

MARKETING OPPORTUNITIES

2020 NAMI-NYS Education Conference

Building Momentum:



**Coming Together to
Create Our Future.**

This year's virtual conference designed to bring people together to learn from one another, help each other heal and to shape the future we want to see, offers your business or organization the opportunity to communicate directly to a targeted audience comprised of individuals and families impacted by mental health issues as well as behavioral health professionals.

You can also double your exposure by dual sponsoring or advertising at both of NAMI-NYS's fall events. The Education Conference and



Off The Mask

ENDING STIGMA: A CELEBRATION OF MENTAL WELLNESS

Advertising & Exhibiting

2020 NAMI-NYS Education Conference

Building Momentum:



**Coming Together to
Create Our Future.**

Though this year's conference will be online there are great opportunities for you to communicate to a targeted audience.

An electronic version of the conference journal will be sent to attendees ahead of the event and there will also be a virtual exhibit hall on October 23rd and 24th.

NEW in 2020: VIDEO AD OPPORTUNITIES!!!

To place an ad in the NAMI-NYS Journal, complete the form below.

Full Page 7.5" x 10" \$850	Half Page 7.5" x 5" \$450	Quarter Page 3.75" x 5" \$300	Eighth Page 3.75" x 2.5" \$200	Business Card 3.5" x 2" \$100
----------------------------------	---------------------------------	-------------------------------------	--------------------------------------	-------------------------------------

Check One:

- ☐ Will submit ad via email (PDF, TIF, Word, JPG formats accepted) to matthew@naminys.org
- ☐ Please typeset our ad. Text is attached
- ☐ Camera ready ad to follow

Please send camera-ready ads to matthew@naminys.org

- ☐ Full Page \$850
- ☐ Half Page \$450
- ☐ Quarter Page \$300
- ☐ Eighth Page \$200
- ☐ Business Card \$100

Video Advertising Now Available!
15-Second Ads.....\$1,200

To exhibit at the NAMI-NYS Education Conference complete form below

Virtual Exhibiting Rates:

\$150 and \$75 (non-profit rate)

Both cover 2-Days of virtual exhibiting and a complimentary registration

Company/Organization: _____ Contact Person: _____

Phone: _____ Email: _____

PAYMENT

Please mail enclosed form with check (payable to NAMI-NYS), money order, or credit card information by Monday, October 12 2020. You can also register by phone by calling 518-462-2000

If paying by credit card:

Card #: _____ Exp. Date: _____ Signature: _____

Name: _____ Company/Organization: _____

Address: _____ Phone: _____

Sponsorship Opportunities

2020 NAMI-NYS Education Conference

Building Momentum:



**Coming Together to
Create Our Future.**

Gold Level – \$15,000:

Sponsors will receive:

- Full page color ad on back cover of the Conference Journal.
- **Complimentary 30-second video advertisement-NEW THIS YEAR**
- **Option to sponsor a conference session-NEW THIS YEAR**
- Your logo—with a link to your website—will get top billing in the sponsor section of all conference emails and on the sponsor section of the conference website.
- Complimentary conference registrations for five people.
- A complimentary booth in the virtual exhibition area.
- Your logo featured in the electronic journal displayed on screen during duration of the conference.

Silver Level – \$5,000:

Sponsors will receive:

- Well-placed full page color ad in Conference Journal (inside cover).
- **Complimentary 30-second video advertisement-NEW THIS YEAR**
- Your logo—with a link to your website- will get second-level billing in the sponsor section of all conference emails and on the sponsor section of the conference website.
- Complimentary conference registrations for three people.
- A complimentary booth in the virtual exhibition area.
- Your logo featured in the electronic journal displayed on screen during duration of the conference.

Bronze Level – \$2,000:

Sponsors will receive:

- Well-placed full page color ad in Conference Journal.
- **Complimentary 15-second video advertisement-NEW THIS YEAR**
- Your logo—with a link to your website- will get third-level billing in the sponsor section of all conference emails and on the sponsor section of the conference website.
- Complimentary conference registrations for three people.
- A complimentary booth in the virtual exhibition area.
- Your logo featured in the electronic journal displayed on screen during duration of the conference.

**For more information or to discuss Marketing Opportunities,
please contact Matthew Shapiro at (518) 462-2000 or matthew@naminys.org.**

Building Momentum:



**Coming Together to
Create Our Future.**



Off The Mask

ENDING STIGMA: A CELEBRATION OF MENTAL WELLNESS

Dual Advertising Opportunities

Double your exposure to a targeted audience by advertising at NAMI-NYS two biggest events of 2020.

Off the Mask: An awareness event bringing together wellness influencers, celebrities, medical practitioners, institutional and individual philanthropists to raise mental health awareness and support NAMI-NYS's mission of providing help and hope to those impacted by psychiatric disorders.

2020 Education Conference: NAMI-NYS's annual education conference assembles national leaders in the research and treatment of psychiatric disorders as well mental health influencers and as inspiring leaders living with lived experience to educate more than 400 attendees.

NAMI-NYS has special rates for dual advertising in the Off the Mask Program Book & the Education Conference Journal. We also now have opportunities for video advertising at both events.

We expect the transition to online will increase the number of attendees at both events.

Event Program Advertising Rates

Full-Page-\$1250 (Sizes-Off the Mask 5"W x 7.5"H, Conference 7.5"W x 10"H)

Half-Page-\$650 (Sizes-Off the Mask 5"W x 3.5"H, Conference 7.5"W x 5"H)

Quarter-Page-\$425 (Sizes-Off the Mask 2.35"W x 3.5"H, Conference 3.75"W x 5"H)

Eighth-Page-\$275 (Sizes-Off the Mask 2"W x 3.5"H, Conference 3.75"W x 2.5"H)

Video Advertising Rates

Hosting virtual events allows us to introduce video ads at both events this year. This exciting opportunity will offers you to have the most impactful medium to communicate your message

Fifteen-Second Ad-\$1500

Thirty-Second Ad-Available through sponsorship

Building Momentum:



**Coming Together to
Create Our Future.**



Off The Mask

ENDING STIGMA: A CELEBRATION OF MENTAL WELLNESS

Dual Sponsorship Opportunities

Off the Mask Friday, November 6 2020 Facebook Live 7:00-7:30?	NAMI-NYS Education Conference October 23-24, 2020 Virtual Event
--	--

Dual Sponsorship Levels	Platinum \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$2,500
Off The Mask Sponsorship Opportunities	Recovery Sponsorship Plus	Wellness Sponsorship Plus	Inspire Sponsorship Plus	Hope Sponsorship Plus
30 second video advertisement	✓	✓		
15 second video advertisement			✓	✓
Ad in NAMI-NYS Education Conference Program Book	Full Color Page	Full Color Page	Full Color Page	1/2 Color Page
Logo on NAMI-NYS Education Conference Website (Displayed throughout 2-day virtual conference)	✓	✓	✓	✓
Logo on social media: NAMI-NYS Facebook page and twitter mentions	✓	✓	✓	✓
Listing in All Press Releases	✓	✓	✓	✓
Public Acknowledgment at Virtual Education Conference	✓	✓	✓	✓
Complimentary Exhibit Space in Virtual Exhibit Hall	✓	✓	✓	✓
Registration for NAMI-NYS Education Conference	10	5	4	2

**For More Information About Any of the Marketing Options
Contact Matthew Shapiro
Matthew@naminys.org**