







2024 NBCC Foundation Symposium Sponsor and Exhibitor Opportunities

Empowering Voicesand **Expanding Access**

March 15-16, 2024

Washington, D.C., metro area

BOOK YOUR SPONSORSHIP OR EXHIBITOR OPPORTUNITY TODAY!



Deadline is Feb. 7, 2024

About the NBCC Foundation

To improve the mental health of the underserved and never-served throughout the world, the NBCC Foundation leverages the power of counseling to advance global health equity through expanded access to counseling and mental health services. Our primary objectives are to increase the number of counselors and Mental Health Facilitators working with high-priority populations and to engage them in becoming innovators of counseling practices that benefit the underserved.



Scholarships, fellowships, and capacity-building grants are our primary tools for accomplishing our objectives. The Foundation's strategy is to award scholarships and fellowships to individuals pursuing careers as professional counselors who are affiliated with high-priority, underserved, or never-served populations and commit to serving them after graduation. Capacity-building grants fund expansion efforts to increase mental health resources in rural and underserved communities where access to mental health care is extremely limited. Scholars and Fellows participate in innovation training to expand effective practice in their communities.

Bridging the Gap Symposium: *Eliminating Mental Health Disparities*

The NBCC Foundation will host the 2024 Bridging the Gap Symposium on March 15–16, 2024, in the Washington, D.C., metro area. This year's theme is *Empowering Voices and Expanding Access*. This theme was chosen as it supports counselors, counselor educators, and others in the profession to amplify the voices of marginalized communities and promote equitable access to mental health resources.

I hope we hit 100 years! Then 200 years of this. Just please keep doing this. Thank you so much.

It was truly one of the best conferences I have been to, from the presentations to the organization to the mentors, to the food!



The Annual Bridging the Gap Symposium is promoted to more than 70,000 National Certified Counselors (NCCs), including counselor educators. Attendees will include 350+ counselor and counselor-intraining attendees, including the NBCC Foundation Minority Fellowship Program awardees, who are master's- and doctoral-level counseling students committed to working with underserved communities upon graduation. Sponsorship of this event covers expenses associated with food, beverages, meeting room space, audiovisuals, technology, and travel, allowing the NBCC Foundation to commit all grant and registration funds directly to providing the highest-quality professional development opportunity for an affordable cost.

Why sponsor? Benefits of sponsoring the 2024 Bridging the Gap Symposium include:

- Gaining exposure to counselors and counselors-in-training
- Spreading awareness of your brand and reaching new markets
- Networking and exhibition opportunities through face-to-face interactions

NBCC Foundation Reach:







*Representing 183 countries, including NBCC, Inc. & Affiliates (November 2022–2023)

Our sponsors have the exciting opportunity to support counselors and counseling students as they strive to provide mental health care to underserved and never-served communities.

We hope you will join us in *Bridging the Gap* at our 2024 Symposium!

Venue Information

DoubleTree by Hilton Washington DC — Crystal City 300 Army Navy Drive, Arlington, VA 22202 703.416.4100



The DoubleTree by Hilton Washington DC — Crystal City is offering rooms at a discounted rate of \$212 a night (plus applicable taxes) for reservations made by Feb. 7, 2024. Please note, you must ask during booking for the NBCC Foundation block rate or use the link provided to **book online**.

Reservations are available on a first-come, first-served basis for the NBCC Foundation hotel room block.

Please book early, as space is limited!

Exhibitor Schedule

Exhibit Dates are March 14–16, 2024

I am looking forward to attending the next Symposium. This is a life-changing experience!

Thursday, March 14

Exhibitor Move-in/Set-up 1–5 pm

Exhibitor Tables Open 5–6 pm

Friday, March 15

Symposium

Exhibitor Tables Open 7:30 am-4 pm

Saturday, March 16

Symposium

Exhibitor Tables Open 7:30 am-4 pm

The atmosphere
was welcoming and
inclusive. The topics
were varied and spoke
to the population.





















2023 Symposium Attendees

BOOK YOUR SPONSORSHIP OR EXHIBITOR OPPORTUNITY TODAY!

Sponsorship Levels

Benefits	Pinnacle \$10,000	Advocate \$5,000	Supporter \$2,500	Mentor \$1,250
Co-branded promotion in all related media	✓			
Full-page color ad in digital conference program on NBCCF website and conference app	√			
Half-page color ad in digital conference program on NBCCF website and conference app		√		
Acknowledgement in NBCCF e-newsletter, including profile information	√	✓	✓	✓
Acknowledgement on NBCCF website	✓	✓	✓	✓
Acknowledgement and logo on pre-session PowerPoint at beginning of all group sessions	√	✓	✓	✓
Sponsorship mention and logo in Symposium mobile app	✓	✓	✓	✓
Mobile app push notification	2	1		
Exhibitor table (6-foot draped table): choice of prominent location in Exhibitor Hall	√			
Exhibitor table (6-foot draped table)		✓		
Virtual Exhibitor Booth	✓			
Access to conference attendees' email information (provided after event)	√			
Included attendee registrations	5	2	1	
Company or organization banner displayed in a prominent location near general sessions	√			
Name and logo on sponsor sign	✓	✓	✓	✓
Attendee bag insert (one printed flyer, special offer, or product catalog)	√	✓	✓	✓
Attendee bag advertising (insert one swag item in all attendee bags)	√	✓		

À la Carte

All à la carte items are nonexclusive unless otherwise stated. They include company or organization acknowledgment in the NBCCF e-newsletter and logo on the NBCCF website.



\$1,500

- **Breakfast Sponsor** Sponsor breakfast on Friday, March 15, or Saturday, March 16. Your logo and company or organization name will be on signage and listed in the conference app.
- **Lunch Sponsor** Sponsor lunch on Friday, March 15. Your logo and company or organization name will be on signage and listed in the conference app.
- **Welcome Reception Sponsor** Sponsor the Welcome Reception on Thursday, March 14. Your logo and company or organization name will be on signage and listed in the conference app.

\$650

- Break Sponsor Sponsor the morning or afternoon break on Friday, March 15, or Saturday, March 16. Provide
 a morning coffee/tea or afternoon refreshment break. Your logo and company or organization name will be on
 signage and listed in the conference app.
- **Recovery Support Meeting Sponsor** Support meetings are held daily during the Symposium. These meetings serve as a welcoming and supportive space for attendees in recovery, especially during times of vulnerability to relapse, such as during travel. Provide coffee and light refreshments during these meetings. Your logo and company or organization name will be on signage and listed in the conference app.

\$500

- **Wellness Room Sponsor** Provide a welcoming space where attendees can reset, relax, and refresh during the day as needed in order to better engage in event content. Your logo and company or organization name will be on signage and listed in the conference app.
- **Engagement Meeting Sponsor** Engagement meetings are held throughout the Symposium. These meetings serve as a welcoming and supportive space for attendees who identify with or support those in the neurodivergent, LGBTGEQIAP+, persons with disabilities, Latinx, and Asian Americans and Pacific Islanders (AAPI) communities. Provide coffee and light refreshments during these meetings. Your logo and company or organization name will be on signage and listed in the conference app.
- **Movie Night Sponsor** Provide an enjoyable and relaxing educational opportunity Friday to unwind by sponsoring a movie night. Light refreshments will be provided during the movie. Your logo and company or organization name will be on signage and listed in the conference app.
- **Technology Sponsor** Sponsor vital audiovisual services and Wi-Fi access essential for an energetic and effective conference. Your logo and company or organization name will be listed in the conference app.
- Photo Booth Sponsor Provide a fun environment that will include a backdrop and diverse props for attendees to document their experience throughout the conference. Your logo and company or organization name will be on signage and listed in the conference app.

À la Carte (cont.)

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\$450

- Exhibitor Table 6-foot draped table in exhibitor space. One free
 registration. Additional registrations can be purchased. Your logo and company
 or organization name will be listed in the conference app.
- Rotating Mobile App Banner Ad A banner ad with your logo and company or organization name linking to your website will be rotated on the conference app.
- Half-page Digital Conference Program Advertisement Expand your reach! Your custom advertisement is included in the digital conference program on the NBCCF website and conference app.

\$385

• **CACREP-Accredited Counseling Student Registration Sponsor** — Student selected from a competitive application process. Your logo and company or organization name will be listed in the conference app.

\$250

- **Lactation Room Sponsor** Provide a dedicated safe space for breastfeeding attendees to comfortably, conveniently, and privately express breast milk while at the conference. Your logo and company or organization name will be on signage and listed in the conference app.
- **Bag Insert** Insert one swag item, printed flyer, special offer, or product catalog into attendee bags. Insert must be provided by the company or organization.
- Name Badge Ribbon Sponsor (two available) Company or organization logo on signage at the ribbon display.
- Badge Lanyard Sponsor (one available) Company or organization logo on attendee name badge lanyards alongside NBCC Foundation.
- Mask Sponsor (one available) Company or organization logo on mask and signage at the mask display.
- Mobile App Push Notification One mobile push notification directing attendees to your company or organization will be sent during the conference.
- Virtual Exhibitor Booth Company or organization will have access to a virtual booth to interact with
 attendees via the attendee website and on the conference app. Virtual booths will have access to chat
 with attendees who visit your booth. You will have the option to provide a video conference link to meet
 with attendees virtually.

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Sponsor Terms and Conditions

Enforcement, Interpretation, and Eligibility: In the enforcement and interpretation of the following terms, the decision of the NBCC Foundation (NBCCF) executives is final. NBCCF reserves the right to determine the eligibility of any company for inclusion in the conference and its marketing programs; to reject, eject, or prohibit an exhibit or exhibitor for any reason. In applying for exhibit space, each exhibitor/sponsor agrees to abide by the terms set forth in this prospectus. NBCCF reserves the right to rearrange the floor plan or relocate booths.

Nontransferable: Exhibitors may not assign, sublet, or share any portion of their allocated space without express written permission from NBCCF.

Noise Control: Exhibitors are prohibited from playing radios and any other music in the exhibit area.

Installation and Removal: All storage and handling charges due to failure to remove exhibit materials from the display or storage area at the conclusion of the move-out period shall be the responsibility of the exhibitor. Exhibitors will receive instructions for storage and trash onsite. All exhibits are to remain open during the scheduled hours. There will be no setup during scheduled open hours and no teardown until after the closing exhibit hours.

Damage to Property: Exhibitors are liable for any damage caused to building, floors, walls, columns, tables, or to any other exhibitor's property. Exhibitors may not apply paint, lacquer, adhesive, or any other coating to building columns, floors, walls, or tables.

General: All matters and questions not covered by these regulations are at the discretion of NBCCF. These regulations may be amended at any time by NBCCF, and all amendments shall be equally binding on all parties upon publication.

Fire, Safety, and Health: The exhibitor agrees to accept full responsibility for compliance with local, city, and state fire, safety, and health ordinances regarding the installation and operation of equipment. Only fireproof materials should be used in exhibits. The necessary fire precautions will be the responsibility of the exhibitor.

Security: Exhibitors are responsible for all unsecured materials or property of value left in the exhibit room during and after exhibit hours.

Liability: It shall be the responsibility of the exhibitor to maintain insurance coverage against injury to persons or damage to or loss of property or to meet its obligations under this agreement in such amounts as the exhibitor shall deem adequate. Event insurance will be provided by NBCCF. The sponsor/exhibitor agrees to make no claim, for any reason whatsoever, against NBCCF, the hotel, or any other contractors for loss, theft, damage, or destruction of goods, or for any injury to herself/himself or employees. Nor will a claim be made for any damage of any nature or character, including damage by reason of the failure to provide space for the exhibit, or for removal of the exhibit, or for the failure to hold the conference as scheduled.

Unoccupied Space: NBCCF reserves the right, should any exhibitor's space remain unoccupied on the opening day, or should any space be forfeited due to failure to make payment, to rent that space to any other exhibitor, or to use that space for such purposes as it may see fit without any liability on its part. This clause shall not affect the obligation of the exhibitor to pay the full amount specified in the exhibitor space agreement.

Registration and Payment Deadlines: Contract form with full payment for all sponsorships/exhibitors should be received by **Feb. 7, 2024**, for all logo and branding inclusion in onsite materials and event app.

Cancellation and Refunds: NBCCF is unable to cancel or refund sponsorship/exhibitor once payment is processed.

2024 Bridging the Gap SYMPOSIUM

Eliminating Mental Health Disparities