



# Bridging the Gaps Conference

**Connecting Providers.  
Strengthening Systems.  
Supporting Communities.**

May 21–22, 2026

Billings Hotel & Convention Center  
Billings, Montana

Presented by the Yellowstone County  
Mental Health Alliance (YCMHA)



*Contact Us Today!*



[www.ycmhainc.org](http://www.ycmhainc.org)



926 Main Street | Billings, MT 59105



406-601-9175



# Yellowstone County Mental Health Alliance

The Yellowstone County Mental Health Alliance (YCMHA) invites you to partner with us as a sponsor of the Bridging the Gaps Conference, a first-of-its-kind, statewide mental health conference bringing together providers, organizations, advocates, and leaders from across Montana.

Bridging the Gaps was created to address a critical need: stronger connection, collaboration, and shared understanding across mental health systems. This conference is designed to move beyond silos and into real-world solutions, supporting those doing the work on the front lines of mental health care.

As a sponsor, you are not just supporting an event, you are investing in Montana's mental health workforce and the communities they serve.

# Conference Overview

[www.ycmthaliance.com/conference](http://www.ycmthaliance.com/conference)

## Bridging the Gaps Conference

Dates: May 21–22, 2026

Location: Billings Hotel & Convention Center

Format: Fully in-person

Expected Attendance: 200+ mental health professionals

Session Lengths: 60-minute and 90-minute sessions

Continuing Education: CEUs pending approval

## Who Attends:

Licensed mental health providers  
Counselors, therapists, social workers  
Medical and integrated care professionals  
School-based and community providers  
Nonprofit and agency leaders  
Advocates and system partners

## Conference Tracks

Sessions are organized into three primary tracks:

### 1. Clinical Practice & Skill-Building

Evidence-based approaches, practical tools, and therapeutic strategies providers can use immediately in their work.

### 2. Systems, Ethics & Professional Sustainability

Topics addressing burnout, ethical challenges, supervision, leadership, and navigating complex systems while sustaining long-term careers.

### 3. Community, Collaboration & Innovation

Cross-sector collaboration, community partnerships, access to care, innovative programs, and bridging gaps across services.

# Sponsor Bridging the Gaps

[www.ycmthaliance.com/conference](http://www.ycmthaliance.com/conference)

Sponsoring Bridging the Gaps offers direct access to a highly engaged, values-driven audience of decision-makers and practitioners.

## Sponsor Benefits Include

- Meaningful visibility with Montana-based providers
- Relationship-building in a collaborative environment
- Brand alignment with mental health advocacy and community impact
- In-person engagement with attendees (not just logo placement)

This conference is intentionally designed to foster connection—sponsors are part of the experience, not an afterthought.

## Sponsorship Levels:

### Premier

- Logo on website, program, signage, and plenary slides
- Prime exhibit booth in vendor hall
- Full-page ad in program
- 3 complimentary registrations
- 3 Social media spotlight posts
- Mention in press releases and media coverage
- Reserved seating at plenary sessions

**\$5000**

### Supporting

- Logo on website, program, and signage
- Exhibit booth
- Half-page ad in program
- 2 complimentary registrations
- 1 sponsor spotlight post on social media
- Reserved seating at plenary sessions
- Opportunity to introduce breakout session speaker

**\$3500**

### Community

- Logo in program and on website
- Quarter-page ad in program
- 1 complimentary registration
- Shared sponsor table for brochures
- Opportunity to provide swag item for tote bags
- Inclusion in group social media “thank-you” post
- Recognition in post-event thank-you email (group listing)

**\$1000**

# Sponsorship Opportunities

[www.ycmthaliance.com/conference](http://www.ycmthaliance.com/conference)

*Build your Own Package:*

## Visibility (Brand Exposure)

- Logo on website (with link) - \$300
- Logo in program (digital/print) - \$150
- Logo on plenary slide deck - \$300
- Logo on signage (registration, hallways, vendor hall) - \$500
- Logo on tote bags - \$1,500
- Logo on lanyards/badges - \$1,500
- Logo on conference emails/newsletters - \$400
- Social media spotlight - \$300 ea.
- Bundle 3 spotlights - \$750
- Ad in program:
  - Business card - \$200
  - Quarter page - \$300
  - Half page - \$500
  - Full page - \$800
- Branded tote bag insert (flyer or swag) - \$300
- Mention in press release - \$500

## Access (Direct Attendee Reach)

- Conference registration - \$325 ea.
- Exhibit booth (prime location) - \$600
- Exhibit booth - \$400
- Introduce keynote/plenary - \$1,500
- Introduce breakout session - \$500
- Reserved plenary seating - \$200
- Access to attendee list (names/orgs) - \$500
- Lunch sponsor recognition - \$2,500
- Break sponsor recognition - \$750
- Social mixer sponsor (branding + 2-min welcome) - \$2,000

## Premium

- Keynote Sponsorship - \$3,500
- Lunch Sponsor (per day) - \$2,500
- Social Mixer Sponsor - \$2,000
- Tote Bag Sponsor - \$1,500
- Lanyard Sponsor - \$1,500
- Program App/Guide Sponsor - \$1,000

## Engagement (Memorable Interaction)

- "Bridging the Gap Wall" sponsor - \$1,500
- Sponsor-hosted roundtable/breakout - \$1,000
- Branded charging station - \$750
- Coffee/snack station sponsor - \$1,000

## Post-Event Visibility

- Mention in thank-you email - \$300
- Recognition in post-conference report - \$400

# Essential Information

[www.ycmentalhealthalliance.com/conference](http://www.ycmentalhealthalliance.com/conference)

*Location:* Billings Hotel & Convention Center  
1223 Mullowney Lane Billings, MT 59101

*Dates:* May 21-22, 2026

## Deadlines:

- Sponsorship Commitment Deadline: April 1, 2026 (or until opportunities are filled)
- Logo & Company Description Due: Within 7 days of sponsorship confirmation (no later than April 8, 2026)
- Final Payment Due: Upon sponsorship confirmation
- Exhibitor Registration Deadline: April 15, 2026
- Sponsor Materials / Swag Due: May 1, 2026

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

Schedule: [www.ycmentalhealthalliance.com/conference-schedule](http://www.ycmentalhealthalliance.com/conference-schedule)

Reservations: (406) 248-7151

*Wed 5/20*

Exhibitor Move-in  
(Time TBA)

*Thurs 5/21*

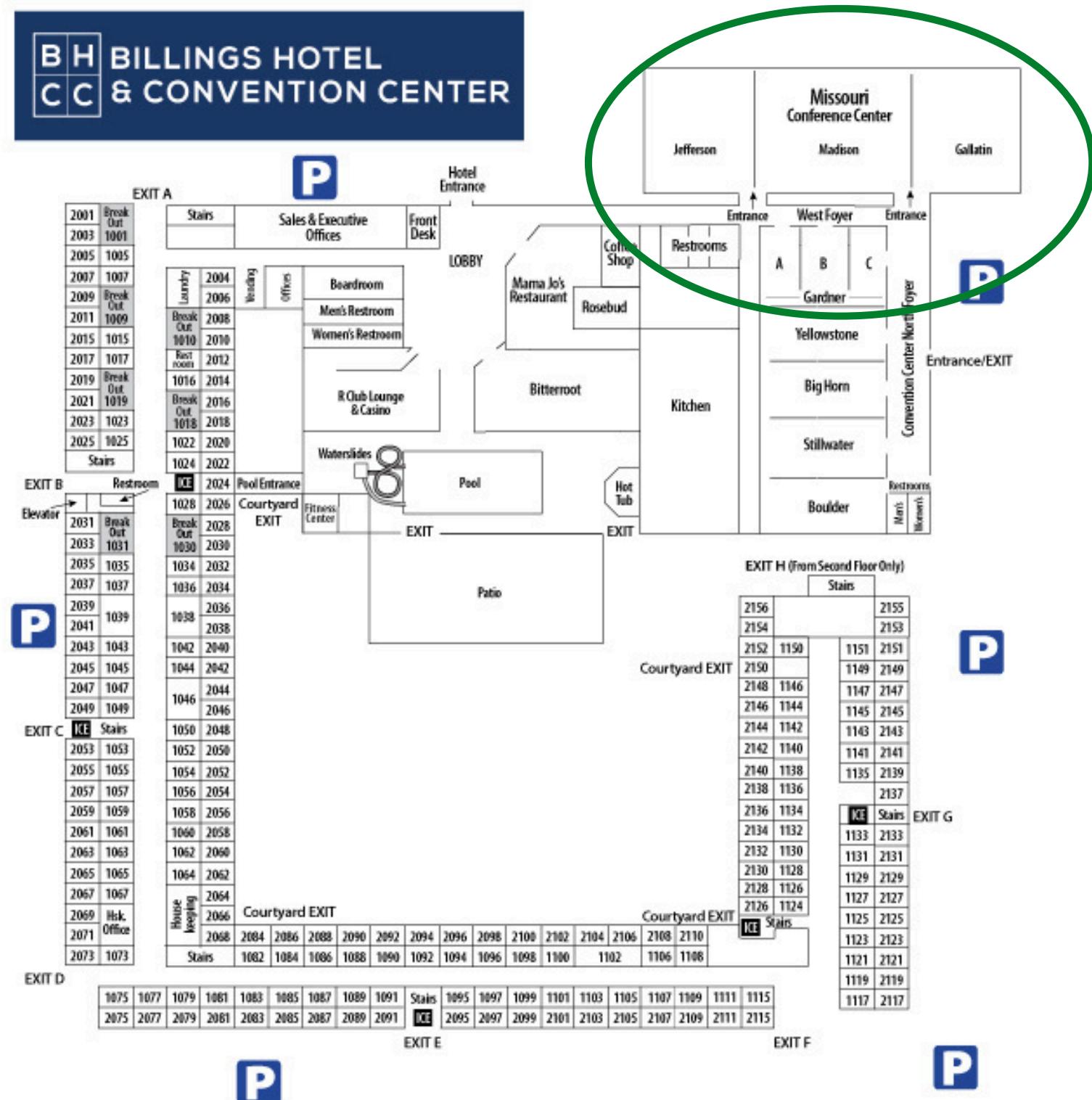
Welcome  
Breakout Session  
Group Practice Panel  
Lunch  
Breakout Sessions  
Evening Social

*Fri 5/22*

Coffee & Networking  
Keynote Address  
Breakout Sessions  
Lunch  
Plenary Session  
Breakout Session  
Closing & Wrap-Up

# Conference Area Layout

[www.ycmentalhealthalliance.com/conference](http://www.ycmentalhealthalliance.com/conference)



# Exhibitor & Sponsorship Agreement

## Sponsorship Request:

Booth Type Requested:

Prime (\$600)

Standard (\$400)

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

Additional Options:

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Tier:

Premier

Supporting

Community

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## Company Information:

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Contact Name

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Website

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Company Name

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Email

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Full Mailing Address

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Phone Number

## 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 in this prospectus and acknowledges and agrees that the exhibitor will be bound by them.

Please email the completed form to [conference@ycmentalhealthalliance.com](mailto:conference@ycmentalhealthalliance.com)

An invoice will be issued upon receipt, with payment due within 14 days to secure your sponsorship.

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Signature

# Sponsorship Terms & Conditions

This Contract contains the entire agreement between the exhibiting company ("Exhibitor") and the Yellowstone County mental Health Alliance (YCMHA), hereinafter known as "Show Management" for the Annual Conference to be held May 21-22, 2026, at the Billings Hotel and Convention Center in Billings, Montana, 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, March 20, 2026. There will be a 25% cancellation fee. Email cancellations should be sent to [conference@ycmentalhealthalliance.com](mailto:conference@ycmentalhealthalliance.com). No refunds will be given after, Sunday, April 3, 2026. Payments will not be transferred to future conferences.

## **Termination by Show Manager:**

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.

# Sponsorship Terms & Conditions

## **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 Insurance:**

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.

## **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 2:00 pm on the second day of the Conference. 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 exhibitor 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.

# Sponsorship Terms & Conditions

## 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.

## 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.

## 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.

## Booth Exteriors:

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

## 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.

## Smoking:

No smoking shall be permitted in the exhibit hall or inside the Facility.

## 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.

## Food Service:

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

## 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.

# Sponsorship Terms & Conditions

## **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 beat 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 Billings, and the state of Montana 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 Billings, Montana 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 and Sponsorship Agreement 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.