



The National Crisis Continuum Conference

ATLANTA



# The National Crisis Continuum Conference

**OCTOBER 5 - 8, 2026 | ATLANTA, GA**

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

## A Message from the Conference Hosts

---

Dear Sponsors,

On behalf of the Crisis Residential Association (CRA) and the International Council for Helplines (ICH), we are pleased to welcome you to CrisisCon26: the National Crisis Continuum Conference, an in-person event taking place October 5-8, 2026.

The conference will open with a welcome reception on Monday evening, followed by full-day sessions on Tuesday and Wednesday and a half-day of programming on Thursday. Sessions will run from 8:30 AM to 5:30 PM on Tuesday and Wednesday, with programming concluding at 12:00 PM on Thursday. Please note that the agenda is subject to change. The Exhibit Hall will be open from Tuesday through Thursday.

CrisisCon is the premier national gathering for behavioral health crisis providers, payers, advocates, administrators, and system leaders. The conference serves as a critical forum for advancing best practices, strengthening partnerships, and shaping the future of the crisis care continuum.

We are deeply grateful for the commitment and support of our sponsors. The success of CrisisCon26 depends on the partnership and investment of organizations like yours. Sponsor support makes it possible to deliver high-quality educational content, meaningful networking opportunities, and a collaborative environment that advances crisis care nationally and internationally.

The enclosed prospectus outlines sponsorship opportunities for CrisisCon26. We sincerely hope you will consider this opportunity to partner with us and play an essential role in the success of this important event.

Thank you for your continued dedication to strengthening the behavioral health crisis system. We look forward to the opportunity to partner with you.

Sincerely,

Heather Honaker  
President  
CrisisCon Co-Chair  
Crisis Residential Association



Michael Reading, MS, NCC, LMHC  
Executive Director  
CrisisCon Co-Chair  
International Council for Helplines



## About Us

---

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

A conference co-hosted through a 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 of behavioral health treatment to transform the way people receive mental health care.



### **International Council for Helplines**

The International Council for Helplines (ICH) is an international membership organization whose mission is to inspire, educate, and accredit helpline programs which offer support to individuals in emotional distress. ICH provides support and networking opportunities to centers who offer helpline services to people in crisis via phone and online emotional support including chat and text. 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.



## Sponsor Alignment with the CrisisCon Mission

---

CrisisCon seeks sponsorship partnerships with organizations that share a commitment to advancing high-quality, coordinated behavioral health crisis care. Sponsorship of CrisisCon reflects alignment with our mission to strengthen best practices, collaboration, and system capacity across a crisis care continuum, ensuring individuals in crisis receive timely, effective, compassionate support.

### Shared Vision for Crisis Care

CrisisCon supports our partners in a shared vision for a strong, integrated crisis system in which every community provides a place to call, someone to respond, and a safe place to go. Sponsor engagement helps advance this vision by supporting innovation, cross-sector collaboration, and sustainable solutions that improve outcomes for individuals, families, and communities.

### Values-Aligned Partnership

CrisisCon values sponsorship relationships that reflect integrity, collaboration, and a shared dedication to the public good. We seek partners who support:

- Continuum-Based Crisis Care  
Commitment to coordinated helplines, mobile crisis response, and crisis residential and stabilization services working together as an integrated system.
- Quality and Best Practices  
Advancement of evidence-informed clinical care, effective staffing models, and operational excellence.
- Collaboration and Community Partnership  
Engagement across providers, payers, emergency departments, and community systems to strengthen crisis responses.
- Equity Access and Person-Centered Care  
Support for crisis services that are inclusive, non-coercive, culturally responsive, person-centered, and grounded in dignity and respect.
- Sustainability & Responsible Innovation  
Investment in funding strategies, workforce development, and scalable approaches that strengthen long-term system capacity.
- Leadership & Workforce Development  
Commitment to developing skilled leaders and competent crisis professionals across the continuum.

**Note: Completion of the sponsorship application includes attestation of agreement with the CrisisCon mission**

## Sponsorship Instructions

---

Those interested in securing a sponsorship should begin the process by completing the online [Sponsorship Application](#). All sponsorship applications will be reviewed by the Sponsorship Committee to ensure alignment with the mission and integrity of the conference. Please note that sponsorship opportunities are subject to availability. Certain sponsorship levels with limited or exclusive availability may fill quickly, in such case, an alternative sponsorship opportunity may be offered.

### **Key Contact**

Michael Reading, MS, NCC, LMHC  
(206) 459-7166  
michael@councilforhelplines.org

### **Important Dates**

February 17, 2026: Sponsorship Applications Open

August 14, 2026: Last day to receive a refund with the cancellation of an exhibit table, sponsorship, or event registration

August 21, 2026: Last day to register for conference attendance

September 4, 2026: Last day to become a sponsor and receive full benefits

September 5, 2026: Final day to book a room at the Hilton Atlanta

October 5-8, 2026: Event Dates

### **Event Venue & Housing**

Hilton Atlanta  
255 Courtland Street NE  
Atlanta, GA 30303  
(404) 659-2000  
Rate\*: \$219.00 + tax per night (rate excludes all fees)

To book your room at the conference rate, please visit [Hilton Atlanta](#)

\*The discounted hotel rate is guaranteed only through September 5, 2026. Rooms are limited and we cannot guarantee a room for all attendees. Reservations made after September 5<sup>th</sup> are subject to availability and prevailing hotel rates.

## CrisisCon Overview

---

The National Crisis Continuum Conference brings together a diverse, national audience of behavioral health crisis providers, suicide prevention services, and system leaders from across the crisis care continuum.

During the 2 ½ day conference, attendees will have access to education sessions focused on:

- Effective Clinical Intervention 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**

900+ attendees that represent the following service types:

- 988 Suicide & Crisis Lifeline
- Crisis Call Centers
- Psychiatric Urgent Care Centers
- Mobile Crisis Outreach Teams
- Crisis Residential Programs
- Peer Respite
- 23-hour Crisis Observation Units
- EmPATH Units
- Psychiatric Emergency Departments

### **Conference Reach**

The network of attending crisis professionals is deeply committed to serving individuals and communities in need of behavioral health crisis services. This conference is designed to elevate a unified voice for crisis services across local, regional, national, and global contexts; strengthening professional relationships; and provide a collaborative forum to learn, share and engage in dialogue around the most pressing issues facing the crisis response field today.

**Social Media** - The conference is actively promoted through social media channels both prior to and throughout the event. Platforms used include X, Facebook, Instagram and multiple crisis-focused listservs, collectively reaching thousands of professionals and advocates. And stakeholders worldwide.

**E-mail marketing** - Targeted e-mail campaigns promote the conference alongside broader suicide prevention, crisis services, and lived-experience initiatives, reaching thousands of inboxes across diverse sectors and geographic regions.

**Shared Materials** - Conference presentations and materials, including sponsor information, are distributed to the broader crisis services community following the event, extending the reach and impact of the conference well beyond its live audience.

## **CrisisCon Impact**

Behavioral health crisis services play a unique and essential role in the healthcare system by providing timely, efficient, and compassionate support to individuals experiencing crisis. These services help to divert individuals from emergency departments, law enforcement involvement, first responders, jails, and inpatient psychiatric hospitalization whenever possible. By delivering recovery-oriented, strength-based, client-centered, and community-focused care, behavioral health crisis providers serve as a critical cornerstone of a comprehensive crisis services continuum.

## Tiered Sponsorship Opportunities

---

### **Premier Sponsor – Exclusive Opportunity | \$20,000** **SOLD OUT**

- Exclusive Sponsorship with recognition through conference
- 7 complimentary conference registrations
- Logo on registration confirmation
- Logo on electronic program (Whova)
- Logo on conference welcome/info slides
- 30 second company video played before 1st plenary session
- Premier placement logo placement on conference website
- Hyperlinked logo on conference website
- One on stage introduction of keynote or plenary speaker
- Prioritized preference of exhibit table location
- Exhibit table
- Attendee list
- 1 Premier Sponsorship is available

### **Platinum Sponsor | \$10,000**

- 4 complimentary conference registrations
- Logo on electronic program (Whova)
- Logo on conference welcome/info slides
- Hyperlinked logo on conference website
- One on stage introduction of keynote or plenary speaker
- Prioritized preference of exhibit table location
- Exhibit table
- Attendee list
- Multiple Platinum Sponsorships are available

### **Gold Sponsor | \$8,500**

- 3 complimentary conference registrations
- Logo on electronic program (Whova)
- Logo on conference welcome/info slides
- Hyperlinked logo on conference website
- Exhibit table
- Attendee list
- Multiple Gold Sponsorships are available

### **Silver Sponsor | \$7,000**

- 2 complimentary conference registrations
- Logo on electronic program (Whova)
- Logo on conference welcome/info slides
- Hyperlinked logo on conference website
- Exhibit table
- Attendee list
- Multiple Silver Sponsorships are available

### **Bronze Sponsor | \$5,500**

- 1 complimentary conference registration
- Logo on electronic program (Whova)
- Logo on conference welcome/info slides
- Hyperlinked logo on conference website
- Exhibit table
- Attendee list
- Multiple Bronze Sponsorships are available

## Event Specific Sponsorship Opportunities

---

### Interpreter Sponsor | \$12,500

- (1) 24 x 36" sign located near interpreter in the general session
- 3 complimentary conference registrations
- Logo on Conference Welcome/Info Slides
- Hyperlinked logo on conference website
- Prioritized preference of exhibit table location
- Exhibit table
- Attendee list
- 1 Interpreter Sponsorship is available

### Break Sponsor | \$10,000

- Sponsor logo displayed on 8.5 x 11" signs on each snack table for one full day
- 2 complimentary conference registrations
- Logo on Conference Welcome/Info Slides
- Hyperlinked logo on conference website
- Exhibit table
- Attendee list
- 2 Break Sponsorships are available

### Conference Bag Sponsor | \$8,500 **SOLD OUT**

- Sponsor logo displayed on conference bags alongside the CrisisCon logo
- 2 complimentary conference registrations
- Logo on conference welcome/info slides
- Hyperlinked logo on conference website
- Exhibit table
- Attendee list
- 1 Conference Bag Sponsorship is available

### Hotel Key Sponsor | \$7,500 **SOLD OUT**

- Sponsor logo displayed on key cards alongside the CrisisCon logo
- 1 complimentary conference registration
- Logo on conference welcome/info slides
- Hyperlinked logo on conference website
- Exhibit table
- Attendee list
- 1 Hotel Key Sponsorship is available

### **Lanyard Sponsor | \$7,500** **SOLD OUT**

- Sponsor logo displayed on each lanyard alongside the CrisisCon logo
- 1 complimentary conference registrations
- Logo on conference welcome/info slides
- Hyperlinked logo on conference website
- Exhibit table
- Attendee list
- 1 Lanyard Sponsorship is available

### **Wellness Room Sponsor | \$7,500** **SOLD OUT**

- Logo displayed at Wellness door
- 1 complimentary conference registration
- Logo on conference welcome/info slides
- Hyperlinked logo on conference website
- Exhibit table
- Attendee list
- 1 Wellness Room Sponsorship is available

### **Décor Sponsor | \$5,000**

- Sponsor logo displayed near CrisisCon light up letters/sign
- 1 complimentary conference registration
- Logo on conference welcome/info slides
- Hyperlinked logo on conference website
- Exhibit table
- Attendee list
- 1 Décor Sponsorship is available

### **Entertainment Sponsor | \$5,000**

- Sponsor logo displayed on 24 x 36" sign near entertainment stage
- 1 complimentary conference registration
- Logo on conference welcome/info slides
- Hyperlinked logo on conference website
- Exhibit table
- Attendee list
- 2 Entertainment Sponsorships are available

### **Networking Sponsor | \$5,000**

- Sponsor logo printed on Dine-Around welcome letters alongside the CrisisCon logo
- 1 complimentary conference registration
- Logo on conference welcome/info slides
- Hyperlinked logo on conference website
- Exhibit table
- Attendee list
- Multiple Networking Sponsorships are available

### **Photography Sponsor | \$5,000**

- Sponsor logo displayed at welcome reception
- Photos posted on website to conference website with "Photos by .."
- 1 complimentary conference registration
- Logo on conference welcome/info slides
- Hyperlinked logo on conference website
- Exhibit table
- Attendee list
- 1 Photography Sponsorship is available

### **Wi-Fi Sponsor | \$5,000 **SOLD OUT****

- Wi-Fi network name to match sponsor
- Wi-Fi signage with sponsor logo alongside the CrisisCon logo
- 1 complimentary conference registration
- Logo on conference welcome/info slides
- Hyperlinked logo on conference website
- Exhibit table
- Attendee list
- 1 Photography Sponsorship is available

### **First Timers Track Sponsor | \$2,500 **SOLD OUT****

- Recognition at First Timers Gathering
- Logo on conference welcome/info slides
- Hyperlinked logo on conference website
- 1 First Timers Sponsorship is available

### **Exhibit Table Only (For-Profit) | \$2,500**

- Exhibit Table is based on availability
- Conference registrations are purchased separately

### **Exhibit Table Only (Non-Profit) | \$2,000**

- Exhibit Table is based on availability
- Conference registrations are purchased separately

### **CrisisCon Supporter | \$1,000**

- Acknowledged as a conference supporter
- Logo on conference welcome/info slides
- Conference registrations are purchased separately

### **Exhibit Table Location Assignment**

- Preferred exhibit table locations will be assigned based on sponsorship level.
- Table placement will be determined by the date the sponsorship application is received.
- Reasonable requests for specific table locations will be considered when possible but cannot be guaranteed.

**Ready to submit your sponsorship application? [Click Here](#)**

### **Questions?**

**Contact Michael Reading at [michael@councilforhelplines.org](mailto:michael@councilforhelplines.org) or (206) 459-7166**