



North Carolina
Training,
Instruction,
Development
and Education



2027 Conference

April 19 – 21, 2027

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:

- Whole Person Care
- Avoiding Burnout, Cultivating Growth
- Use of AI
- Healthcare Management
- Innovative Technologies
- Fraud, Waste, Abuse
- ReEntry from Lived Experience
- 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**



Sailboat Sponsorship

Price \$1,900



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"**

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 \$1,600



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
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- 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 \$1,000

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 Sponsor

*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 every 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	\$600
Lanyard	\$800
Notepad	\$1200
2 in 1 –3 port mini USB	\$1800
Insulated tumbler	\$3500
Manicure Pillar	\$1300



Thank you
2026 NC Tide
Sponsors!

Lighthouse Sponsors

ABCCM-Veterans Services

Community Alt of NC-ResCare

Lighthouse BH Hospital

Trillium Health Resources

Zen Psychiatric Services, PLLC



Sailboat Sponsors

Acumen Fiscal Agent

Healthy Blue/Blue Cross NC

IBM

Integrated Family Services

Monarch

Partners Health Management

Pride in North Carolina

Stephens Outreach Center, Inc



Sandcastle Sponsors

Boys & Girls Homes of NC

Brynn Marr Hospital

Coastal Horizons

Primary Health Choice

Project VBOT

RHA Health Services





Thank you
2026
NC Tide
Exhibitors!

Exhibitors

Alexander Youth Network

Benchmarks

Charles Lea Center

Coastal Southeastern United Care

Datamation Imaging Services

iCareManager

Ilderton Conversion Company

Lauris Online

NC Providers Council

OnTarget

SimplyHome

Skill Creations

Springbrook Autism Behavioral Health

Wincare, Inc



NC Tide 2027 Conference

	Tentative Schedule for Vendors/Sponsors
Sunday April 18, 2027 4:00 pm- 6:00 pm 4:00 pm – 6:00 pm	Exhibitor Room available for Exhibitor Set-up Conference Registration Desk Open
Monday April 19, 2027 7:30 am 7:45 am-9:00 am 8:30 am-9:00 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 6:00 pm-8:00 pm	Conference Registration Desk Opens 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 Monday Night Social
Tuesday April 20, 2027 7:30 am 7:45 am-9:00 am 7:45 am-9:00 pm 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 1:30 pm-3:00 pm 3:00pm-3:15 pm 3:15 pm-4:45 pm	Conference Registration Desk Opens Exhibitor Sponsored Continental Breakfast Exhibits Open Plenary Session 3 Break: Exhibitor Visitation Choice of Breakout Sessions Lunch on your own Breakdown of Exhibitor Tables Choice of Breakout Sessions Afternoon Break Plenary Session 4



NC Tide
2027
Conference

	Tentative Schedule for Vendors/Sponsors
Wednesday April 21, 2027 7:30 am 7:45 am-9:00 am 9:00 am-10:30 am 10:45 am-12:15 pm 12:15 pm	Conference Registration Desk Opens Exhibitor Sponsored Continental Breakfast Plenary Session 5 Plenary Session 6 Closing Remarks and Door Prizes

**Become a Sponsor
Today!**

[REGISTER HERE](#)

[Hotel Booking Link](#)



2025-2026 Executive Commitee



Kristy McCoy,
President



Brooke Mickelson,
Vice President



English Albertson,
Secretary



Dr. Michelle Stroebel,
Past President



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 2/1/2027.
- ☐ Cancellations made by 2/28/2027 will be refunded 50% of the sponsorship fee.
- ☐ Cancellations made after 3/1/2027 will not receive a refund for the sponsorship fee.

NC Tide Terms and Conditions

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