

# SUD Business Summit

JULY 15-16, 2026 | CHICAGO, IL

Formerly the Addiction Treatment Forum, Behavioral Health Business (BHB) presents SUD Business Summit, a one-day event highlighting current investment and operational trends shaping the addiction treatment industry. The Summit will welcome behavioral health providers, payers and investors to a learning and networking environment that offers the perfect showcase for products and services.

As a sponsor, you can choose from a variety of packages to satisfy your business objectives including sales meetings, brand or product marketing and thought leadership.



## WHO YOU CAN EXPECT TO MEET:

- Behavioral health owners and operators
- Investors and capital providers
- Developers, architects, and designers
- Assorted vendors and service providers

### **TITLES:**

CEO  
Chief Clinical Officer  
Chief Growth Officer  
Chief Medical Officer  
Investor  
Managing Director

Partner  
Physician  
Senior VP, Finance  
Vice President, Behavioral Health  
Vice President, Mental Health Services  
VP, Clinical Operations

### **COMPANIES:**

360 Behavioral Health  
American Healthcare Capital  
BMO Harris Bank  
Caron Treatment Centers  
CHESS Health  
Commonwealth ABA  
Guardian Recovery  
LEARN Behavioral

Northstar Recovery Center  
Psychology Assessment Resource Center (PARC)  
Recovery Centers of America  
Surpass Behavioral Health  
Trek Health  
Ziegler





# GOLD SPONSORSHIPS



## KEYNOTE - DAY 1 (1)

- A 30-minute session during the opening Keynote Day 1 to include a moderator and up to three (3) panel members
- SUD Business Summit editorial team to work with the sponsor on the topic and panel members
- SUD Business Summit staff to support AV and logistics pre-event and onsite
- Three (3) full conference passes
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event



## PANEL WITH EDITORIAL SUPPORT (4)

- A 30-minute panel to be moderated by a SUD Business Summit editor
- Sponsor to provide the topic and source panel members
- Event to support AV and logistics in partnership with the sponsor, pre-event and onsite
- Three (3) full conference passes
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event and the session attendance list at the conclusion of the event

## STANDARD MARKETING PACKAGE INCLUDES:

- Full registration list provided 2 weeks prior to the event with name, title, company, and email address attendees\*\*
  - Logo placement on event web page and in the event app
  - Logo placement on event signage and other onsite materials at the appropriate sponsorship level\*
- \*subject to cut-off times    \*\* for 2027 events, registration list is only available in dedicated event application*



# GOLD SPONSORSHIPS



## PANEL (4)

- A 30-minute panel to be sourced and created by Sponsor
- Sponsor to provide topic and source panel members
- Event to support AV and logistics in partnership with the sponsor pre-event and onsite
- Two (2) full conference passes
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event and the session attendance list at the conclusion of the event



## WELCOME RECEPTION (1)

- We will work with sponsor to create a unique and integrated brand experience at the Welcome Reception, which will take place the evening before the event
- Three (3) full conference passes
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event

### STANDARD MARKETING PACKAGE INCLUDES:

- Full registration list provided 2 weeks prior to the event with name, title, company, and email address attendees\*\*
  - Logo placement on event web page and in the event app
  - Logo placement on event signage and other onsite materials at the appropriate sponsorship level\*
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# ★★★ SILVER SPONSORSHIPS ★★★



## COFFEE SPONSOR (1)

- Exclusive branding on coffee sleeves and beverage napkins placed at coffee station
- Two (2) full conference passes
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event



## LANYARD (1)

- Ability to place full-color company logo on name badge lanyards distributed to all attendees
- Two (2) full conference passes
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event



## EXHIBIT TABLE (20)

- One (1) 6ft exhibit table
- Two (2) full conference passes
- Standard marketing package
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event

### STANDARD MARKETING PACKAGE INCLUDES:

- Full registration list provided 2 weeks prior to the event with name, title, company, and email address attendees\*\*
  - Logo placement on event web page and in the event app
  - Logo placement on event signage and other onsite materials at the appropriate sponsorship level\*
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# ★★★ SILVER SPONSORSHIPS ★★★



## WIFI SPONSOR (1)

- Ability to customize network name and password within provided network specs
- Two (2) full conference passes
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event



## NETWORKING LUNCH (1)

- Presenting sponsor of the all-attendee networking lunch to take place during the conference
- SUD Business Summit to provide sponsor branding throughout the meal space
- Opportunity for sponsor to provide all-attendee gift
- Two (2) full conference passes
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event



## TABLE BRANDING / DECAL (1)

- Ability to brand up to 10 table tops that will be positioned on one side of general meeting space
- Two (2) full conference passes
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event

## STANDARD MARKETING PACKAGE INCLUDES:

- Full registration list provided 2 weeks prior to the event with name, title, company, and email address attendees\*\*
  - Logo placement on event web page and in the event app
  - Logo placement on event signage and other onsite materials at the appropriate sponsorship level\*
- \*subject to cut-off times    \*\* for 2027 events, registration list is only available in dedicated event application*

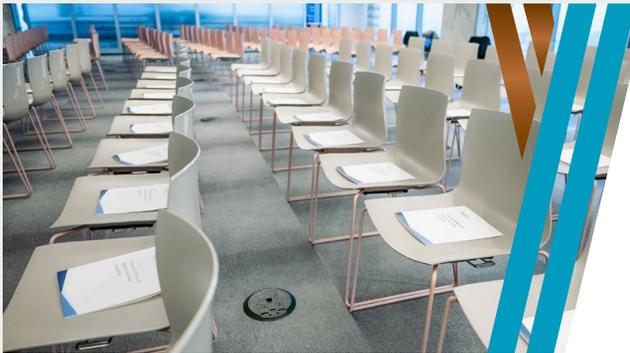


# SILVER & BRONZE SPONSORSHIPS



## CONFERENCE NAME BADGE (1)

- Ability to place full-color company logo on conference badges distributed to all attendees
- Two (2) full conference passes
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event



## SEAT DROP (1)

- Sponsor to place a printed research piece on each chair in keynote room
- Sponsor is responsible for shipping and receiving of material to the venue
- Two (2) full conference passes
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event



## BUSINESS DEVELOPMENT (10)

- One (1) full conference pass
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event

### STANDARD MARKETING PACKAGE INCLUDES:

- Full registration list provided 2 weeks prior to the event with name, title, company, and email address attendees\*\*
  - Logo placement on event web page and in the event app
  - Logo placement on event signage and other onsite materials at the appropriate sponsorship level\*
- \*subject to cut-off times    \*\* for 2027 events, registration list is only available in dedicated event application*

## + ADD-ONS +



### PRIVATE DINNER EXPERIENCE (1)

- Sponsor to provide target list of attendees for SUD Business Summit to invite to a custom dinner experience for up to ten (10) individuals to take place either on the first or second night of the event
- SUD Business Summit to secure the location, sponsor is responsible for cost of food and beverage.



### HOTEL ROOM DROP (4)

- Sponsor to provide a custom gift to be delivered to all conference attendees that are staying at the hotel within the group room block
- Sponsor has the option to choose the date of delivery for the gift
- Sponsor to purchase and ship gift to hotel
- Event will arrange distribution and deliver to individual guests



### KEYNOTE ROOM PEN & NOTEBOOK (1)

- Sponsor to provide custom branded notebook and pen to be placed at each place setting within the keynote room



### TABLE ADD-ON ONLY (4)

- One (1) 6ft exhibit table for sponsors that have purchased a session



# FREQUENTLY ASKED QUESTIONS

## When and where is the event?

SUD Business Summit will take place at Convene, 311 W Monroe St, Chicago, IL 60606 from July 15–16, 2026. For complete event and venue details, please visit [bhbusiness.com/bhb-live-event/sud-summit](https://bhbusiness.com/bhb-live-event/sud-summit), where you'll find information about the destination and instructions for booking guest room accommodations.

## Can I purchase additional passes beyond those included in my sponsorship?

Yes. Additional passes may be purchased through the event registration site. For more information, please contact Carol Stephenson, Sponsor Relations Director, at [cstephenson@wtwhmedia.com](mailto:cstephenson@wtwhmedia.com).

## How do I book hotel rooms for any on site staff?

As a confirmed sponsor of SUD Business Summit, you are eligible to book your hotel accommodations at a special discounted group rate. Once you complete your event registration, you will receive a booking link with all the information needed to make your reservation.

## Will I have access to an attendee list?

Yes. As a confirmed and paid sponsor, you will receive an attendee list two weeks prior to the start of the event. The list will include each attendee's name, title, company, and email address. Additionally, once you complete your registration, you will have access to the event app, which provides a real-time, up-to-date attendee list.

## What is the payment policy?

All sponsorships are payable within thirty (30) days of contract signing and invoice issuance. For special payment arrangements, please contact your salesperson for further guidance.

## What happens if the event is canceled or postponed?

If the live event is canceled or postponed for any reason, WTWH will work with the sponsor to apply sponsorship funds toward a future live event or another WTWH product.

## What is included with my exhibit table?

Sponsorships that include an exhibit table provide one (1) 6ft exhibit table and two (2) chairs. Depending on table placement, the Sponsor Relations team may be able to arrange access to a standard 110V power outlet.

For collateral, décor, custom AV, food and beverage, or other special needs, sponsors must work directly with approved vendors for shipping, receiving, and execution. As part of the sponsorship onboarding process, you will receive a detailed welcome package outlining available services.

Please note that any food and beverage offered at your table must be ordered through the hotel. Outside food and beverage is not permitted.

## What is included with a content sponsorship (e.g., a panel presentation)?

There are two types of content sponsorships:

1. A panel with WTWH editorial support
2. A standard panel without editorial support

The level of WTWH editorial involvement varies based on the option selected. Both sponsorship types include standard planning and onsite logistical support, such as speaker coordination, room setup, and standard AV (staging, stage furniture, audio, and visual support, including a screen and projector when applicable).

For content sponsorships without editorial support, the sponsor is responsible for sourcing speakers independently.

## I purchased a package that includes the opportunity to provide an attendee gift. What does that entail?

For sponsorships that include an attendee gift, the sponsor is responsible for creating, sourcing, and shipping the item to the event. The Sponsor Relations team will provide shipping and receiving instructions.

Any remaining items at the conclusion of the event may either be shipped back to the sponsor's business or donated, at the sponsor's discretion.

## Can I provide food and beverage at my exhibit table?

Any food and beverage offered at your exhibit table must be ordered through the hotel's catering services. Outside food and beverage is not permitted under any circumstances.

## When do I need to register my staff and speakers by?

Registration instructions will be provided by the Sponsor Relations team following sponsorship confirmation.

## What is the deadline for sponsor deliverables? (logos, ads, content, gifts, etc.)

A detailed timeline will be included in the sponsor onboarding materials.

## Where and when can exhibitors set up and break down their tables?

Specific logistics and access details will be shared prior to the event.

## Is there a sponsor check-in or badge pickup location?

Additional instructions will be provided in advance of the event.

## What are the exhibit hall hours?

Exhibit hall hours will be communicated closer to the event and may vary by day. Final schedules will be shared with confirmed sponsors prior to arrival.

## What branding is included with my sponsorship package?

Branding elements vary by sponsorship level and may include logo placement, onsite signage, digital exposure, and promotional mentions. Specific inclusions will be outlined in your sponsorship agreement.

## What are the logo specifications and submission requirements?

Logo specifications and submission instructions will be provided in the sponsor onboarding materials. All assets must meet the outlined guidelines to ensure proper display.

## Where will my brand be promoted?

Sponsor branding may appear across event marketing channels including the event website, onsite signage, social media, email communications, and the event app, as applicable.