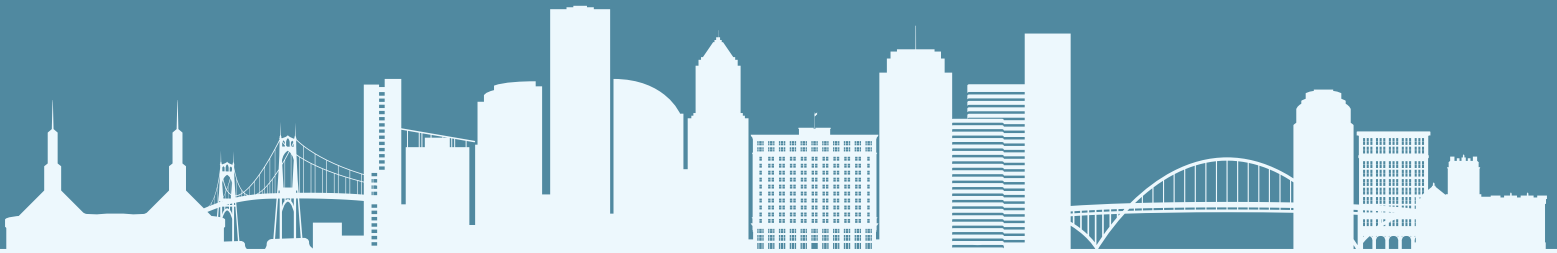




2026 AMHCA Annual Conference

SPONSORSHIP PROSPECTUS



Portland, Oregon
June 23 to 26, 2026

www.amhca.org/conference



American Mental Health Counselors Association

The American Mental Health Counselors Association would like to invite you to join a growing community of mental health counselors making an impact on the lives of Americans at the 2026 Annual Conference in Portland, Oregon from June 23 - 26.

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2026 AMHCA Annual Conference

www.amhca.org/conference

The American Mental Health Counselors Association (AMHCA) works exclusively for the mental health counseling profession. Mental health counselors diagnose and treat psychological disorders, support clients through difficult life experiences, and promote wellness.

The AMHCA Annual Conference is the premier gathering for sharing ideas, discussing challenges, gaining insights and finding solutions for licensed counselors in the field. Sessions will tackle the key policy 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:

- Advocacy and Leadership
- Aging Adults
- Children and Adolescents
- Couples and Families
- Crisis Counseling
- Diversity and Multiculturalism
- Ethics
- Forensic Evaluation
- Gender Identities and Sexual Orientations
- Immigration and Human Trafficking
- Integrated Care, Practice Issues, and Healthcare
- Reform
- Military and Veterans
- Neurodiversity
- Neuroscience/Biological Bases of Behavior
- Specialized Clinical Assessments
- Substance Use and Co-Occurring Disorders
- Supervision
- Technology Assisted Treatments (Telemental Health, Virtual Reality, Biofeedback, etc)
- Trauma
- General/Other

As a sponsor, you are invited to be full partners in the conference - attend sessions, engage attendees, ask questions and exchange ideas. Meet over 500 professionals in mental health counseling at our conference location in Portland, Oregon in a high traffic exhibitor area, a kick-off reception and multiple networking breaks.

At AMHCA, 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. Experience the passion and dedication of America's mental health counselors and witness their commitment to making a difference in the lives of thousands of patients, clients and students every day.

Become a sponsor or exhibitor and take advantage of this high impact opportunity to raise your visibility with this national network of mental health counselors working in community agencies, managed behavioral health care organizations, integrated delivery systems, hospitals, employee assistance programs, substance addiction treatment centers and private practices.

Essential Information

Location:

Hilton Downtown Portland

Main Building

921 SW Sixth Avenue

Portland, OR 97204, US

Dates:

June 23 - 26, 2026

Deadlines:

Within 7 Days of Signing:

- Company Logo (jpg and png)
- Company Description (100 words)

May 15:

- Mobile App Ad Due

July 15:

- Post-Event List of Attendees Available

View the full schedule and make your reservations by going to:

Schedule: www.amhca.org/conference/schedule

Reservations: www.amhca.org/conference/travel

Tuesday 6/23:

Exhibitor Move-In

Pre-Conference Sessions

Wednesday 6/24:

Keynote Session

Welcome Reception for Attendees,

Exhibitors and Sponsors

Thursday 6/25:

Breakfast

Morning Networking Break

Lunch

Afternoon Networking Break

Friday 6/26:

Breakfast

Morning Networking Break

Lunch

Afternoon Networking Break

Exhibitor Move-Out

Exhibitor Options

Platinum Booth: \$6,000.00

- Post-conference attendee list (street & email addresses)
- Four (4) conference registrations
- One-time use of membership list
- Logo and link on conference website
- Premier, larger exhibitor space and location
- Advertisement page in conference mobile app
- Access to full conference sessions, welcome reception, networking breaks, and lunches
- Featured during keynote session
- Banner in mobile app
- Passcode to participate in attendee engagement activity
- Two (2) 30 inch x 6 foot tables
- Four (4) chairs
- Skirted tables
- Free WiFi
- Complementary breakfasts, snacks and lunches

Silver Booth: \$3,500.00

- Post-conference attendee list (street & email addresses)
- Two (2) conference registrations
- Logo and link on conference website
- Upgraded exhibitor space location
- Advertisement page in conference app
- Access to full conference sessions, welcome reception, networking breaks, and lunches
- Acknowledgement in conference app
- Passcode to participate in attendee engagement activity
- One (1) 30 inch x 6 foot table
- Two (2) chairs
- Skirted tables
- Free WiFi
- Complementary breakfasts, snacks and lunches

Bronze Booth: \$2,000.00

- Post-conference attendee list, street addresses only
- Two (2) conference registrations
- Logo and link on conference website
- Regular exhibitor space
- Advertisement page in conference app
- Access to full conference sessions, welcome reception, networking breaks, and lunches
- Passcode to participate in attendee engagement activity
- One (1) 30 inch x 6 foot table
- Two (2) chairs
- Skirted tables
- Free WiFi
- Complementary breakfasts, snacks and lunches

A-La-Carte Sponsorship Options

Sponsorships \$2,000.00 - \$5,000.00

- **Sponsorship of Wednesday Keynote: \$5,000.00 - \$7,500.00**

(2 available at \$5,000 or \$7,500 to be a sole sponsor of the keynote)

- **Conference Mobile App: \$2,000.00 - \$4,000.00**

Get your branding in front of every attendee each time they open our app!

(2 available at \$2,000 or \$4,000 to be a sole sponsor of app)

- **Sponsorship of Thursday or Friday Lunch: \$3,500.00**

Present your information and branding on each lunch table

(2 available at \$3,500 each or \$6,000 to be a sole sponsor of lunches)

Sponsorships \$1,000.00 - \$2,000.00

- **Sponsorship of Coffee Break: \$1,500.00**

Breaks available on Thursday Morning/Afternoon & Friday Morning/Afternoon

(4 available at \$1,500 each or \$5,000 to be a sole sponsor of all four)

- **Customized Lanyards: \$1,250.00**

Sponsor wearable branding! Your logo will be seen over and over again every day - be the conversation starter at the conference!

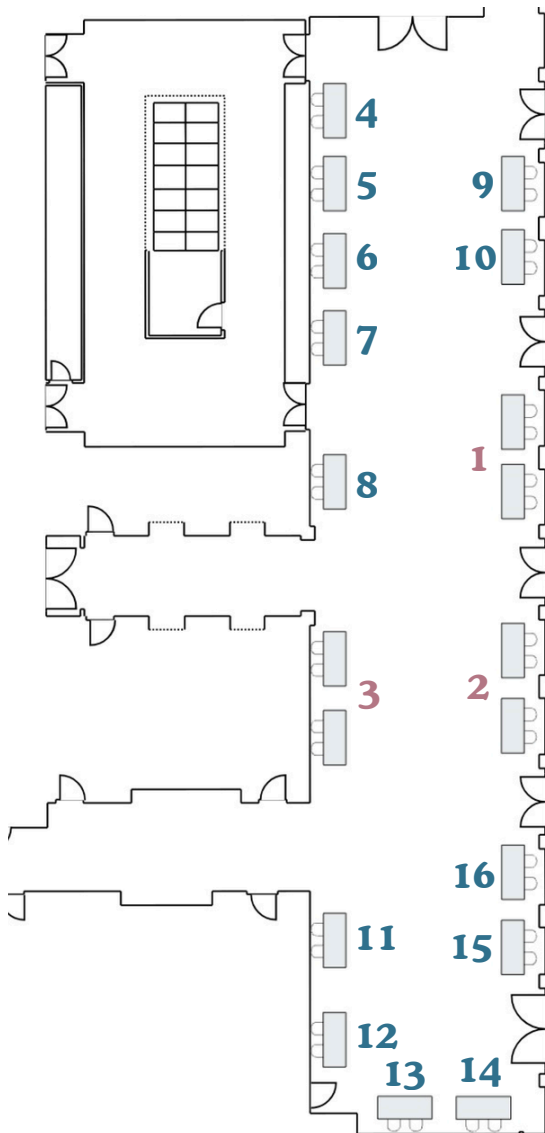
- **Customized Bic® Clic Stic Pens: \$1,000.00**

Sponsor usable branding! Your logo will be seen over and over again every day - print 1,500 Bic pens - available at registration and in sessions!

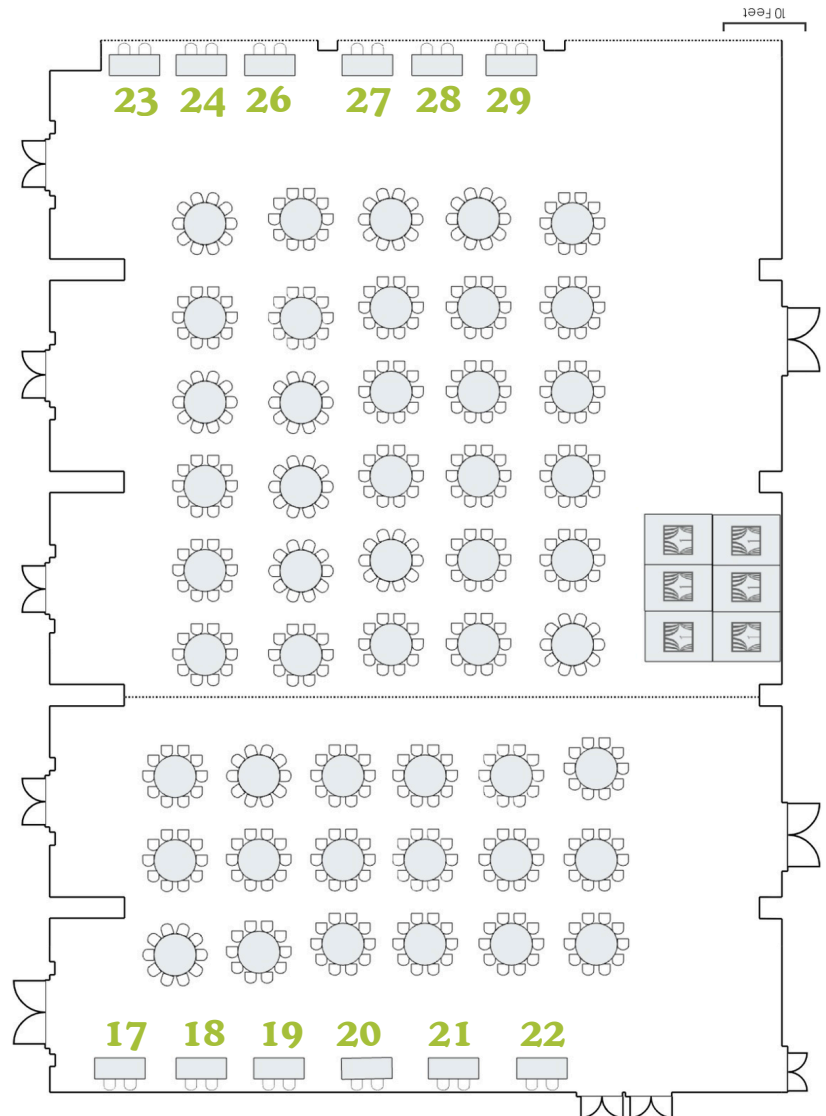


Exhibitor Area Layout

Grand Ballroom Foyer



Grand Ballroom



Platinum Booths: 1-3

Silver Booths: 4-16

Bronze Booths: 17-29

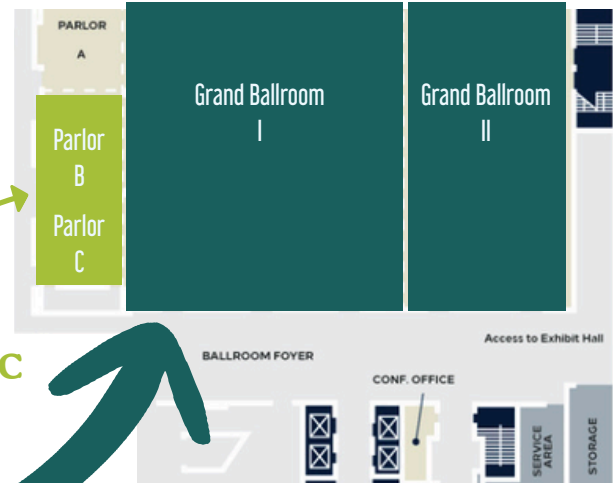
Conference Area Layout

Plaza Level

Registration



Ballroom Level

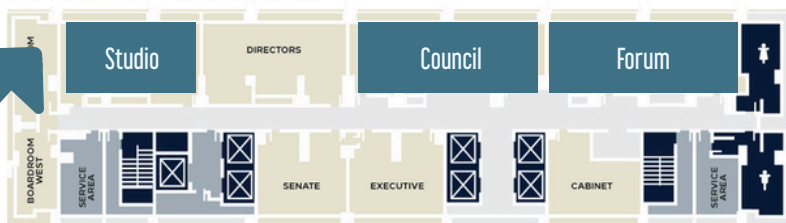


Grand Ballroom I/II

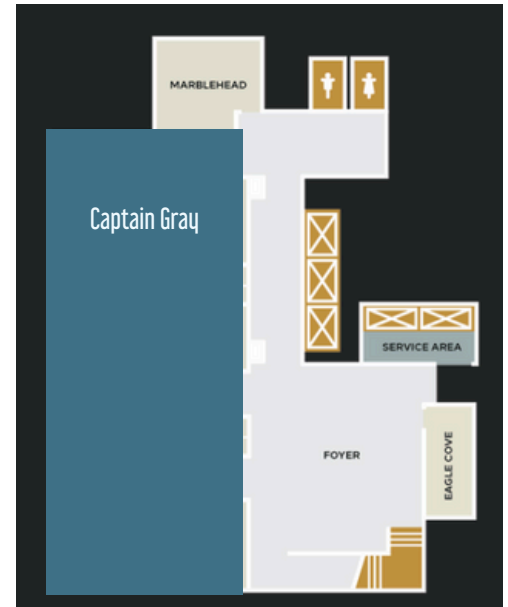
Keynote
Meals
Breakouts
Exhibitors

Parlor B & C
PreConference

Conference Level



Captain Gray at The Dunaway



Skyline Level

Studio,
Council,
Forum,
Skyline I,
Captain Gray
Breakouts



Skyline II
Leadership Tues & Wed

Shipping Information

INBOUND / OUTBOUND SHIPMENTS



SHIPMENTS FOR MEETINGS:

Affix a label with the following information in addition to the air bill:

HILTON

Hilton Portland Downtown
(Event Name) (Arrival Date)
Hold for Guest (Guest Name) (Guest Cell Number)
(Guest Company Name) (Booth Number)
921 SW 6th Avenue
Portland, OR 97204-1202

DUNIWAY

The Duniway Portland
(Event Name) (Arrival Date)
Hold for Guest (Guest Name) (Guest Cell Number)
(Guest Company Name) (Booth Number)
545 SW Taylor Street
Portland, OR 97204-1204

SHIPMENTS FOR INDIVIDUAL GUESTS:

Affix a label with the following information:

HILTON

Hilton Portland Downtown
Hold for Guest (Guest Name)
(Arrival Date) (Guest Cell Number)
921 SW 6th Avenue
Portland, OR 97204-1202

DUNIWAY

The Duniway Portland
Hold for Guest (Guest Name)
(Arrival Date) (Guest Cell Number)
545 SW Taylor Street
Portland, OR 97204-1204

INBOUND / OUTBOUND PACKAGE HANDLING FEES

INBOUND

(Priced per package)

1-10 LBS.	\$10.00
11-20 LBS.	\$22.00
21-40 LBS.	\$35.00
41-60 LBS.	\$67.00
61-100 LBS.	\$95.00
101+ LBS.	\$165.00
PALLET	\$400.00

OUTBOUND

(Priced per package)

1-10 LBS.	\$5.00
11-20 LBS.	\$5.00
21-40 LBS.	\$10.00
41-60 LBS.	\$10.00
61-100 LBS.	\$20.00
101+ LBS.	\$25.00
PALLET	\$30.00

FOR ALL OUTBOUND SHIPMENTS

Print out and attach shipping labels to all outgoing packages. Let your event manager know the quantity of packages needed to be shipped out as well as the shipper/carrier that will be used. Purchasing manager will send out packages with the next available pick with that shipper/carrier.

HILTON PORTLAND DOWNTOWN
(503) 226-1661
921 SW Sixth Avenue
Portland, OR 97204-1202
Portland.Hilton.com

THE DUNIWAY, A HILTON HOTEL
(503) 553-7000
545 SW Taylor Street
Portland, OR 97204-1204
TheDuniwayPortland.Hilton.com

Exhibitor & Sponsorship Agreement

Exhibitor

	Platinum Booth	\$6,000.00
	Silver Booth	\$3,500.00
	Bronze Booth	\$2,000.00

A-La-Carte Options

	Wednesday Keynote (Co-Sponsor/Shared)	\$5,000.00
	Wednesday Keynote (Sole Sponsor)	\$7,500.00
	Conference Mobile App (Co-Sponsor/Shared)	\$2,000.00
	Conference Mobile App (Sole Sponsor)	\$4,000.00
	Thursday Lunch Sponsorship	\$3,500.00
	Friday Lunch Sponsorship	\$3,500.00
	Sole Lunch Sponsorship	\$6,000.00
	Coffee Break Sponsorship (All 4)	\$5,000.00
	Thursday Morning Break Sponsorship	\$1,500.00
	Thursday Afternoon Break Sponsorship	\$1,500.00
	Friday Morning Break Sponsorship	\$1,000.00
	Friday Afternoon Break Sponsorship	\$1,500.00
	Customized Lanyards Sponsorship	\$1,250.00
	Customized Pens Sponsorship	\$1,000.00

Total

		\$ _____
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Exhibitor & Sponsorship Agreement

Booth Number Requested:

1st Choice: _____

2nd Choice: _____

3rd Choice: _____

(Booths assigned on a first-come first-served basis)

Company Information:

(company name, address and website will be published exactly as shown in the final program)

Contact Name

Company Name

Full Mailing Address

Email

Phone Number

Website

Payment Information:

Full payment is required with application.

Payment can be made over the phone at 703-548-6002 x108 or can be sent by mail to:

AMHCA

Attn: Finance Department

PO Box 24382

Richmond, VA 23224-0382

Email pages 11 and 12 of this document to events@amhca.org

Please keep a copy of pages 13 to 15 of this document for your records.

Payment Method:

- ☐ Check (mail to address above)
- ☐ Credit Card

Name on Card

Credit Card Number

Expiration Date

CVV Code

Billing Address *(if different from address provided)*

Authorized Signature

Contract Acceptance:

The exhibitor acknowledges that a duly authorized representative of the exhibiting company has read and understands the Contact Terms and Conditions contained in the exhibitor agreement on pages 14-16 and acknowledges and agrees that the exhibitor will be bound by them. The exhibitor agrees to furnish AMHCA with a certificate of insurance prior to the start of the event.

Signature

Exhibitor & Sponsorship Agreement

This Contract contains the entire agreement between the exhibiting company (“Exhibitor”) and the American Mental Health Counselors Association (AMHCA), hereinafter known as “Show Management” for the Annual Conference to be held June 23 - 26, 2026, at the Hilton Downtown Portland in Portland, Oregon, herein after known as “Facility.”

Payment: Full payment must accompany the exhibit space application.

Cancellation by Exhibitor: The Exhibitor specifically recognizes and acknowledges that Show Management will sustain certain losses if the Exhibitor cancels its exhibit space. Any cancellation must be made in writing and is effective on the date received by Show Management. Show Management requires to be notified of cancellation in writing by 5:00pm Eastern Time, Friday, April 24, 2026. There will be a 25% cancellation fee. Email cancellations should be sent to conference@amhca.org. No refunds will be given after, Sunday, April 26, 2026. Payments will not be transferred to future conferences.

Termination by Show Management: Show Management reserves the right to deny Exhibitor any of the privileges conferred under this Contract, including, but not limited to denying Exhibitor assigned exhibit space and Show Management shall remain entitled to all exhibit fees, if: (a) Exhibitor has any outstanding amounts owed to Show Management, for any product or service; (b) the exhibitor violates any of the other terms or conditions of this Contract; or (c) in Show Management’s sole opinion, the exhibit must be closed for the safety and comfort of convention attendees.

Eligible Exhibits: Show Management reserves the right to determine eligibility of any company or product to participate in the show. Show Management can refuse to rent exhibit space to a company, terminate this contract if already executed or close an exhibit display that in Show Management’s sole judgment is not compatible with or complementary to the show and the industry which Show Management serves. In the event of such termination, Show Management shall refund, in full, all payments, including deposits, which it may have received from the exhibitor.

Allocation of Space: Show Management may from time-to-time establish programs establishing criteria under which exhibition space will be allocated to exhibitors. Show Management reserves the absolute right to modify the program, change the criteria or allocate exhibition space on any basis at its sole discretion. Show Management reserves the right to reconfigure the floor plan or to change location assignments at any time, as it may at its sole discretion deem necessary.

Waiver of Claims. Exhibitor agrees to make no claim arising in tort of any nature whatsoever and shall indemnify and hold Show Management and Facility and their officers, directors, employees, and agents, harmless from and against any and all claims, penalties, damages, losses, costs, charges and expenses whatsoever, including attorney’s fees and costs, arising out of the exhibitor’s participation in the show, except where such claims are directly attributable to gross negligence of Show Management, the Facility or of their respective officers, directors, employees, or agents acting within the scope of their duties. Exhibitor waives its right to recover consequential and punitive damages whether arising under tort, contract or under any other theory of liability whatsoever.

Exhibitor Insurance. The Exhibitor shall, at its sole cost and expense, procure and maintain through the term of this contract, including move-in and move-out days, Comprehensive General Liability and property insurance for any claims arising from or occurring during Exhibitor’s participation in the show. Workers Compensation and any other insurance or required licenses shall be in full compliance with all federal, state, and local laws, covering all of Exhibitor’s employees or independent contractors engaged in the performance of any work for the Exhibitor. All property of the Exhibitor is understood to remain under its custody and control in transit to and from the confines of the exhibit hall. Exhibitor hereby agrees to waive the right to subrogation by its insurance carriers to recover losses sustained under its insurance contract for real and personal property.

Exhibitor Property. Exhibitors are responsible for the security of their exhibit and its contents. Neither Show Management nor Facility is responsible for the security of exhibitors’ property. The Exhibitor acknowledges that neither Show Management nor Facility maintain insurance covering the Exhibitor’s property.

Accessibility. Exhibitor shall have sole responsibility for ensuring that its exhibit is in full compliance with the Americans with Disabilities Act (“ADA”) and any regulations under the ADA as well as any state or local laws, ordinances, or regulations covering the issue of accessibility.

Exhibitor & Sponsorship Agreement

Height Restrictions. The height restriction of 12 feet applies to all portions of your booth.

Installation. Exhibit displays must be set up and ready by the date and time specified in the schedule. Show Management reserves the right to reassign any exhibit space, which is not setup by the specified deadline. In the event of such reassignment, Show Management shall retain any and all payments and/ or deposits as liquidated damages. Show Management has the right to resell the space and retain all revenue collected.

Staffing, Early Removal and Dismantling. Exhibitor's displays must not be dismantled or packed in preparation for removal prior to the official closing time. Every exhibit must be fully staffed and operational during the entire show. Where an exhibitor is observed by Show Management tearing down or in any way packing or dismantling their booth prior to the official show closing time, such exhibitor may be denied privileges for future shows. Show Management may, at its sole discretion, order, at the exhibitor's expense, any labor necessary to remove displays and/or materials left in the booth and for which there are no instructions/work orders for their removal after the official deadline for their removal, and to have them returned to the exhibitor, at the exhibitor's expense, via the carrier and method of Show Management's choosing.

Admittance During Non-Show Hours. Show Management has the right to deny after-hours entry or limit such entry to any Exhibitor its sole discretion.

Badges. Badges will be always required for entry into the exhibit hall. Business cards or other similar identification are not acceptable substitutes for official show badges and may not be used as such. Show Management has the right to limit the number of exhibitor representatives present in any exhibit space and shall have the right to limit the number of exhibitor credentials that may be included with the cost of each booth.

Show Attendees. General admission to the exhibition will be available to all duly registered attendees at least 18 years of age. Proof of age may be required. Show Management makes reasonable attempts to attract quality attendees to its exposition but does not guarantee specific volumes of traffic or levels of qualification. Traffic by any given booth is a function of that particular exhibit and not the responsibility of Show Management.

Character of Exhibits. Exhibitors are expected to "be good neighbors." No exhibit may interfere with any other exhibit, impede access to them or impede the free use of the aisle. Booth personnel are required to confine their activities to within the exhibitor's booth space.

(a) Attire and Conduct. Representatives should dress and conduct themselves appropriate to and consistent with the professional and business-like purpose and climate of the show.

(b) Sound and Video. Video presentations relating to exhibitor's products or services will be permitted, provided that presentation equipment is set back from all aisles and all viewers can be accommodated within the booth and not in the aisle. Sound should not be objectionably audible in the aisles or neighboring booths. Sound systems will be permitted if set to a conversational level and if not objectionable to neighboring exhibitors.

(c) Booth Exteriors. Any portion of a display that faces an aisle or another exhibitor's booth must be suitably decorated.

(d) Gifts. Gifts, prizes, products, or services distributed to attendees from an exhibitor's booth should be consistent with the professional nature of the show. Show Management reserves the right, at its sole discretion, to prohibit the distribution of any items it deems inappropriate.

(e) Smoking. No smoking shall be permitted in the exhibit hall.

(f) Positioning Equipment in Relation to Aisle. To ensure the safety of all show participants, machinery and equipment shall be positioned so that no portion is less than 12 inches from any aisle.

Union Labor. Exhibitors are required to observe all contracts in effect between service contractors, the Facility and labor organizations.

Food Service. All arrangements for food and beverage service must be made through the catering department of the Facility.

Exhibitor & Sponsorship Agreement

Failure to Hold Show. Should fire, hurricane, earthquake, flood, strikes, civil disturbance, Acts of God, Acts of Terrorism, political or social boycott, or any other circumstances beyond the control of the Facility or Show Management make it impossible, impractical or inadvisable to hold the show at the scheduled time, Show Management may retain only such part of the Exhibitor's rental fees as shall be required to compensate it for reasonable expenses incurred up to the time of such cancellation. All remaining rental fees shall be refunded.

Interpretation and Enforcement. Show Management has full power to interpret and enforce all regulations of the show and the power to make amendments and/or further regulations, orally or in writing, that are considered necessary for the proper conduct of the show. Such decisions are binding on Exhibitor. Failure to comply with these or any other regulations or amendments will bear the expense of the Exhibitor.

Applicable Laws. Exhibitor agrees that in all aspects of its activities, including the activities of its owners, officers, employees or agents, it will abide by all rules, regulations and requirements of Show Management and the Facility, and the laws, ordinances, rules and regulations of the City of Portland, and the state of Oregon as may be in effect including, but not limited to, copyright, trademark, and patent laws and shall not violate the statutory or common law rights of any person. Exhibitor agrees to comply and to be bound by all terms and conditions set forth in the Contract between Show Management and the Facility.

Arbitration. Except as specifically provided for in this paragraph, the parties agree that any dispute in any way arising out of or relating to this contract which cannot be resolved between the parties, will be submitted to arbitration. The parties further agree that in any arbitration proceeding the location of the arbitration shall be in the Portland, Oregon substantive law shall apply, without regard to any choice of law principles, and any arbitration award will be enforceable in any state or federal court having jurisdiction thereof. The only claims that shall not be arbitral in accordance with this paragraph shall be claims where Show Management is asserting a right to indemnification or contribution against Exhibitor in a court action brought by a third party.

License Relationship. It is understood and agreed that this Contract constitutes a license and privilege only and is not, under any circumstances, intended to constitute a lease or any other conveyance of real property, partnership, employment agreement or joint venture between the parties.

Acceptance. This contract shall be deemed accepted upon submission of the Exhibit Space Application by the Exhibitor.

Severability. In the event any term of this contract is held invalid or unenforceable, the term shall be enforceable to the maximum extent permitted under law and all other terms of this contract shall remain in full force and effect.

