placements across conference promotional materials, meeting and networking spaces, and specialty events.

Support interactive workshops and exhibitions

Show off your latest products and ideas through sponsoring an interactive workshop, an innovative exhibit, or an exhibit table.

Premium sponsorship opportunities

	Presenting \$100,000	Diamond \$75,000	Platinum \$50,000	Gold \$25,000	Silver \$15,000	Bronze \$10,000	Supporter \$5,000
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Recognition on signage, website, and virtual platform

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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	10 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

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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

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Sponsors will be provided preferred seating at meals.

Targeted social media or app promotions

5	4	3	2	1
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MHA will 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

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

Co-sponsorship of Affiliate Day

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

Brand awareness

Mobile app \$15,000

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

Tote bag \$12,000

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

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.

Conference badges \$6,500

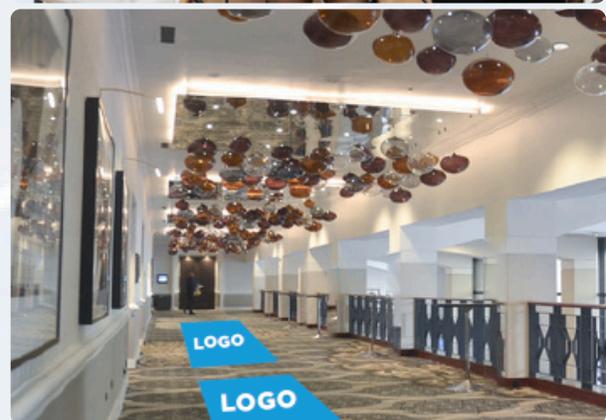
Badges are a great way to promote maximum visibility and exposure for your brand. Every attendee wearing our conference badge is a walking advertisement for your organization, boosting your brand recognition.

Tote bag promo \$1,200

Include one item in the complimentary tote bag distributed to attendees. The bag is stuffed with helpful resources and fun promotional items. A limited number of opportunities to include an item are available.

Floor clings \$750

Increase your outreach and line the pathway for attendees at the 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.



Specialty areas

Networking Lounge

\$15,000

Engage new leads 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.



VIP Speaker Room

\$10,000

Through this exclusive sponsor opportunity, you can brand the VIP speaker room and 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.



Photo Booth

\$5,500

Create special moments for attendees while they strike a post on our ever popular 360 Photo Booth.



Specialty events

Plenary \$10,000

Sponsor the conference's biggest moments! The agenda is packed with high-profile keynote speakers. Past speakers include Sen. Tim Kaine, musicians Demi Lovato, Andy Grammer, and Michelle Williams, gymnast Aly Raisman, and other recognized major leaders and advocates in the mental health field. Your logo will be featured on the event app and around the session.

Welcome luncheon \$10,000

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. Attendees will see your branding on the event app and signage around the luncheon.

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. Add on an exhibit space to connect deeper during the reception. Opportunity includes branding on event app and signage.

Coffee Break \$5,500

Help our attendees refuel between inspiring sessions. They'll thank you for it. See your logo featured on the mobile app and coffee stations.



Interactive workshops & innovative exhibits

- Showcase cutting-edge tools and technologies advancing mental health access and care.
- Foster real-time connection between mental health leaders.
- Create a networking pathway for mission-aligned companies and providers.
- Encourage open dialogue about innovation, access, whole health, and lived experience.
- Host a session on hot topics like innovation, whole health, mental health across the lifespan, and access and workforce transformation.



Workshop sponsorship \$7,500

- Host a 60-minute branded segment including Q&A.
- Receive acknowledgement as sponsor for the session in-person, online, and in conference materials.
- Connect to MHA's national innovation network and opportunities for future collaboration

Innovative exhibits \$5,000

- Showcase cutting-edge tools and technologies in our dedicated innovation activation hub.
- This larger exhibit space provides an opportunity to demo innovative products and ideas, increasing face time with conference attendees in a customizable setting.
- Can be purchased as a stand-alone exhibit, as an add-on to a workshop, or as an upgrade to a standard exhibit space.

Exhibition opportunities

The 2026 Mental Health America Conference is sure to be another record-breaking event. With over 800 attendees and a sold out expo hall in 2025, 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 \$3,575

Only 42 tables available, reserve yours today!

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

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

NEW Exhibitor lead retrieval \$550

Exhibitor ROI Made Simple! Make your experience worthwhile with a lead capture solution that connects you with prospects in no time. No business cards. No rented devices. Just any mobile device and the MHA Conference mobile app. Purchase one license per device at \$550 per license.

1 free conference registration included

Valued up to \$850

Get half-price on up to 2 additional registrations!



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

Secure your sponsorship today!

Stuart Allen
sallen@mhanational.org

For inquiries about exhibiting,
contact events@mhanational.org

