

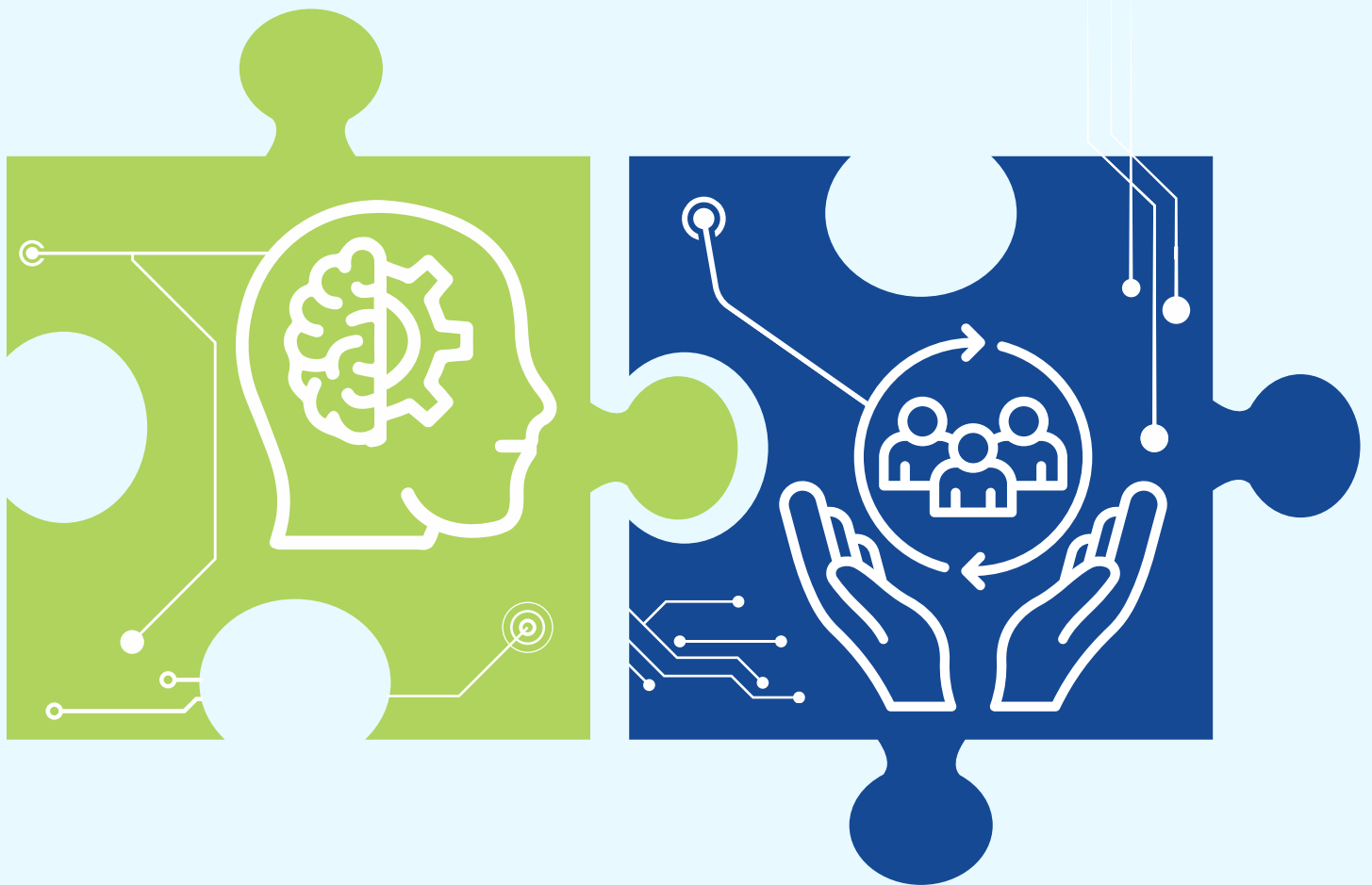


National Prevention Network
Conference

2026 Exhibitor and Sponsorship Prospectus

MASTERING THE CRAFT OF PREVENTION: WHERE SCIENCE AND PRACTICE MEET

September 29 – 30, 2026 | Virtual Meeting



ABOUT

For almost 40 years, the **National Association of Alcohol and Drug Agency Director's (NASADAD) National Prevention Network (NPN) Conference** has been the premier national meeting dedicated to supporting and showcasing the innovative work of substance use prevention across the country.

The NPN Conference brings together federal, state, and local professionals from the substance use prevention field and related disciplines—including prevention providers, school personnel, government agencies, coalition leaders, policymakers, counselors, health education specialists, social workers, and law enforcement representatives. The conference highlights the latest research, best practices, and promising evaluation results, creating a collaborative forum where prevention professionals work together to integrate research into effective prevention policies, programs and strategies.

YOUR IMPACT

By joining us as a sponsor or exhibitor, your organization will gain direct access to an engaged audience of 800-1,000 substance use prevention leaders, providers, and decision-makers from across the country. This conference provides an ideal platform to showcase your services, elevate your brand, and build meaningful connections with attendees who are actively seeking resources, partnerships, and innovative solutions. Your support not only enhances visibility for your organization, but it also helps strengthen collaboration, spark new ideas, and advance the shared mission of preventing substance use in communities nationwide.

PAST PARTNERS

Our events have attracted support from a distinguished range of national, tribal, territorial, state, and local organizations. Past exhibitors and sponsors include the Drug Enforcement Administration (DEA), CADCA, NASPA-Student Affairs Administrators in Higher Education, PIRE: Pacific Institute for Research and Evaluation, Prevention Technology Transfer Center (PTTC), Botvin LifeSkills Training, PAXIS Institute, Deterra Drug Deactivation and Disposal System, Prevention Training Services, Alabama Department of Mental Health, Georgia Department of Behavioral Health & Developmental Disabilities, New York Office of Addiction Services and Supports, and many more organizations and companies committed to advancing substance use prevention.

SPONSORSHIP OPPORTUNITIES

These flexible sponsorship tiers are designed to align your goals with maximum visibility and engagement during the conference.

GOLD SPONSOR

\$5,000

- Featured placement in Attendee Hub and website
- Premium virtual booth with video option, resources, and staff chat
- 1 social media post
- Logo on attendee email communications
- 1 push notification + banner placement
- Full lead report and analytics
- 5 complimentary registrations

SILVER SPONSOR

\$3,500

- Logo placement in Attendee Hub and website
- Standard virtual booth with chat and resources
- 1 push notification
- Lead report (opt-in)
- 3 complimentary registrations

BRONZE SPONSOR

\$2,000

- Logo listing in Attendee Hub
- Standard virtual booth with chat and resources
- Lead report (opt-in)
- 1 complimentary registration

ADD-ON SPONSORSHIP OPPORTUNITIES

These opportunities are available to sponsors and exhibitors to elevate and enhance visibility further.

Custom Push Notification \$250

Send a targeted message directly to attendees through the Attendee Hub to promote your brand, booth, or offerings in real time during conference hours.

Sponsored Session \$500

Align your brand with a specific session by featuring your company logo, increasing visibility during key educational moments.

Homepage Sponsored Banner \$500

Showcase your organization throughout the conference with a prominent banner on the event homepage, visible to all attendees.

Gamification Sponsor \$1,000

Showcase your organization by sponsoring the event game within the Cvent Attendee Hub. Your brand is integrated in the game experience, including in a challenge name, and description, ensuring strong visibility to all participants.

Here, you'll have the opportunity to create a custom challenge that drives meaningful engagement—such as encouraging attendees to visit your booth, start a chat, or interact with your content. The game will be available to all attendees and tied to prize incentives, helping increase traffic and connections with your organization.

Email Sponsor \$500

Extend your reach beyond the event platform by featuring your logo in key attendee email communications, including event reminders and daily conference updates.

Conference Platform Ad Space \$250

Event Ads are displayed across key pages in the Attendee Hub (Homepage, Exhibitor, and Session pages) and rotate dynamically throughout the event. A smart algorithm ensures fair and balanced exposure by prioritizing ads with fewer impressions, giving all sponsors meaningful visibility over time.

VIRTUAL EXHIBITORS

Your virtual booth serves as a dedicated space where attendees can explore your organization, access key resources, and engage with your team through features like videos, downloadable resource, links, staff profiles, and live chat.

VIRTUAL EXHIBIT BOOTH

- Virtual booth with resources and contact options
- Lead retrieval (opt-in)
- 1 complimentary registration

\$1,000
NON-PROFIT DISCOUNT \$750

FEATURES & EXHIBIT HOURS

Your virtual exhibit booth may feature:

- Videos, PDFs, and links
- Live chat and attendee messaging
- Staff profiles
- Lead capture and analytics

The **NPN Conference** will be held on **Tuesday, September 29, 2026, 11:00 a.m. to 6:00 p.m. ET** and **Wednesday, September 30, 2026, 11:00 a.m. to 5:30 p.m. ET**.

Thirty minute breaks will be incorporated into the conference schedule for attendees to visit exhibitors.

INTERACTIVE CONFERENCE GAME

Attendees can participate in an interactive game throughout the conference earning points by engaging and visiting with sponsors, participating in sessions, and interacting at various points to win prizes. This encourages meaningful connections and increased visibility for participating organizations!

VIRTUAL BOOTH FAQs

How do I register to sponsor or exhibit?

During **registration**, you'll be prompted to select sponsorship or exhibitor options—simply choose your preference and continue through the process.

I have more questions. Who do I contact?

If you have questions or need assistance, please contact:
NPNConference@nnphi.org.

What are exhibit hours?

The NPN Conference will be held on Tuesday, September 29, 2026, 11:00 a.m. to 6:00 p.m. ET and Wednesday, September 30, 2026, 11:00 a.m. to 5:30 p.m. ET. Thirty minute breaks will be incorporated into the conference schedule for attendees to visit exhibitors.

What is a virtual booth?

A virtual booth is your dedicated space within the Attendee Hub where attendees can learn about your organization, access your resources, and connect with your team.

Your booth can include:

- Company description and branding
- Videos and downloadable resources
- Website and external links
- Staff profiles
- Chat functionality for real-time engagement

VIRTUAL BOOTH FAQs Continued

How do attendees find my booth?

Attendees can access your booth through:

- The Exhibit Hall in the Attendee Hub
- The Sponsor/Exhibitor listing page
- Direct links (if shared in chat, sessions, or announcements)

What can I include in my booth?

You can customize your booth with:

- PDFs (brochures, whitepapers, toolkits)
- Links (website, landing pages, demos)
- Videos (YouTube/Vimeo recommended)
- Staff contact information

We recommend limiting to 3–5 key resources for best engagement.

How does chat work in a virtual booth?

Attendees can initiate a **one-on-one chat** with your team directly from your booth in the Attendee Hub.

- Conversations are private (attendee to exhibitor)
- Your booth staff receive and respond to messages in real time
- Chat works on both desktop and mobile
- If no one is available, attendees may leave a message for follow-up

We recommend having at least one team member actively monitoring chat during peak hours to maximize engagement.

Can I schedule meetings with attendees?

Yes! You can include a **“Book a Meeting” link** (e.g., Calendly) in your booth to allow attendees to schedule time with your team.

VIRTUAL BOOTH FAQs Continued

Do I need to be online the whole time?

Not necessarily—but it is strongly recommended that you have staff available during peak conference hours.

Being responsive in chat significantly increases:

- Booth engagement
- Lead generation
- Attendee satisfaction

How do I collect leads?

Attendees can choose to share their contact information with you (opt-in).

After the event, you will receive:

- A lead report of opted-in attendees
- Booth analytics (visits, clicks, engagement)

What type of video should I include? (Included in Gold Sponsorship)

We highly recommend including a short video to increase engagement.

Best practices:

- Length: 1–2 minutes (max 3 minutes)
- Format: YouTube or Vimeo link preferred
- Resolution: 1080p recommended
- Orientation: Horizontal (16:9)

Suggested content:

- Company overview
- Product or service demo
- How you support prevention efforts

VIRTUAL BOOTH FORMAT

Managing a Successful Virtual Booth

By being intentional about your content and engagement strategy, you can maximize visibility and drive real interaction throughout the event.

Top tips:

- Keep content clear and concise
- Focus on 1-2 key messages
- Use a strong call-to-action (e.g., "Download our guide")
- Include a short video
- Be responsive in chat and actively engage with attendees
- Promote your booth during the event

You can turn interest into lasting connections and meaningful follow-up opportunities by building your booth with the attendee experience in mind.

