

THE COLLECTIVE VOICE FOR ADDICTION & MENTAL HEALTH IN NY



# 3RD ANNUAL CONFERENCE

**MEETING THE MOMENT:**  
Advancing Access and Impact for Our Communities

OCTOBER 13-15, 2026 | SARATOGA SPRINGS, NY

**EXHIBITOR & SPONSOR PROSPECTUS**





## ABOUT US

InUnity Alliance, the new organization formed by the merger of The Coalition for Behavioral Health and Alcoholism and Substance Abuse Providers of New York State (ASAP), will be a catalyst for strengthening mental health and addiction services in New York State as escalating rates of overdose and suicide and barriers to accessing services signal a worsening public health crisis. InUnity Alliance will create a stronger, more effective advocacy voice to address underfunding and systemic inequities and work to ensure that services are available where and when they are needed. Recognizing the innovation and profound changes that will be a by-product of InUnity Alliance's work, the New York Community Trust and the New York Health Foundation are providing vital support for the successful launch of InUnity Alliance and its work as the collective voice for addiction and mental health in New York. InUnity Alliance works collaboratively with a diverse range of stakeholders to prevent and alleviate the profound personal, social, and economic consequences of both mental health and addiction disorders.

InUnity Alliance will work to increase awareness about the value of addiction and mental health services with emphasis on the work needed to improve the health and quality of life in New York communities while addressing inequity and disparities in health status. InUnity Alliance will have a profound impact on communities across the state and beyond, helping to improve the health and quality of life of tens of thousands of New Yorkers.

**InUnity Alliance's mission is to improve care equity, quality, accessibility, and outcomes for New Yorkers who need mental health and/or substance use disorder services by advocating for, informing, and supporting community mental health and substance use disorder provider agencies, their workforce, and their integration into systems of care.**



## OUR ATTENDEES

This conference is designed for persons interested in effective substance use disorders, problem gambling, prevention, treatment, behavioral health, mental health, recovery services and harm reduction. Conference attendees are a mix of program administrators and directors, clinical staff and other professional from local, state and federal organizations.

# SPONSORSHIP OPPORTUNITIES

Join us as a sponsor and be part of a movement that’s driving inclusive change and collaboration. Sponsorship offers unique opportunities to elevate your brand, engage with a passionate audience, and showcase your support for unity and progress. From branded experiences and speaking opportunities to digital exposure and exclusive access, we offer flexible packages to match your goals. Let’s build something powerful—together.

	BRONZE \$7,500	SILVER \$10,000	GOLD \$15,000	PLATINUM \$20,000
<b>EXCLUSIVE BENEFITS</b>				
Conference Passes Included	2	3	4	6
Women’s and Executive Leadership Luncheon Tickets		3 each	4 each	6 each
Exhibit Booth	Premium	Premium	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 program.	✓	✓	✓	✓
Company logo featured on all conference signage.	✓	✓	✓	✓
Opportunity to supply a flyer, brochure or small promotional item inside the conference attendee bag.		✓	✓	✓
Access to attendee list with contact information.	✓	✓	✓	✓
Program Book Advertisement (B&W or Color)	1/4 Page	1/4 Page	1/2 Page	Full Page
Give welcome introduction and announce speaker at breakout series.			✓	✓
Opportunity to introduce a keynote speaker				✓

**SECURE YOUR SPONSORSHIP**

For more information, please contact our Exhibitor & Sponsor Coordinator, Sarah DeJoy, at [SarahD@sswmeetings.com](mailto:SarahD@sswmeetings.com)

# LUNCHEON SPONSORSHIP

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	<b>WOMEN’S LUNCHEON</b> <b>\$6,000</b> (\$9,500 with booth)	<b>EXECUTIVE LEADERSHIP LUNCHEON</b> <b>\$6,000</b> (\$9,500 with booth)
<b>EXCLUSIVE BENEFITS</b>		
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 program.	✓	✓
Company logo featured on conference signage.	<b>Women’s Luncheon Signage</b>	<b>Executive Leadership Luncheon Signage</b>
Opportunity to supply a flyer, brochure or small promotional item.	<b>Women’s Luncheon</b>	<b>Executive Leadership Luncheon</b>
Access to attendee list with contact information.	<b>Women’s Luncheon Attendees</b>	<b>Executive Leadership Luncheon Attendees</b>
Three minute welcome and sponsor introduction.	✓	✓

**SECURE YOUR SPONSORSHIP**

For more information, please contact our Exhibitor & Sponsor Coordinator, Sarah DeJoy, at [SarahD@sswmeetings.com](mailto:SarahD@sswmeetings.com)

# ADDITIONAL OPPORTUNITIES



## Wifi Sponsor **\$12,000**

Become the Wi-Fi Sponsor and keep attendees connected throughout the conference while showcasing your company logo.



## Mobile App Sponsor **\$8,000**

(1 Opportunity)

The conference mobile app is a valuable tool for attendees, offering quick access to the attendee list, agenda, floor plan, event listings and more. It is frequently referenced, providing ongoing visibility for sponsors.



## Conference Bag Sponsor **\$5,000**

(1 Opportunity)

Make a strong first impression on attendees as the Conference Bag Sponsor. Your company logo will be printed on each conference bag, which every attendee receives at registration.



## Charging Locker Sponsor **\$3,000**

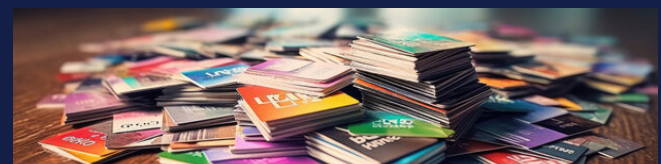
Recharging stations are compatible with all types of cell phones. These sleek units not only offer charging capabilities but also provide signage space for sponsors.



## Registration Sponsor **\$3,000**

(1 Opportunity)

Your company logo will appear on the conference registration website and all registration signage. You will also have the opportunity to provide the registration desk with promotional materials for inclusion in the conference bags.



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

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



## Advertisement in Printed Program

1/4 Page	1/2 Page	Full Page
<b>\$500</b>	<b>\$750</b>	<b>\$1,000</b>

# EXHIBITOR PACKAGES

## STANDARD EXHIBITOR

### Includes:

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

**\$2,250**

## PREMIUM EXHIBITOR

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

**\$3,500**

**SECURE YOUR EXHIBIT BOOTH**

For more information, please contact our Exhibitor & Sponsor Coordinator, Sarah DeJoy, at [SarahD@sswmeetings.com](mailto:SarahD@sswmeetings.com)

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**MEETING THE MOMENT:**  
Advancing Access and Impact for Our Communities

THE COLLECTIVE VOICE FOR ADDICTION & MENTAL HEALTH IN NY  
**INUNITY**  
ALLIANCE

SARATOGA SPRINGS, NY  
**OCTOBER 13-15, 2026**

## CONFERENCE LOCATION

**Saratoga Springs City Center**  
522 Broadway  
Saratoga Springs, New York 12866



**SECURE YOUR SPONSORSHIP**

**SECURE YOUR EXHIBIT BOOTH**

## CONTACT INFORMATION

**Sherry LaFountain**  
Director of Events Management,  
Marketing & Development

Phone: (518) 426-3122  
Fax: (518) 426-1046  
Email: [slafountain@iuany.org](mailto:slafountain@iuany.org)

**InUnity Alliance**  
194 Washington Avenue, Suite 300  
Albany, New York 12210