

# INDUSTRY PARTNER PROSPECTUS



SYMPOSIUM

*Bringing campus decision-makers and industry innovators together to advance student mental health.*

**February 4, 2026**

**Nashville, Tennessee**

**DoubleTree by Hilton Hotel Nashville Downtown**

[www.acha.org/Mental-Health-Tech-Symposium](http://www.acha.org/Mental-Health-Tech-Symposium)



## **PURPOSE**

The American College Health Association's (ACHA) Mental Health Section invites industry partners to participate in the inaugural ACHA Mental Health Technology Symposium, a one-day, in-person event designed to help college and university leaders make informed, responsible decisions about third-party mental health services and mental health technology solutions to address the growing mental health needs on college campuses while balancing limited resources.

This event brings together university professionals and industry partners in one trusted, transparent setting, helping those in higher education make informed decisions, address challenges, and increase their campus mental health offerings.

Unlike a general information conference, this symposium is designed to create a transparent space for higher education and industry to engage in candid discussion, explore solutions, foster meaningful partnerships and advance active decision-making.

## **AUDIENCE**

An intimate audience of approximately 100 university leaders seeking to purchase commercially available products or services (telehealth, technology-based platforms, etc.) to expand their campus mental health offerings.

Attendees will include campus professionals and leaders such as counseling center directors, executive directors, health and well-being leaders, vice presidents, associate vice presidents, etc.

ACHA will target marketing to populate the event with decision-makers who are in active procurement cycles or are exploring digital mental health products or services, so that every attendee is a potential buyer.

## **WHY PARTICIPATE?**

- Reach motivated buyers in a trusted, structured environment
- Build credibility by sharing data on outcomes, satisfaction, and utilization
- Strengthen visibility among campus decision-makers
- Gain insights into institutional needs, member concerns, and potential collaboration opportunities
- Demonstrate leadership in ethical, evidence-based digital mental health practices

# PROGRAM OVERVIEW

## Morning Educational Sessions

8:00 AM–12:00 PM

Industry-free, member-to-member sessions exploring topics such as buying considerations for third-party platforms, funding strategies, pros and cons, implementation challenges, evaluation and product refinements, etc. These sessions are aimed at easing member comfort in making a partner selection by hearing from peers who have been through the process and have deployed commercially available technology-based platforms for mental health.

## Networking Lunch

12:00–1:00 PM

An opportunity for informal conversations with attendees, panelists, and industry while enjoying a catered lunch.

## Industry Partner Demonstrations

1:00–4:30 PM

Gold and Silver industry partners will present to the full audience for a minimum of 15 minutes, showcasing their product or service, outcomes data, and the problem or solution it seeks to address. Gold Sponsors will be featured during the opening portion of the industry demonstrations, allowing for more focused one-on-one, post-presentation meetings and discussions.

## One-On-One Meetings

1:00–6:00 PM

Industry partners will have allotted space to schedule meetings with potential buyers. Access to meeting space varies by sponsorship level. This time is designed to support in-depth discussions and next-step planning, and when appropriate, deal signing.

## Evening Reception

4:30–6:00 PM

An informal networking reception that brings together attendees and industry partners for further conversations and professional connections. Light refreshments, beer, and wine will be served.

# INDUSTRY PARTNER SPONSORSHIP OPPORTUNITIES

ACHA offers two industry partner sponsorship levels for organizations interested in connecting with higher education leaders during the Symposium.

| BENEFIT                                                  | GOLD SPONSOR<br>\$12,000<br>4 Available                                                      | SILVER SPONSOR<br>\$7,500                            |
|----------------------------------------------------------|----------------------------------------------------------------------------------------------|------------------------------------------------------|
| Presentation Opportunity                                 | 20-minute presentation, priority presentation timeslot                                       | 15-Minute presentation                               |
| One-on-One Meeting Access                                | Private meeting room (1:00 PM–4:30 PM) plus foyer table space (1:00 PM to 6:00 PM)           | Foyer table space (1:00 PM–6 :00 PM)*                |
| Networking Lunch & Reception Access                      | ✓                                                                                            | ✓                                                    |
| Marketing Display                                        | Modified booth display permitted in private space; tabletop display permitted in foyer space | Tabletop display in foyer space                      |
| Complimentary Registrations                              | 3                                                                                            | 2                                                    |
| Product Information Included in Digital Attendee Packet* | ✓                                                                                            | ✓                                                    |
| Meet Our Industry Partners Page *                        | Name, logo, description, and link to company website                                         | Name, logo, description, and link to company website |
| Attendee Contact Lists*                                  | ✓                                                                                            | ✓                                                    |
| Event Recognition*                                       | ✓                                                                                            | ✓                                                    |

# \*INDUSTRY PARTNER BENEFIT DETAILED DESCRIPTIONS

## **One-On-One Meeting Space**

Silver Sponsors will also have optional access to tables in the lunch area after 1:30 PM for additional conversations with attendees.

## **Product Information**

One-page, color information sheet for digital attendee packet.

## **Meet Our Industry Partners Webpage**

Up to two months of pre-event visibility reaching our 13,000 ACHA members across 900+ institutions, as well as partner organizations representing millions of students.

## **Attendee Contact Lists**

Includes single-use pre- and post-event email lists and one-time post-event mailing list (opt-outs respected).

## **Event Recognition**

Acknowledged in marketing materials, during the opening session and reception, and on event signage.

## **What's Included:**

- 6 ft table and two chairs in foyer space
- Food/beverage breaks throughout the event
- Access to negotiated lodging rate

## **What's Not Included:**

- Supplying or copying of handouts beyond the digital attendee packet
- Shipping/receiving/storage of presentation materials
- Special requests for audio/visual equipment or services

## **ADDITIONAL SUPPORTING OPPORTUNITIES**

### **Lunch and Evening Reception Co-Sponsorship**

\$2,500 each | \$4,000 for both

Support networking and connection by co-sponsoring the symposium's lunch or evening reception. Multiple Industry Partners will be recognized for their contributions to these valuable engagement opportunities.

# FAQs

## **Will industry partner representatives be allowed in the morning session?**

No. The presentations conducted during the morning session are designed as Industry Partner-free educational spaces to allow campus participants to engage in open, candid discussions about their experiences, challenges, and needs. These presentations provide essential context for the afternoon demonstrations. Industry partners will join the group beginning with lunch.

## **Are there any guidelines or restrictions for presentation content?**

Industry Partner presenters are encouraged to deliver a concise demo within their allotted time that highlights the product's evidence base, outcomes, key features (e.g. security), and campus use cases. Staying within the time frame will help keep the program running smoothly and ensure each partner receives visibility consistent with their sponsorship level.

## **Will we be able to register additional team members?**

Unfortunately, no. Capacity is limited for this event, and in order to maximize ACHA membership participation, we ask that you adhere to the number of complimentary registrations allotted with your sponsorship selection.

## **Can Industry Partners who are presenting use their own laptops?**

No. All presentations must be submitted in advance so they can be preloaded onto the event laptop for consistency and technical reliability. Presenters are encouraged to bring their presentation on a thumb drive as a backup.

## **Can I bring banners, pop-up displays or branded tablecloths?**

Yes, depending on the industry partner sponsorship level. Because this event is intended for advanced partnership conversations, not introductory marketing, we encourage clean, minimal displays that support meaningful business discussions. Any expenses incurred related to the shipping, handling, or installation of industry partners' displays are the responsibility of the industry partner. Do NOT bring a full exhibit-hall style booth; there will not be space.

- **Gold Sponsors:** Modified marketing booth displays permitted in private space; tabletop display permitted in foyer space.
- **Silver Sponsors:** Small banner or tabletop signage permitted.

## FAQs CONTINUED

### **Is scheduling one-on-one meetings up to me or are you offering a sign-up link?**

Industry partners are responsible for arranging their own meetings directly with attendees. Sign-up links provided to ACHA will be made available to attendees in advance. However, we expect most meeting requests to occur organically during or after your presentation on the day of the event.

### **Are refunds available if I'm unable to attend?**

Cancellations received in writing at least 30 days prior to the event are eligible for a 50% refund. No refunds will be issued after that date, but attendee substitutions from the same organization are allowed.

### **Will I receive attendee feedback from the event?**

ACHA will share overall event feedback and participation metrics following the symposium.

## ACHA COMMITMENT

This event provides a neutral, educational platform for institutions and industry partners to exchange information and explore collaborations transparently. ACHA does not endorse or promote any specific product or company, except those explicitly approved by the ACHA Board of Directors in accordance with the ACHA Strategic Alliance Policy.

## Ready to become a sponsor?

Please submit an Industry Partner Sponsor Agreement and submit it to Robyn Buchsbaum at [rbuchsbaum@acha.org](mailto:rbuchsbaum@acha.org).

[View the sponsor agreement here](#), or scan the provided QR code.



## CONTACT

For industry partner sponsorship opportunities or additional details, please contact:

**Robyn Buchsbaum**  
Director of Strategic Partnerships  
American College Health Association (ACHA)  
Email: [rbuchsbaum@acha.org](mailto:rbuchsbaum@acha.org)

Learn more at:  
[www.acha.org/Mental-Health-Tech-Symposium](http://www.acha.org/Mental-Health-Tech-Symposium)