



North Carolina
Training,
Instruction,
Development
and Education



2026 Conference

April 20 – 22, 2026

Hotel Ballast

301 N. Water Street
Wilmington, NC

LEARN MORE ABOUT NC TIDE:
[HTTP://NCTIDE.ORG/HISTORY.HTML](http://nctide.org/history.html)



Exhibitor & Sponsorship Opportunities



TO REGISTER AS A SPONSOR,
CLICK THE LINK BELOW:

SPONSORSHIP
REGISTRATION HERE

The North Carolina training, Instruction, Development and Education (NC TIDE) Committee is a non-profit training organization for the healthcare industry. The first conference was held in 1975, and in 1992 NC TIDE was established as a non-profit agency. NC TIDE has successfully completed over 80 conferences and trained thousands of individuals in the healthcare industry. NC TIDE officers and committee members are professionals in the healthcare industry or affiliated industries who volunteer their time to carry forward the organization's mission.

Over 300 attendees at last year's conference!

Audience:

- NC Medicaid Health Plans
- Publicly-Funded Healthcare Administrators
- Behavioral Healthcare Providers
- Care Management Providers
- Providers and Administrators of Services for People with Intellectual/Developmental Disabilities
- Substance Use Providers
- Peer Support Providers
- School Counselors
- Consumer and Family Advisory Council Members
- NC Department of Health and Human Services



Past Topics Include:

- Tailored Care Management
- NC DHHS Inclusion Connects
- Early Psychosis
- Healthcare Management
- Innovative Technologies
- North Carolina Olmstead Plan
- Support, Transition and Re-Entry Simulation
- And more....



Conference Areas

- Clinical Care
- Consumer and Family Advisory Committee
- Business, Technology, and Data
- Quality Management
- Healthcare Fraud, Waste, and Abuse



Multiple Sponsorship Opportunities to choose from

- ✓ Lighthouse Sponsorship
- ✓ Sailboat Sponsorship
- ✓ Sandcastle Sponsorship
- ✓ Exhibitor



Lighthouse Sponsorship

Price \$2,600



Exclusive to Lighthouse Sponsorship–

- 8 Complimentary Full Conference Registrations for Your Staff including CEUs at no additional cost (\$2,120 value).
- Sponsorship of:
 - Opening Plenary Session
 - Closing Plenary Session – “State of the State”
- Signage recognizing daily BREAKFAST SPONSORSHIP on Monday, Tuesday, and Wednesday.
- Signage recognizing sponsorship of Monday Night Social.
- Large company name or logo on the conference attendee bags.
- 1 branded item to be included in all attendee bags.
 - To be provided by sponsoring company
 - Cannot be an item listed below for “Exclusive Sponsorships”

All Sponsorships Include:

- 6-foot exhibit table space in prime location.
 - Electricity included upon request (\$900 value)
- 2 exhibitor passes
- Company name or logo on conference marketing material
- Electronic advertisement through:
 - NC TIDE homepage and social media pages.
 - Official conference web page.
 - Conference app.
- Ability to upload documents and videos to create personalized vendor page on conference app.
- Ability for conference attendees to contact company directly through conference app.
- Complimentary attendance to evening events.
- Conference penetration data to include attendee credentials, city, and state.
- Introduction at opening plenary session.
- Meals for sponsor staff include breakfast each morning and dinner social on Monday night



Exclusive to Sailboat Sponsorship:

- **4 Full Conference Registrations for Your Staff including CEUs at no additional cost (\$1,060 value).**
- **Signage recognizing sponsorship of MORNING COFFEE BREAK on Monday and Tuesday.**
- **Signage recognizing sponsorship of Monday Night Social.**
- **Medium company name or logo on the conference attendee bags.**
- **1 branded item to be included in all attendee bags.**
 - **To be provided by sponsoring company**
 - **Cannot be an item listed below for "Exclusive Sponsorships"**

Sailboat Sponsorship

Price \$1,800

All Sponsorships Include:

- 6-foot exhibit table space in prime location
 - Electricity included upon request - \$900 value
- 2 exhibitor passes
- Company name or logo on conference marketing material
- Electronic advertisement through:
 - NC TIDE homepage and social media pages
 - Official conference web page
 - Conference app
- Ability to upload documents and videos to create personalized vendor page on conference app
- Ability for conference attendees to contact company directly through conference app
- Complimentary attendance to evening events
- Conference penetration data to include attendee credentials, city, and state
- Introduction at opening plenary session
- Meals for sponsor staff include breakfast each morning, and dinner social on Monday night





Sandcastle Sponsorship

Price \$1,500



Exclusive to Sandcastle Sponsorship:

- **2 Full Conference Registrations for your Staff including CEUs at no additional cost (\$530 value)**
- **Signage recognizing sponsorship of AFTERNOON SNACK Monday and Tuesday**
- **Small company name or logo on the conference attendee bags**
- **1 branded item to be included in all attendee bags**
 - **To be provided by sponsoring company**
 - **Cannot be an item listed below for “Exclusive Sponsorships”**

All Sponsorships Include:

- 6-foot exhibit table space in prime location
 - Electricity included upon request - \$900 value
- 2 exhibitor passes
- Company name or logo on conference marketing material
- Electronic advertisement through:
 - NC TIDE homepage and social media pages
 - Official conference web page
 - Conference app
- Ability to upload documents and videos to create personalized vendor page on conference app
- Ability for conference attendees to contact company directly through conference app
- Complimentary attendance to evening events
- Conference penetration data to include attendee credentials, city, and state
- Introduction at opening plenary session
- Meals for sponsor staff include breakfast each morning and dinner social on Monday night



Exhibitor Booth

Price \$900

Limited to first 16 Sponsors

- 6-foot exhibit table space in prime location
- 2 exhibitor passes
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 - Conference app
- Ability to upload documents and videos to create personalized vendor page on conference app
- Ability for conference attendees to contact company directly through conference app
- Complimentary attendance to evening events
- Conference penetration data to include attendee credentials, city, and state
- Introduction at opening plenary session
- Meals for sponsor staff include breakfast each morning, dinner social on Monday night and box lunch on Tuesday

****There is a \$50 charge for electricity on "exhibitor" booths**

Additional Ways to Sponsor

*does not require sponsorship at another level



Provide Door Prizes

A favorite among all attendees!

Contribute an item of your choosing for a door prize to be raffled at the end of the conference. Your door prize will be highlighted in the conference materials and announced during the awarding of the prize.

Extra Booth Pass

- Open to all sponsorship levels
- Does not include attendance to sessions
- \$50 each

Additional Ways to Sponso

*does not require sponsorship at another level



Exclusive Items

Become the sole sponsor of popularly used items at conferences and beyond. item will be branded with your name and logo.

Item included in ever attendee's conference bag for maximum marketing exposure – a great option if your company cannot attend the conference in person!

Limit one sponsor per item	
Table Mints	\$400
Koozie	\$400
Lanyard	\$800
Notepad	\$1200
2 in 1 –3 port mini USB	\$1,800
Insulated tumbler	\$3,500
Manicure Pillar	\$1200



Thank you
2025 NC Tide
Sponsors!

Lighthouse Sponsors

ResCare Community Living
Trillium Health Resources
Constellation Quality Health
Primary Health Choice, Inc.



Sailboat Sponsors

Monarch
Partners Health Management
GT Independence



Sandcastle Sponsors

Wellcare
Easterseals PORT Health
Coastal Horizons Center
Accent Intermediary Services
Brynn Marr Hospital
NC DHHS -DMHDDSUS
Scioto Properties
North Carolina Healthy Blue
Relias





Thank you
2025
NC Tide
Exhibitors!

Exhibitors

NC Youth and Family Voices

Carolina Dunes Behavioral Health

Paradigm Labs

OnTarget

Simply Home

Skill Creations

Lighthouse Behavioral Health Hospital

DataDoc Imaging and Cloud Services

Ilderton Conversion Company

Alexander Youth Network

Benchmarks

iCareManager

Veterans Services of the Carolinas - ABCCM

Rubicon



NC Tide 2026 Conference

	Tentative Schedule for Vendors/Sponsors
Sunday April 19, 2026 5:00 pm- 9:00 pm 5:00 pm – 7:00 pm	Exhibitor Room available for Exhibitor Set-up Conference Registration Desk Open
Monday April 20, 2026 7:15 am-3:00 pm 7:30 am-8:45 am 8:30 am-8:45 am 9:00 am-10:30 am 10:30 am-10:45 am 10:45 am-12:15 pm 12:15 pm-1:30 pm 1:30 pm-3:00 pm 3:00pm-3:15 pm 3:15 pm-4:45 pm 5:30 pm Evening	Conference Registration Desk Open Meet and Greet Exhibitor Breakfast Welcome and Business Meeting Plenary Session 1 Break: Exhibitor Visitation Choice of Breakout Sessions Lunch- on your own Choice of Breakout Sessions Break: Exhibitor Visitation Plenary Session 2 Exhibit Hall and Meeting Rooms shut down Exhibitor Sponsored Event TBA
Tuesday April 21, 2026 7:30 am-8:30 am 7:30 am-3:00 pm 9:00 am-10:30 am 10:30 am-10:45 am 10:45 am-12:15 pm 1:30 pm-3:00 pm 1:30 pm-3:00 pm 3:00pm-3:15 pm 3:15 pm-4:45 pm	Exhibitor Sponsored Continental Breakfast Exhibits Open Registration Desk Open Plenary Session 3 Break: Exhibitor Visitation Choice of Breakout Sessions Breakdown of Exhibitor Tables Choice of Breakout Sessions Afternoon Break Plenary Session 4



NC Tide 2026 Conference

	Tentative Schedule for Vendors/Sponsors
Wednesday April 22, 2026 7:45 am-8:45 am 7:45 am-10:30 am 8:45 am-10:15 am 10:15 am-10:30 am 10:30 am-12:00 pm 12:00 pm	Exhibitor Sponsored Continental Breakfast Registration Desk Open Plenary Session 5 Break Plenary Session 6 Closing Remarks and Door Prizes

Become a Sponsor Today!

[REGISTER HERE](#)

[Hotel Booking Link](#)



2025-2026 Executive Commitee



Dr. Michelle Stroebel,
President



Kristy McCoy,
Vice President



English Albertson,
Secretary



Sarah Glanville,
Past President



Amanda Willett,
Past President

NC TIDE officers and committee members are professionals in the healthcare industry or affiliated industries who volunteer their time to carry forward the organization's mission.



Terms and Conditions:

Marketing will not begin for you your company until payment is remitted.

Full payment is required prior to the conference.

NC TIDE Cancellation Policy for Sponsors:

- ☐ Please submit booth attendant staff names at least 2 weeks prior to the conference to allow for the printing of name badges.
- ☐ NC TIDE will allow substitutes for those representing the company at any time including at the time of check-in at the conference.
- ☐ NC TIDE will charge a \$100.00 administrative fee for all cancellations made by 2/1/2026.
- ☐ Cancellations made by 2/28/2026 will be refunded 50% of the sponsorship fee.
- ☐ Cancellations made after 3/1/2026 will not receive a refund for the sponsorship fee.

NC Tide Terms and Conditions

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