

# crisis con

The National Crisis Continuum Conference

**INDIANAPOLIS, IN**  
Sept. 28 – Oct. 1, 2025

## The National Crisis Continuum Conference

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

# CONFERENCE PROFILE

## 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 CrisisCon25: The National Crisis Continuum Conference, taking place Sunday, September 28th to Wednesday, October 1st. This in person conference begins with a welcome reception at 5:00 PM on Sunday, September 28th, with sessions on September 29th and 30th from 8:30 AM–5:00 PM and on October 1st 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 Monday, September 29th at 7:30 AM to Wednesday, October 1st 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 CrisisCon25.

Sincerely,

Heather Honaker  
President  
CrisisCon Co-Chair  
Crisis Residential Association

Michael Reading, MS, NCC, LMHC  
Executive Director  
CrisisCon Co-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, MS, NCC, LMHC**  
International Council for Helplines  
(206) 459-7166  
[michael@councilforhelplines.org](mailto:michael@councilforhelplines.org)

## Important Dates & Event Housing

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### Dates

**March 24, 2025:** Sponsorship registration opens

**August 1, 2025:** Last day to receive a refund with the cancellation of an exhibit table, sponsorship, or event registration

**August 29, 2025:** Last day to book a room at the JW Marriott Indianapolis

**September 28–October 1, 2025:** Event dates

### Event Location & Housing

JW Marriott Indianapolis

10 S West St, Indianapolis, IN 46204

(317) 860-5800

Rate\*: \$229 + tax per night (rate excludes all fees)

To book your room, please visit: <https://book.passkey.com/go/CrisisCon2025>

\*The discounted hotel rate is guaranteed only through August 29, 2025.

Rooms are limited and we cannot guarantee a room for all attendees. Reservations made after August 29th are subject to availability and prevailing hotel rates.

**Ready to begin your sponsorship submission?**

[Click here.](#)

## Overview

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

During the 2 1/2-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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900+ attendees that represent the following service types:

- Crisis Call Centers & 988 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: \$20,000

- Exclusive sponsorship/recognition throughout conference
- 5 free conference registrations
- Logo on registration confirmation email and electronic program
- 30 second company video played before 1st plenary session
- Premier hyperlinked logo placement on conference website
- On stage introduction of the keynote speaker on day 1 of conference
- 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: \$7,000

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

### Bronze Sponsor: \$5,500

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

### 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
- 2 available

### Conference Bag Sponsor: \$8,500

- Logo on all conference bags given to each attendee
- 2 free conference registrations
- Logo and company website on plenary opening sides
- Logo on conference website
- Attendee list
- Exhibit table
- 1 available

### Hotel Key Sponsor: \$7,500

- 1 free conference registration
- Logo and company website on plenary opening sides
- Company logo and/or design on each attendee hotel key card
- Logo on conference website
- Attendee list
- Exhibit table
- 1 available

# SPONSORSHIP OPPORTUNITIES

## Keynote Sponsor: \$7,500

- Company representative to introduce keynote speaker
- 2 free conference registrations
- Logo and company website on plenary opening sides
- Logo on conference website
- Attendee list
- Exhibit table
- 3 available

## Lanyard Sponsor: \$7,500

- Logo on all lanyards given to each attendee
- 1 free conference registrations
- Logo and company website on plenary opening sides
- Logo on conference website
- Attendee list
- Exhibit table
- 1 available

## Wellness Room 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
- 1 available

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

# SPONSORSHIP OPPORTUNITIES

## Entertainment Sponsor: \$5,000

- 1 free conference registrations
- 24x36" Sign near entertainment stage or in a prominent location
- Logo and company website on plenary opening sides
- Logo on conference website
- Attendee List
- Exhibit table
- 2 available

## Networking Sponsor: \$5,000

- Company representative to welcome attendees or lead discussion
- 1 free conference registration
- Recognition in electronic program
- Logo on conference website
- Attendee list
- Exhibit table in exhibit space

## Photography Sponsor: \$5,000

- Sponsor signage displayed at welcome reception
- Logo on conference website
- Company tagged in one social media post
- Photos posted to conference website with "Photos provided by (company name)".
- Attendee List
- Exhibit table
- 1 available

## WiFi Sponsor: \$5,000

- 1 free conference registrations
- Customized WiFi network name or password to match sponsor organization
- Logo and company website on plenary opening sides
- Logo on conference website
- Posted signage with Wifi information and sponsor logo
- Attendee List
- Exhibit table
- 1 available

## First-Timers Track Sponsor: \$2,500

- Recognition at First-Timer Gathering
- 1 available



# SPONSORSHIP OPPORTUNITIES

	Premier	Platinum	Gold	Silver	Bronze
	\$20,000	\$10,000	\$8,500	\$7,000	\$5,500
Exclusive sponsorship/recognition throughout conference	•				
Complimentary registrations	5	3	2	1	1
Logo on registration confirmation email	•				
30 second company video played before 1st 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! Please email [info@crisiscon.org](mailto:info@crisiscon.org) to get started with a custom package.*

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

## Exhibit Tables

Exhibit tables are also offered apart from sponsorships at \$2,000 for non-profit and government organizations and \$2,500 for for-profit organizations on availability. Each exhibitor must also register for the conference as registrations are purchased separately.

## Table Selection/Assignment

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

## Cancellation Policy

Cancellation requests must be received in writing by 5:00 PM ET on August 1, 2025. 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.

## ABOUT US

**CrisisCon: The National Crisis Continuum Conference** A conference produced by partnership between the Crisis Residential Association and the International Council for Helplines.

**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.



**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.

