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The National Crisis Continuum Conference

# The National Crisis Continuum Conference

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**PHOENIX, AZ** OCTOBER  
14-17, 2024

The nation's premier conference for behavioral health  
crisis professionals, providers, stakeholders and advocates.

## Letter from the Conference Hosts

Dear Sponsors,

On behalf of the Crisis Residential Association (CRA) and the International Council for Helplines (ICH), we would like to welcome you to CrisisCon24: The National Crisis Continuum Conference, taking place Monday October 14<sup>th</sup> to Thursday October 17<sup>th</sup>. This in-person conference begins with a welcome reception at 5:00 PM on Monday, October 14<sup>th</sup>, with sessions on October 15<sup>th</sup> and 16<sup>th</sup> from 8:30 AM—5:00 PM and on October 17<sup>th</sup> from 8:30 AM—12:00 PM. Please note that the timing of the agenda is subject to change.

The exhibit hall will be open from Tuesday, October 15<sup>th</sup> at 7:30 AM to Wednesday, October 16<sup>th</sup> at 5:00 PM.

We appreciate the continued support of our conference as the premier event for behavioral health crisis providers, payers, advocates, and administrators.

The following prospectus contains sponsorship information. It is our hope that you will consider this valuable opportunity to be a part of CrisisCon24.

Sincerely,

Heather Honaker  
President,  
Crisis Residential Association



Michael Reading  
Board Chair,  
International Council for Helplines



## Sponsorship Instructions

**Those interested in securing a sponsorship should begin the process by [completing this online form](#).** Sponsorship requests will be reviewed by the sponsorship committee to assure integrity to the mission of the conference. Please note that sponsorship opportunities will be updated based on availability, but some sponsorship levels with limited or exclusive availability may not be available and an alternative sponsorship level may be offered.

## Key Contact

**Michael Reading**  
International Council for Helplines  
(206) 459-7166  
[michael@councilforhelplines.org](mailto:michael@councilforhelplines.org)

## Important Dates & Event Housing

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### Dates

**March 1, 2024:** Sponsorship registration opens

**September 1, 2024:** Last day to receive a refund with the cancellation of an exhibit table, sponsorship, or event registration.

**September 12, 2024:** Last day to book a room at the Arizona Grand Resort & Spa

**October 14–17, 2024:** Event dates

### Event Location & Housing

Arizona Grand Resort & Spa  
8000 South Arizona Grand E, Phoenix, AZ 85044  
(877) 800-4888

Rate: \$209 + \$25 resort fee + tax per night (rate excludes all fees)

To book your room, please visit

<http://bookings.ihotelier.com/bookings.jsp?groupID=4250324&hotelID=110245>.

\*The discounted hotel rate is guaranteed only through September 12, 2024. Rooms are limited; we cannot guarantee a room for all attendees. Reservations made after September 12<sup>th</sup> are subject to availability and prevailing hotel rates.

Ready to begin your sponsorship submission?

[Click here](#)

## Overview

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The National Crisis Conference brings together a national audience of all types of behavioral health crisis providers and suicide prevention services.

During the 2 ½-day conference you will have access to sessions on:

- Effective Clinical Interventions and Staffing Models
- Diversifying funding streams and referral sources
- Management and Crisis Competency Development
- Logistics and Best Practice Implementation
- Emergency Department and Community Collaboration

## Attendee Profile

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700+ attendees that represent the following service types:

- Crisis Call Centers & Suicide Prevention Hotlines
- Mobile Crisis Outreach Teams (MCOTs)
- Crisis Residential Programs
- Peer Respite
- Psychiatric Urgent Care Centers
- 23-hour Crisis Observation Units, EmPATH Units, and Psychiatric EDs

## Conference Reach

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The network of attending crisis professionals are committed to serving those in need of behavioral health crisis services in their community. This conference is designed to develop a nationwide voice for crisis services, deepen relationships, and provide a forum to learn about and discuss the issues most pressing in our field.

**Social Media** – The conference is actively promoted through social media before and throughout the event. Sites include Twitter, Facebook, Instagram and several Crisis listservs reaching thousands of people.

**Email Marketing** – the conference is heavily promoted among the suicide prevention, crisis services, and lived experience communities, reaching thousands of inboxes.

**Shared Materials** – Conference presentations and materials, including information on sponsors are shared with the entire crisis community following the conference.

## Our Impact

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Behavioral health crisis services play a unique role in the nation's healthcare system by providing timely and efficient support to individuals in need, avoiding the use of Emergency Departments, law enforcement & first responders, and jails and psychiatric hospitals whenever possible. Providing recovery services that are strengths-focused, client-centered and community-based, these services play a critical role in the crisis services continuum.

# SPONSORSHIP OPPORTUNITIES

## Tiered Opportunities

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### Premier Sponsor—Exclusive Opportunity: \$15,000

- Exclusive sponsorship/recognition throughout conference
- 4 free conference registrations
- Logo on registration confirmation email and printed program
- 30 second company video played before 1<sup>st</sup> plenary session
- Premier hyperlinked logo placement on conference website
- Prioritized preference of exhibit table location
- Attendee list
- Exhibit table

### Platinum Sponsor: \$10,000

- 3 free conference registrations
- Recognition in electronic program
- Hyperlinked logo on conference website
- Prioritized preference of exhibit table location
- Attendee list
- Exhibit table

### Gold Sponsor: \$8,500

- 2 free conference registrations
- Recognition in electronic program
- Logo on conference website
- Attendee list
- Exhibit table

### Silver Sponsor: \$5,000

- 1 free conference registration
- Recognition in electronic program
- Logo on conference website
- Attendee list
- Exhibit table

### Bronze Sponsor: \$2,000

- Recognition in electronic program
- Logo on conference website
- Exhibit table

# SPONSORSHIP OPPORTUNITIES

## Event Specific Opportunities

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### Interpreter Sponsor: \$12,500

- 3 free conference registrations
- (1) 24x26" sign located near the interpreter in the General Session
- Interpreter (s) to start each session recognizing the sponsor through sign language
- Recognition in electronic program
- Hyperlinked logo on conference website
- Prioritized preference of exhibit table location
- Attendee list
- Exhibit table

### Break Sponsor: \$10,000

- 2 free conference registrations
- 8.5x11" signs on each snack table for one full day
- Logo and company website on plenary opening slides
- Logo on conference website
- Attendee list
- Exhibit table

### Graphic Recording Sponsor: \$8,500

- Company logo prominently displayed next to graphic recording artist and completed murals
- 2 free conference registration
- Logo on conference website
- Attendee list
- Exhibit table in exhibit space

### Wellness Sponsor: \$7,500

- Company logo prominently displayed next to graphic recording artist and completed murals
- 2 free conference registrations
- Logo on conference website
- Attendee list
- Exhibit table in exhibit space

### Decor Sponsor: \$5,000

- Company logo on the bottom of each menu at the buffets or tables during Welcome Reception & Dinner
- Company logo on beverage napkins at Welcome Reception

# SPONSORSHIP OPPORTUNITIES

- 1 free conference registration
- Logo on conference website
- Attendee list
- Exhibit table in exhibit space

## Photo Booth Sponsor: \$3,000

- Logo on all photos alongside the CrisisCon logo
- Logo on conference website
- Attendee list
- Exhibit table in exhibit space

## Networking Sponsor: \$2,500

- Logo on back of networking bingo card
- Recognition in electronic program
- Logo on conference website
- Exhibit table

	Premier	Platinum	Gold	Silver	Bronze
	\$15,000	\$10,000	\$8,500	\$5,000	\$2,000
Exclusive sponsorship/recognition throughout conference	•				
Complimentary Registrations	4	3	2	1	--
Logo on registration confirmation email and printed program	•				
30 second company video played before 1 <sup>st</sup> plenary session	•				
Prioritized preference of exhibit table location	•	•			
Premier hyperlinked logo placement on conference website	•	•			
Attendee list	•	•	•	•	
Exhibit table	•	•	•	•	•

***\*We would love to create a custom package for you if you don't see one that meets your needs!***

**Ready to begin your sponsorship submission? [Click here.](#)**

# SPONSORSHIP OPPORTUNITIES

## Exhibit Tables

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Exhibit tables are also offered apart from sponsorships at \$1,250 based on availability. **Each exhibitor must also register for the conference as registrations are purchased separately.**

## Table Selection/Assignment

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- Table space will be assigned based on date of purchase.
- Preferential table assignments will be given to sponsors based on level of sponsorship.
- All reasonable requests for table space location will be considered but are not guaranteed.

## Cancellation Policy

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Cancellation requests must be received in writing by 5:00 PM ET on August 31, 2024. Cancellations made on or before the deadline will be refunded, minus a \$100 administrative processing fee. All cancellations and requests for refund must be in writing via email to [Michael@CouncilforHelplines.org](mailto:Michael@CouncilforHelplines.org).

**Questions?** Contact Michael Reading at  
[Michael@CouncilforHelplines.org](mailto:Michael@CouncilforHelplines.org) or (206) 459-7166.



## **CrisisCon: The National Crisis Conference**

A conference produced by partnership between the Crisis Residential Association and the International Council for Helplines.

## **About the Crisis Residential Association**

The Crisis Residential Association (CRA) exists to support the operational and clinical functions of Crisis Residential programs and peer respites around the world. Rooted in the values of empathy, recovery, and continuous improvement, the association seeks to connect providers with the best ideas in behavioral health treatment to transform the way people receive mental health care.



## **About the International Council for Helplines**

International Council for Helplines (ICH) is an international membership organization whose mission is to provide accreditation, leadership, support and networking opportunities to agencies and centers who offer helpline services to people in crisis via phone and online emotional support including chat and texting. We arrange training and consultation for the delivery of crisis services through the outlined best practices of accreditation. ICH strives to promote excellence in crisis services.

