



# *2025 Conference*

**March 31 – April 2, 2025**

## **Hotel Ballast**

**301 N. Water Street  
Wilmington, NC**

### **EXHIBITOR & SPONSORSHIP OPPORTUNITIES**

The North Carolina Training, Instruction, Development and Education (NC TIDE) Committee is a non-profit training organization for the healthcare industry. With its first conference in 1975, established in 1992 as a non-profit agency, and renamed NC TIDE in 2011, 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 mission of the organization.

**Learn More about NC TIDE: <http://nctide.org/history.html>**

**AUDIENCE:** NC Medicaid Health Plans, Publicly-Funded Healthcare Administrators, Healthcare Providers – including Behavioral Healthcare Providers, Care Management Providers, Providers and Administrators of Services for People with Intellectual/Developmental Disabilities, Peer Support Providers, School Counselors, Consumer and Family Advisory Council Members

**Over 300 attendees at last year's conference.**

**CONFERENCE AREAS INCLUDE:**

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

**TOPICS INCLUDE:**

- Tailored Care Management
- Healthcare Analytics
- Trauma
- Healthcare Management
- Treatment Resistant Depression
- Technology Devices to Support Better Health
- Behavioral Health Treatment Models
- And more. . .



Come relax by the beautiful Cape Fear River in Wilmington, NC. As part of The Tapestry Collection by Hilton, Hotel Ballast offers an upscale experience in a prime location on the Cape Fear Riverfront. Downtown Wilmington with popular attractions, nightlife, shopping, and dining is just a short walk away.

**Don't miss our 2025 conference!**

**See below information for sponsorship opportunities and hotel registration link.**

**To register as a sponsor, click the link below.**

**[REGISTER HERE](#)**



NC TRAINING, INSTRUCTION, DEVELOPMENT, AND EDUCATION

## Lighthouse Sponsorship

**Price:**

\$2,600

**Benefits Include:**

- **Exclusive** – 8 Complimentary Full Conference Registrations for Your Staff
  - Includes CEUs at no additional cost
  - \$2,120 value
- **Exclusive** – Sponsorship of:
  - Opening Plenary Session
  - Closing Plenary Session – “State of the State”
- **Exclusive** – Signage recognizing sponsorship of daily breakfast
  - Breakfast offered Monday, Tuesday, and Wednesday
- **Exclusive** – Large company name or logo on the conference attendee bags
- Host a “Lunch & Learn” to present your company for the **FIRST 3** Lighthouse Sponsors
- 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”
- 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
  - Official conference registration web page
  - Official conference web page
  - Conference app
  - NC TIDE social media pages
- 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





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## Sailboat Sponsorship

**Price:**

\$1,800

**Benefits Include:**

- **Exclusive** – 4 Complimentary Full Conference Registrations for Your Staff
  - Includes CEUs at no additional cost
  - \$1,060 value
- **Exclusive** – Sponsorship of select plenary sessions
- **Exclusive** – Medium Company name or logo on the conference attendee bags
- Host a “Lunch & Learn” to present your company for the **FIRST 2** Sailboat Sponsors
- **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”
- 2 exhibitor passes
- 6-foot exhibit table space in desirable location
  - Electricity included upon request - \$900 value
- Company name or logo on conference marketing material
- Electronic advertisement through:
  - NC TIDE homepage
  - Official conference registration web page
  - Official conference web page
  - Conference app
  - NC TIDE social media pages
- 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





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## Sandcastle Sponsorship

**Price:**

\$1,500

**Benefits Include:**

- **Exclusive** – 2 Complimentary Full Conference Registrations for Your Staff
  - Includes CEUs at no additional cost
  - \$530 value
- **Exclusive** – Signage recognizing sponsorship of:
  - Afternoon snack – Monday and Tuesday
- **Exclusive** – 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”
- 2 exhibitor passes
- 6-foot exhibit table space in desirable location
  - Electricity included upon request - \$900 value
- Electronic advertisement through:
  - NC TIDE homepage
  - Official conference registration web page
  - Official conference web page
  - Conference app
  - NC TIDE social media pages
- 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





Exhibitor Booth	
<b>Price:</b>	\$900  <i><b>Limited to first 12 sponsors</b></i>
<b>Benefits Include:</b>	<ul style="list-style-type: none"> <li>• 2 exhibitor passes</li> <li>• 6-foot exhibit table space</li> <li>• Electronic advertisement through:               <ul style="list-style-type: none"> <li>○ NCTIDE homepage and social media pages</li> <li>○ Official conference web page</li> <li>○ Conference app</li> </ul> </li> <li>• Complimentary attendance to evening events</li> <li>• Conference penetration data to include attendee credentials, city and state</li> <li>• Introduction at opening plenary session</li> <li>• Meals for sponsor staff include: breakfast each morning, dinner social on Monday night and box lunch on Tuesday</li> </ul> <p><b>**There is a \$50 charge for electricity on “exhibitor” booths.**</b></p>



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## Other Ways to Sponsor

<b>Door Prize</b>	<p><i><b>Does Not Require Sponsorship at Another Level</b></i></p> <p>A favorite among all attendees!</p> <p>Contribute an item of your choosing for a door prize to be raffled at the conference wrap up. Your door prize will be highlighted in the conference materials and announced during the awarding of the prize.</p>															
<b>Extra Booth Pass</b> (Does not include attendance to sessions)	<p><i><b>Open to All Sponsorship Levels</b></i></p> <p>\$50 each</p>															
<b>Exclusive Items</b>	<p><i><b>Does Not Require Sponsorship at Another Level</b></i></p> <p>Become the sole sponsor of popularly used items at conferences and beyond. Item will be branded with your name or logo.</p> <p><i>*Blankets are the number one requested item at our conference as the rooms tend to run cold.*</i></p> <p><b>Item included in every attendee's conference bag for maximum marketing exposure – a great option if your company cannot attend the conference in person!</b></p> <p>Limit <b>one</b> sponsor per item.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 2px;"><b>Table Mints</b></td> <td style="padding: 2px;">\$500</td> </tr> <tr> <td style="padding: 2px;"><b>Koozie</b></td> <td style="padding: 2px;">\$500 - option of color</td> </tr> <tr> <td style="padding: 2px;"><b>Lanyard</b></td> <td style="padding: 2px;">\$800 - option of color</td> </tr> <tr> <td style="padding: 2px;"><b>Notepad</b></td> <td style="padding: 2px;">\$900 - option of color</td> </tr> <tr> <td style="padding: 2px;"><b>Cooling Towel</b></td> <td style="padding: 2px;">\$1,500 - option of color</td> </tr> <tr> <td style="padding: 2px;"><b>Insulated Tumbler</b></td> <td style="padding: 2px;">\$3,000 - option of color</td> </tr> <tr> <td style="padding: 2px;"><b>Blanket</b></td> <td style="padding: 2px;">\$3,400 - option of color</td> </tr> </table>		<b>Table Mints</b>	\$500	<b>Koozie</b>	\$500 - option of color	<b>Lanyard</b>	\$800 - option of color	<b>Notepad</b>	\$900 - option of color	<b>Cooling Towel</b>	\$1,500 - option of color	<b>Insulated Tumbler</b>	\$3,000 - option of color	<b>Blanket</b>	\$3,400 - option of color
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# Look Who Attended NC TIDE 2024



## Lighthouse Sponsors

- ❖ Alliance Health
- ❖ Constellation Quality Health
- ❖ Pride in North Carolina
- ❖ ResCare



## Sailboat Sponsors

- ❖ Easter Seals Port Health
- ❖ OnTarget by Abound Health
- ❖ Partners Health Management
- ❖ Primary Health Choice
- ❖ Southeastern Integrated Care



## Sandcastle Sponsors

- ❖ Coastal Horizons Center
- ❖ NC Department of Health and Human Services
- ❖ RHA Health Services
- ❖ Therapy Brands
- ❖ WellCare

## Exhibitors

Alexander Youth Network  
Benchmarks  
CST Data by Cornerston  
Ilderton Conversion Company  
Pharmacy Alternatives by PharMerica

Rubicon Management, Inc.  
SafeDose by HomeFree Rx  
Scioto Properties, LLC  
Skills Creation, Inc.  
Xpio Health





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## NC TIDE 2025 Conference Tentative Schedule

<p><b>Sunday, March 30, 2025</b> 5:00 pm - 9:00 pm 5:00 pm 7:00 pm</p>	<p><b>Exhibitor Room Available to Exhibitors for Set-up</b> Conference Registration Desk Open Conference Registration Desk Closes</p>
<p><b>Monday, March 31, 2025</b> 7:15 am - 3:00 pm 7:30 am - 8:45 am  8:30 am - 8:45 am 9:00 am - 10:30 am 10:30am - 10:45 am 10:45am - 12:15pm 12:15 pm - 1:30 pm 1:30 pm - 3:00 pm 3:00 pm - 3:15 pm 3:15 pm - 4:45 pm 5:30 pm EVENING</p>	<p>Registration Desk Open <b>Meet and Greet Exhibitor Breakfast</b> <b>Exhibits Open</b> Welcome and Business Meeting Plenary Session 1 <b>Break: Exhibitor Visitation</b> Choice of Breakout Sessions Lunch - On Your Own Choice of Breakout Sessions <b>Break: Exhibitor Visitation</b> Plenary Session 2 Exhibit Hall and Meeting Rooms Shut Down <b>Exhibitor Sponsored Event TBA</b></p>
<p><b>Tuesday, April 1, 2025</b> 7:30 am - 8:30 am  7:30 am - 3:00 pm 8:30 am - 10:00am 10:00 am - 10:30 am 10:30 am - 12:00 pm 12:00 pm - 1:30 pm 1:30 pm - 3:00 pm 1:30 pm - 3:00 pm 3:00 pm - 3:15pm 3:15 pm - 5:30 pm</p>	<p><b>Exhibitor Sponsored Continental Breakfast</b> <b>Exhibits Open</b> Registration Desk Open Plenary Session 3 <b>Break: Exhibitor Visitation</b> Choice of Breakout Sessions <b>Break: Exhibitor Sponsored Lunch with Lunch and Learn</b> <b>Breakdown of Exhibitor Tables</b> Choice of Breakout Sessions Break Plenary Session 4 and Active Simulation</p>
<p><b>Wednesday, April 2, 2025</b> 7:45 am - 8:45 am 7:45 am - 10:30 am 8:45 am - 10:15 am 10:15 am - 10:30 am 10:30am - 12:00pm 12:00 pm</p>	<p>Exhibitor Sponsored Continental Breakfast Registration Desk Open Plenary Session 5 Break Plenary Session 6 Closing Remarks and Door Prizes</p>



# 2025 Exhibition and Sponsorship Form

**Become a Sponsor Today!**

**[REGISTER HERE](#)**

**[Hotel Booking Link](#)**

## **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 printing of name badges.
- NC TIDE will allow substitutes for those representing the company any time including at time of check in at the conference.
- NC TIDE will charge a \$100.00 administrative fee for all cancellations made by 1/17/2025.
- Cancellations made by 2/18/2025 will be refunded 50% of the sponsorship fee.
- Cancellations made after 2/18/2025 will not receive a refund for the sponsorship fee.