2023 Bridging the Gap
SYMPOSIUM
Eliminating Mental Health Disparities

NBCC Foundation
Sponsorship Opportunities

From Awareness to Action
June 2–4, 2023
Atlanta, Georgia

Visit Our Event Site to Register
About the NBCC Foundation

To improve the mental health of the underserved and never-served throughout the world, the NBCC Foundation leverages the power of counseling to advance global health equity through expanded access to counseling and mental health services. Our primary objectives are to increase the number of counselors and Mental Health Facilitators working with high-priority populations and to engage them in becoming innovators of counseling practices that benefit the underserved.

Scholarships, fellowships, and capacity-building grants are our primary tools for accomplishing our objectives. The Foundation’s strategy is to award scholarships and fellowships to individuals pursuing careers as professional counselors who are affiliated with high-priority, underserved, or never-served populations and commit to serving them after graduation.

Capacity-building grants fund expansion efforts to increase mental health resources in rural and underserved communities where access to mental health care is extremely limited. Scholars and fellows participate in innovation training to expand effective practice in their communities.

Bridging the Gap Symposium: Eliminating Mental Health Disparities

The NBCC Foundation will host the 2023 Bridging the Gap Symposium June 2–4, 2023, in Atlanta, Georgia. This year’s theme is From Awareness to Action. This theme was chosen as it supports counselors, counselor educators, and others in the profession to continue moving from creating awareness and spreading knowledge around the most pressing issues in the field to progress toward actionable change and steps to address the mental health–related inequities and disparities faced by those in our communities.

“Symposium surpassed my expectations in fulfilling my deep needs for community, connection, safety, and empowerment.”

“This event exceeded my expectations. It is always great to come and learn from people further along in the field professionally and in diverse life experiences.”
The Annual Bridging the Gap Symposium is promoted to more than 70,000 National Certified Counselors (NCCs), including counselor educators. Attendees will include 400+ counselor and counselor-in-training attendees, including the NBCC Foundation Minority Fellowship Program awardees, who are master’s- and doctoral-level counseling students committed to working with underserved communities upon graduation. Sponsorship of this event covers expenses associated with food, beverages, meeting room space, audiovisuals, technology, and travel, allowing the NBCC Foundation to commit all grant and registration funds directly to providing the highest-quality professional development opportunity for an affordable cost.

Why sponsor? Benefits to sponsoring the 2023 Bridging the Gap Symposium include:

- Gaining exposure to counselors and counselors-in-training
- Spreading awareness of your brand and reaching new markets
- Networking and exhibition opportunities through face-to-face interactions

Our sponsors have the exciting opportunity to support counselors and counseling students as they strive to provide mental health care to underserved and never-served communities.

We hope you will join us in Bridging the Gap at our 2023 Symposium!

Venue Information

Hilton Atlanta
255 Courtland St NE, Atlanta, GA 30303
404-659-2000

The Hilton Atlanta is offering rooms at a discounted rate of $169 a night (plus applicable taxes) for reservations made by May 8, 2023. Please note, you must ask during booking for the NBCC Foundation block rate or use the link provided to book online.

Reservations are available on a first-come, first-served basis for the NBCC Foundation hotel room block. Please book early, as space is limited!
Exhibitor Schedule
Exhibit Dates are June 2–4, 2023

Thursday, June 1
Exhibit Move-in/Set-up
1 pm–5 pm

Friday, June 2
Pre-Symposium Training Events
8 am–6 pm
Exhibit Tables Open

Saturday, June 3
Symposium
8 am–6 pm
Exhibit Tables Open

Sunday, June 4
Symposium
8 am–1:30 pm
Exhibit Tables Open

“Symposium was one of the most affirming academic spaces I’ve ever engaged in. I felt like I could be myself while gaining practical support on how to be a better counselor and advocate for my community.”

2022 Symposium Attendees
### Sponsorship Levels

<table>
<thead>
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<th>Benefits</th>
<th>Pinnacle ($20,000)</th>
<th>Advocate ($10,000)</th>
<th>Supporter ($5,000)</th>
<th>Mentor ($2,500)</th>
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<td>Co-branded promotion in all related media</td>
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<tr>
<td>Introduce Sunday (6/4) keynote speaker</td>
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<tr>
<td>Attendee bag insert (insert 1 printed flyer, special offer, or product catalogue)</td>
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<tr>
<td>Attendee bag advertising (insert 1 swag item in all attendee bags)</td>
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### Additional Opportunities

**$2,000 (5 total available)**

- **Break Sponsor** (4) – Sponsor the morning or afternoon break on Friday, June 2 or Saturday, June 3. Provide a morning coffee/tea or afternoon refreshment break. Your logo and company or organization name will be on signage and listed in the conference app.

- **Mutual Support Meeting Sponsor** (1) – Support meetings are held daily during the Symposium event. These meetings serve as a welcoming and supportive space for attendees in recovery, especially during times of vulnerability to relapse, such as during travel. Provide coffee and light refreshments during these meetings. Your logo and company or organization name will be on all signage and listed in the conference app.

**$1,000 (2 total available)**

- **Wellness Room Sponsor** (2) – Provide a welcoming space where attendees can reset, relax, and refresh during the day as needed in order to better engage in event content. Your logo and company or organization name will be on signage and listed in the conference app.

**$750 (10 available)**

- **Exhibitor Table** – 6’ draped table in exhibitor space

**$500**

- **Folder Insert** – Insert 1 printed flyer, special offer, or product catalogue into attendee bags
- **Name Badge Ribbon Sponsor** (1 available) – Company/Organization logo on signage at the ribbon table
- **Badge Lanyard Sponsor** (1 available) – Company/Organization logo on attendee name badge lanyards
Sponsor Terms and Conditions

Enforcement, Interpretation, and Eligibility: In the enforcement and interpretation of the following terms, the decision of the NBCC Foundation (NBCCF) Executives is final. NBCCF reserves the right to determine the eligibility of any company for inclusion in the conference and its marketing programs; to reject, eject, or prohibit an exhibit or exhibitor for any reason. In applying for exhibit space, each exhibitor/sponsor agrees to abide by the terms set forth in this prospectus. NBCCF reserves the right to rearrange the floor plan or relocate booths.

Nontransferable: Exhibitors may not assign, sublet, or share any portion of their allocated space without express written permission from NBCCF.

Noise Control: Exhibitors are prohibited from playing radios and any other music in the exhibit area.

Installation and Removal: All storage and handling charges due to failure to remove exhibit materials from the display or storage area at the conclusion of the move-out period shall be the responsibility of the exhibitor. Exhibitors will receive instructions for storage and trash onsite. All exhibits are to remain open during the scheduled hours. There will be no setup during scheduled open hours and no teardown until after the closing exhibit hours.

Damage to Property: Exhibitors are liable for any damage caused to building, floors, walls, columns, tables, or to any other exhibitor’s property. Exhibitors may not apply paint, lacquer, adhesive, or any other coating to building columns, floors, walls, or tables.

General: All matters and questions not covered by these regulations are at the discretion of NBCCF. These regulations may be amended at any time by NBCCF, and all amendments shall be equally binding on all parties upon publication.

Fire, Safety, and Health: The exhibitor agrees to accept full responsibility for compliance with local, city, and state fire, safety, and health ordinances regarding the installation and operation of equipment. Only fireproof materials should be used in exhibits. The necessary fire precautions will be the responsibility of the exhibitor.

Security: Exhibitors are responsible for all unsecured materials or property of value left in the exhibit room during and after exhibit hours.

Liability: It shall be the responsibility of the exhibitor to maintain insurance coverage against injury to persons or damage to or loss of property or to meet its obligations under this agreement in such amounts as the exhibitor shall deem adequate. Event insurance will be provided by NBCCF. The sponsor/exhibitor agrees to make no claim, for any reason whatsoever, against NBCCF, the hotel, or any other contractors for loss, theft, damage, or destruction of goods, or for any injury to herself/himself or employees. Nor will claim be made for any damage of any nature or character, including damage by reason of the failure to provide space for the exhibit, or for removal of the exhibit, or for the failure to hold the conference as scheduled.

Unoccupied Space: NBCCF reserves the right, should any exhibitor’s space remain unoccupied on the opening day, or should any space be forfeited due to failure to make payment, to rent that space to any other exhibitor, or to use that space for such purposes as it may see fit without any liability on its part. This clause shall not affect the obligation of the exhibitor to pay the full amount specified in the exhibitor space agreement.

Registration and Payment Deadlines: Contract Form with full payment for all sponsorships should be received by April 30, 2023, for all logo and branding inclusion in onsite materials and event app.

Cancellation and Refunds: NBCCF is unable to cancel or refund sponsorship once payment is processed.