



18th ANNUAL IMHCA CONFERENCE 2024

Sponsor & Exhibitor Information

The Iowa Mental Health Counseling Association (IMHCA) is dedicated to meeting the professional needs of all mental health counselors in Iowa in an intentionally inclusive manner. IMHCA would like to invite you to join a growing community of mental health counselors making an impact on the lives of Iowans and surrounding state at the 2024 Annual Conference in Des Moines, Iowa through being a sponsor or exhibitor and participating in our networking event.

8-10th

**May
2024**

**2+ days of CEs & connection
Sheraton West Des Moines**



Join us for the premier mental health counseling event of the year.



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Introduction

The Iowa Mental Health Counseling Association (IMHCA) is in its 18th year of amazing conferences and over 23 years of existence as a professional membership organization. IMHCA works to promote the mental health counseling profession including Marriage and Family Counselors.

Licensed clinical mental health counselors (LMHCs) and licensed marriage and family counselors (LMFTs) in the state of Iowa diagnose and treat psychological disorders, support clients through difficult life experiences, and promote wellness. The IMHCA Annual Conference is the premier gathering for sharing ideas, discussing challenges, gaining insights and finding solutions for licensed counseling professionals and those they serve in the field. Sessions will tackle the key policy, research, and treatment issues impacting the profession today and provide valuable pragmatic advice across the full range of services offered by practicing mental health counselors in public and private practice, including, but not limited to topics such as the list to the right.

Possible Training Topics:

- Children/Adolescent mental health care
- Couples/Family
- Developmental Disability
- Aging mental health and wellness
- Integrated Care, Practice Issues, and Healthcare Reform
- Military and Veterans Issues
- Substance Use and Co-Occurring Disorders
- Trauma assessment and treatment
- General/Other areas of focus

Program selection occurs in December to set the schedule.

As a sponsor or exhibitor, you are invited to be partners in a successful conference — engage attendees, ask questions, and exchange ideas. Meet over 300 professionals in mental health counseling in high traffic exhibitor and sponsorship areas, a networking reception and multiple networking breaks. At IMHCA, whether a sponsor, exhibitor or both you are an integral partner in our mission and a vital presence in this important conversation. Help us give our attendees an opportunity to remember you and to know that your company supports them.

Essential Conference Information

Location:

[Sheraton Wes Des Moines Hotel](#) at
1800 50th Street, West Des Moines, IA 50266.



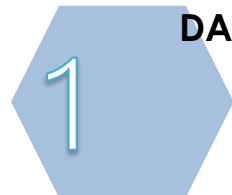


Accommodations:

The Sheraton West Des Moines Hotel is offering an IMHCA conference room rate for all attendees, sponsors, and exhibitors at \$129 +tax for a standard room. Rooms are assigned at a first-come, first served basis. We recommend booking as soon as possible to ensure you are able to get the room rates. [Rooms are available, book online here.](#) Rates are for King rooms with sleeper sofas or two queen rooms. Parking is included.

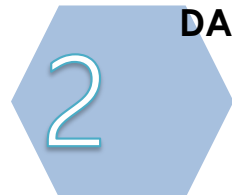


2024 Schedule:



DAY ONE:

Wednesday, May 8, 2024 – Virtual Pre-Conference
5:30 pm – 8:30 pm (3 CEs) – Ethics and possibly one other session.



DAY TWO:

Thursday, May 9, 2024
7:15 am – 8:15 am Registration
8:15 am – 8:30 am Welcome & Opening Remarks
8:45 am – 12:00 pm Keynote Session #1 (break from 10:00-10:15am)
12:00 pm – 12:30 pm Visit Exhibitors
12:30 pm- 1:30 pm Lunch and IMHCA Board Meeting
1:30 pm – 3:00 pm Breakout Session #2
3:00 pm – 3:15 pm Break and snack
3:15 pm – 4:45 pm Breakout Session #3
4:45 pm Networking Event: Iowa Counseling Connection



DAY THREE:

Friday, May 10, 2024
7:30 am – 8:30 am Registration
8:00 am – 8:30 am Legislative update followed by
8:30am – Welcome and opening remarks at 8:30am
8:45 am – 10:15 am Breakout Session #4
10:30 am – 12:00 pm Breakout Session #5
12:00 pm – 1:00 pm Lunch Break
1:00 pm – 2:30 pm Breakout Session #6
2:30 pm – 2:45 pm Break and snack
2:45 pm – 4:15 pm Breakout Session #7



Exhibitor Options

As an exhibitor you will be given one draped 6' table, two chairs, two exhibit personnel badges, and a listing in the program. Conference Attendees are encouraged and incentivized to visit the Exhibitors Hall multiple times throughout each day with built in breaks and announcements for reminders. A "passport" will also be available for in-person attendees that will include prizes for completion and interaction. The virtual conference app provides many ways you can optimize the impact of your virtual booth.

Rates:

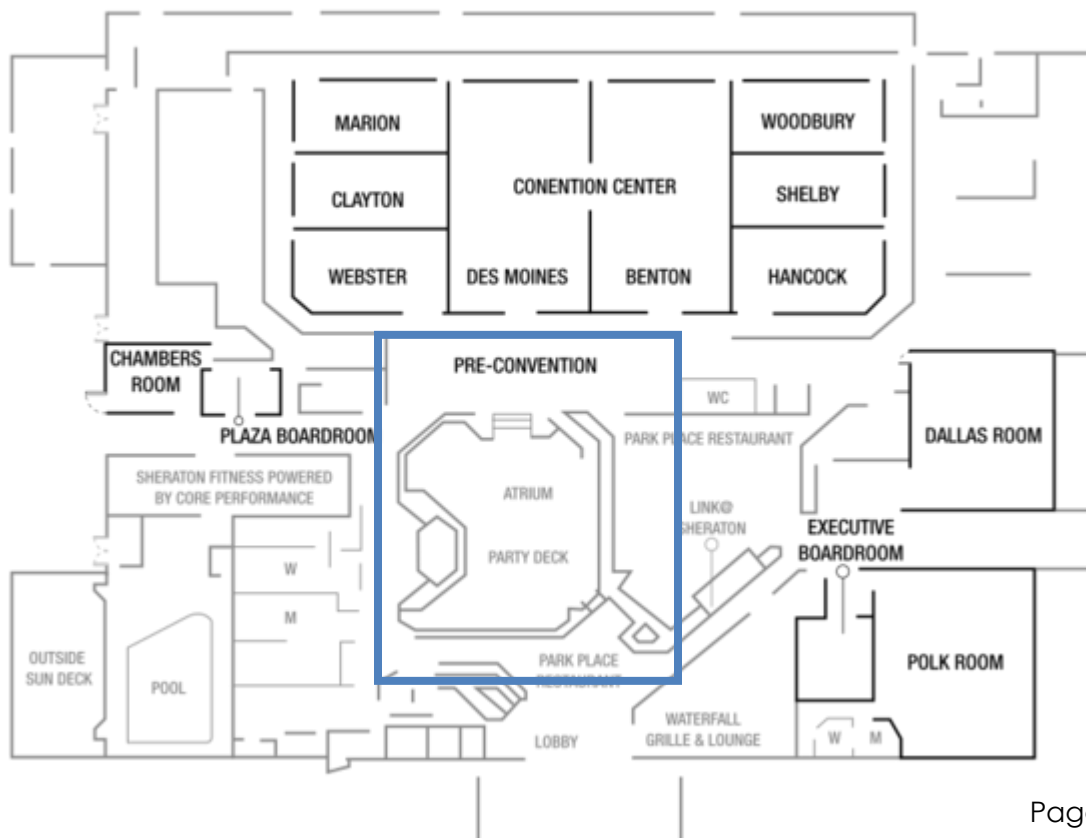
Rates for exhibiting are \$200/table for two days or \$125/table for one day.

Space Selection:

Exhibitor table selection will be on a first-come, first served basis, in the order both application and payment are received, with priority placement given to Sponsors. Most exhibitors will be in the Atrium "Party Deck" in the image below.

As an exhibitor you will also be given 1 virtual booth that will highlight your business in the Virtual Exhibitors Hall on the WHOVA app during the conference. Additional virtual booth information is soon to come.

MEETING ROOMS





Registration as an Exhibitor:

Exhibitors will be informed from our conference committee if selected after the full application is completed. **You can register and pay online**. Payments online are made securely through **PayPal**. The online form is quick and sends confirmation of the registration information immediately. You will be billed securely by PayPal at the time your application is accepted. Thank you so much for your interest.

Scan for more!



If you would prefer a written exhibitor application, you can mail it with your payment ([ExhibitSpaceApplication 2024](#)). Payments can be made to IMHCA via check or money order if completing a written application.

Make checks payable to:

The Iowa Mental Health Counselors Association

Mail payment to:

IMHCA c/o Lindsay Stack
313 Tumbleweed Trail
Waverly, IA 50677





Sponsorship Options

All 2024 IMHCA Conference Sponsors are recognized on the IMHCA Conference website, social media, and during the virtual event. Priority recognition is given to our package sponsors, by level of sponsorship. Conference sponsorships complement and enhance your presence at IMHCA's Annual Conference and Exhibits. These sponsorships offer a high-impact opportunity for you to raise your visibility with this network of mental health counselors who reach thousands of patients, clients, and students each year.

Below are various sponsorship levels with benefits. Please note that sponsoring individual events will be combined to determine overall sponsorship level (i.e.—If an organization sponsors a session for \$500 and a commercial for \$250, for a total of \$750, the organization would be recognized as a Silver Sponsor.)

Registration as a Sponsor:

You can register and pay online to be a 2024 sponsor at any level.

Payments online are made securely through PayPal. The online form is quick and sends confirmation of the registration information immediately. Our conference committee will review your registration form and be in touch to confirm your sponsorship. You will be billed securely by PayPal at the time your application is accepted. Thank you so much in advance for your interest.

Scan for more!



If you would prefer a written exhibitor application, you can mail it with your payment ([2024 IMHCA Sponsorship Application Form](#)). Payments can be made to IMHCA via check or money order *if completing a written application*.

Make checks payable to:

The Iowa Mental Health Counselors Association

Mail payment to:

IMHCA c/o Lindsay Stack
313 Tumbleweed Trail
Waverly, IA 50677

Packages:

Platinum Sponsor \$1500

- 2 tables in the Exhibit Hall;
- 1 virtual booth and sponsor banner in Whova
- 1st Choice of available session sponsorship (see below for more details)
- Logo, website link, and link to a 30-second promotional video (self-produced; see below for more details) on IMHCA Conference website and social media
- Prominent visibility for logo
- 2 registrations for the conference
- Recognized sponsor of one attendee—select one applicant to attend the full conference



Gold Sponsor \$1000

- 1 table in the Exhibit Hall
- 1 virtual booth in Whova and sponsor banner in Whova
- Choice of available session sponsorship (see below for more details)
- Logo and website link on IMHCA Conference website and social media
- Prominent visibility for logo
- 2 registrations for the conference



Silver Sponsor \$750

- 1 virtual booth in Whova and sponsor banner in Whova
- Choice of available session sponsorship (see below for more details)
- Logo and website link on IMHCA Conference website and social media
- Prominent visibility for logo
- 1 registration for the conference



Bronze Sponsor \$500

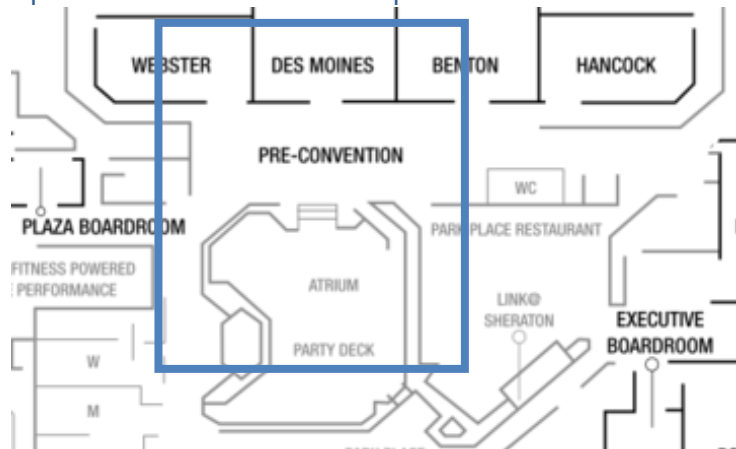
- Sponsor banner in Whova
- Logo and website link on IMHCA Conference website and social media
- Prominent visibility for logo
- 1 registration for the conference



Supporting Sponsor \$250

- Sponsor banner in Whova
- Logo and Website link on IMHCA Conference Website and social media
- Prominent visibility for logo

Space Selection for Sponsors:



Sponsors who have purchased any of the above packages have first choice in their placement. They can choose from the high-traffic area in the pre-convention space or the atrium with other exhibitors. Platinum Sponsors will have two tables and will select accordingly.



Additional Sponsorship Opportunities – Ala Carte:

Lunch Sponsor, \$1500 each

Make your presence known by sponsoring a lunch! The sponsor receives the following:

- Name and logo projected on-screen
- Your representative will be invited on stage as a thank you and to speak to the audience for up to five minutes about your organization.

Breakfast Sponsor, \$500 each

Held in the sign in areas where breakout sessions will be taking place, breakfast will be served Thursday and Friday morning. The sponsor receives the following:

- A small table where sponsors can distribute materials to the IMHCA conference attendees will be provided upon request. Signage will include name and the logo of the sponsoring organization. Get creative and customize coffee sleeves for an added touch! (Coffee sleeves customization is an option at the expense of the sponsor).

Session Sponsor, \$500 each

Make a lasting impression during the 2024 IMHCA Conference by sponsoring a breakout session. This is a great way to reach a large audience! This exclusive sponsorship includes the following benefits:

- Sponsor's name and logo on-screen at the opening of the session
- A company representative will be invited to provide a brief introduction of the organization and products/services at start of session.

30-second Promotional Video, \$250

Do you have a recording that you have used for another purpose and want to use it again? Showcase your products/services through a self-produced commercial on the IMHCA website and through social media via a link to your video! This is an excellent way to bring exposure to your organization prior to and during the 2024 IMHCA Conference event!

To discuss additional opportunities for sponsorship or create a package, please contact Lindsay Stack at lkalvig@yahoo.com.

*Please note all sponsorships and advertising are to be approved by IMHCA prior to the conference.



Networking Event: Building Iowa Counseling Connections

For the second year, IMHCA will be hosting a networking event. This will be promoted to all IMHCA members, the general public, and conference attendees. We had great success last year and plan to continue this with a “Counseling Connections” event this year.

Participation

Participation is just \$25 for an exhibitor table. Attendance for participants walking through is free. IMHCA is looking for participation from the following organizations or entities:

- Legislators, state licensure, and advocacy groups
- Organizations, group practices, and those looking to hire
- Entities looking to host interns
- Those who want to market their services to counselors and therapists across the state
- Professional organizations looking to grow their membership or awareness
- Certifications or continuing education opportunities

Registration

Registration information can be submitted at the [Networking Event Page](#) or added to your sponsor or exhibitor package.

The flyer features the IMHCA logo and the event title "COUNSELING CONNECTIONS". A purple hexagonal badge in the top right corner contains the event details: "THURSDAY 5/9/23 5 - 7 PM Sheraton WDM". The main content is organized into three sections, each with a circular icon: "CONNECT WITH PROFESSIONALS" (with a magnifying glass icon), "FIND OPPORUNITIES" (with a word search icon), and "BRANCH OUT" (with a person icon). Each section includes a brief description of the activity. At the bottom, contact information for John Bisenius is provided, and a white box with an orange border contains the text: "This event is free to attendees and will be held at our Annual Conference. You do not need to attend the conference to attend this event."