



# Sponsor & Exhibitor Brochure 2026



## 18th Annual **MMHC** MUSLIM MENTAL HEALTH CONFERENCE



Department of Psychiatry  
**MICHIGAN STATE UNIVERSITY**

✉ [psychiatry.mmh@msu.edu](mailto:psychiatry.mmh@msu.edu)

📍 Metro Detroit, MI



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# About Us

## Muslim Mental Health Conference

The Muslim Mental Health Conference (MMHC), hosted by the Michigan State University Department of Psychiatry, is the world's leading convening for identity-informed, spiritually attuned, and culturally responsive mental health care.

Founded in 2009, MMHC now welcomes more than 600 attendees from over 30 countries each year, including clinicians, educators, researchers, faith leaders, and community advocates.

MMHC serves as a global platform for collaboration, scholarship, and systems innovation grounded in ethical practice, lived experience, and inclusive care models that strengthen both Muslim communities and the broader public.

### Conference Theme

Silos to Systems: Weaving Together the Strands of Muslim Mental Health

The 2026 theme calls us to transform fragmented efforts into integrated pathways of healing.

Together, we bridge:

- Clinical and community practice
- Research and lived experience
- Institutions and grassroots leadership
- Behavioral health and spiritual care

We are weaving the future of culturally grounded mental health.

MSU programs and activities are not restricted based on race, sex, color, ethnicity, national origin, or other protected personal identity. The Muslim Mental Health Conference (MMHC) welcomes all participants. This conference is open to mental health practitioners, religious leaders, faculty, graduate students, and community organizers and members committed to advancing culturally responsive mental health care.

# Leadership Team



**Farha Abbasi, MD**

Founder, Chairperson



**Hammad Ali, MS**

Operations & WHOVA



**Bunmi Basirat**

**Oyewuwo, PhD, LMSW**  
Program



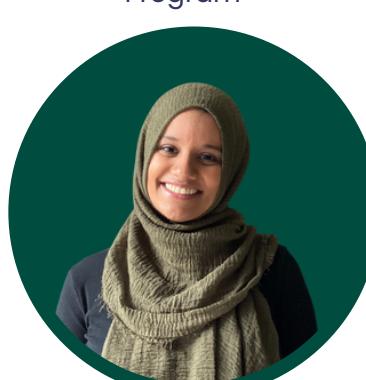
**Aquila Hussain, MA, LPC**

Volunteer Leaders Program



**Sana F. Ali, MD**

Sponsorship & Development



**Hanan Hashem, PhD, LP**

Marketing

A SPECIAL THANK YOU TO MICHIGAN STATE UNIVERSITY  
DEPARTMENT OF PSYCHIATRY



**Jed Magen, DO, MS**

Department Chair



**Lisa Oliva, MBA**

Finance Administrator



**Hilari Rhodabeck, BA**

MMHC Administrator

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# Impact

## Global Reach



**600+**  
attendees every year



**30+**  
countries represented

## Research & Knowledge Exchange



**150+**  
abstracts submitted  
annually

## Innovation & Community Impact



**10+**  
startups successfully  
launched

## Education & Capacity Building



**300+** professionals trained in Mental Health First Aid



**100+** sponsored training placements for Imams  
(nationally recognised mental health training)



**400+** training awards for volunteer leaders  
(professional development & mentorship)

“

First time attending it. I'm virtual. It is well organized. Sessions thus far have been great. It's a great opportunity to learn more about Muslim mental health and incorporate into practice. Several books are already in my cart to order.

”

“

I want to give you a big overall Thank You. I am a Caucasian retired nurse practitioner, not a Muslim. On Saturday afternoon of this conference as “community”, I don't think you realize how you so beautifully expand that with the conference being as open as it was. I found out about it through Stanford CME. I was very grateful and privileged to be a part of this.

”

# Ways to Engage with MMHC

MMHC offers several intentional pathways for engagement. Each option is intentionally structured to reflect levels of partnership, scope of visibility, and depth of engagement with the conference mission.

These pathways are not interchangeable. They serve different goals, audiences, and organizational needs.

## **Sponsors - Institutional Partners**

Sponsorship represents MMHC's highest level of partnership and impact. Sponsors are recognized publicly as institutional partners, signaling leadership and commitment to advancing culturally responsive mental health.

### **Purpose:**

Leadership Recognition • Sustained Influence • Global Visibility

**Leader and Visionary Sponsors receive the most comprehensive experience, combining sponsor recognition and presence with premium exhibitor-level sales.**

*This option is best suited for established organizations seeking institutional credibility, the ability to showcase multiple offerings, and receive maximum return on visibility and time investment.*

## **Exhibitors - Community Marketplace**

Exhibitors engage through the Community Marketplace, designed for direct, on-site engagement with attendees through outreach and ethical sales within designated spaces and hours.

### **Purpose:**

Mission Alignment • Product Discovery • Ethical Sales

## **Book Fair Participants - Authors & Publishers**

The MMHC Book Fair offers a low-barrier pathway for knowledge sharing by uplifting community authors and publishers through resource showcasing and digitally facilitated sales.

### **Purpose:**

Knowledge Sharing • Visibility • Resource Access



Established organizations typically engage with MMHC as Sponsors or Premium Exhibitors to reflect their level of visibility, access, and partnership.

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# Sponsor Tiers & Benefits Table

Benefit	Ally \$1,000	Champion \$3,000	Leader \$5,000	Visionary \$10,000
Recognition on Conference Website, Digital Program & Post-Conference E-Newsletter	✓	✓	✓	✓
Prominent Logo Placement on Sponsor Boards (2 High-Traffic Areas)	✓	✓	✓	✓
Post-Conference Impact Report with Sponsorship Analytics	✓	✓	✓	✓
On-Site Footprint (Table optional) (see FAQs for specs)	-	6ft wide x 4ft deep footprint (One 4-ft Table)	8ft wide x 4ft deep footprint (One 6-ft Table)	10ft wide x 4ft deep footprint (Two 4-ft Tables)
Logo on Continuous Sponsor Thank-You Slideshow (Lobby Displays)	-	✓	✓	✓
Dedicated Sponsor Profile in Conference App (First 20 Confirmed by March 30)	-	✓	✓	✓
Complimentary Conference Registrations	-	1	2	4
On-Site CE-approved Sales Permitted (Leader & Visionary Only)	-	-	✓	✓
Promotional Insert in Conference Tote	-	-	✓	✓
Verbal Recognition During Opening & Closing Ceremonies	-	-	✓	✓
Reserved Front Seating at Opening, Closing & Lunch	-	-	✓	✓
Two free-standing banners (up to 4ft by 8ft each) permitted	-	-	✓	✓
Logo on Limited Print Run of Conference Programs	-	-	-	✓
Logo on MMHC Totes (By February 10)	-	-	-	✓
Additional display elements & footprint permitted per MMHC approval	-	-	-	✓
90-Second Promotional Video in Magnolia Ballroom Prior to Lunch (One Day) Friday or Saturday preference honored as available; first-come, first-served	-	-	-	✓

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# Community Marketplace – Exhibitors

Exhibitor Packages	
Package A	Package B
Pop Up Exhibitor (Only five tables available)	Premium Exhibitor
\$500	\$1,250
<b>Includes:</b> <ul style="list-style-type: none"> <li>One (1) 4-foot table</li> <li>Two (2) Chairs</li> <li>Placement in Grand Ballroom</li> <li>Access limited to designated exhibitor hours only (e.g., 8-9 AM, 5-6 PM; TBA)</li> <li>Tables will be screened off or closed outside designated hours</li> <li>No additional signage permitted beyond the table surface due to CE guidelines (see FAQs for specs)</li> <li>Sales permitted per CE guidelines</li> </ul>	<b>Includes:</b> <ul style="list-style-type: none"> <li>One (1) 4-foot table</li> <li>4-ft wide x 4-ft deep footprint</li> <li>Two (2) chairs</li> <li>Placement in <b>Lobby B (high-traffic exhibitor marketplace)</b></li> <li>Open and accessible during <b>all</b> conference hours</li> <li>Permission for tabletop &amp; floor signage within the allotted footprint (see FAQs for specs)</li> <li>Sales permitted per CE guidelines</li> </ul>
<b>Reserved Exclusively for:</b> <ul style="list-style-type: none"> <li>Student organizations</li> <li>First-time MMHC exhibitors</li> <li>Emerging nonprofits (<math>\leq</math> 24 months established)</li> </ul> <p><i>Organizations that have previously participated as MMHC sponsors or exhibitors are not eligible for this package.</i></p>	<b>Reserved for:</b> <ul style="list-style-type: none"> <li>Vendors</li> <li>Businesses</li> <li>Local Artisans</li> </ul> <p><i>Intended primarily for the sale of tangible goods or fee-based services. Submissions reflecting large-scale institutional promotion may be redirected to Sponsorship pathways.</i></p>
<b>Best suited for:</b> Initiatives seeking introductory exposure.	<b>Best suited for:</b> Vendors, businesses, and local artisans offering tangible goods or fee-based services for sale.

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# Community Marketplace – Book Fair

BOOK FAIR PARTICIPATION - Authors & Publishers	
Package C	Package D
Book Titles Under \$50	Book Titles \$50 & Above
Book Fair Entry Fee: \$75 entry fee per title	Book Fair Entry Fee: \$150 entry fee per title
<b>Includes:</b> <ul style="list-style-type: none"><li>Designated display space within the MMHC Book Fair zone</li><li>Title signage provided by MMHC</li><li>QR-based or designated digital purchasing link required</li><li>Opportunity for attendee discovery throughout the conference</li><li>No physical table or booth included</li><li>No on-site cash or point-of-sale transactions facilitated by MMHC</li></ul>	
<b>Additional Information:</b> <ul style="list-style-type: none"><li>Book Fair participation is digital and display-focused, not staffed tabling</li><li>All sales are conducted independently by authors or publishers via digital platforms</li><li>MMHC does not process payments, manage inventory, or handle fulfillment</li><li>Display quantities, placement, and duration are determined by conference logistics</li><li>Book Fair participation is subject to CME/CE guidelines and MMHC approval</li></ul>	
<b>Additional Requirements:</b> <ul style="list-style-type: none"><li>One author or designated representative must purchase an in-person conference registration to participate in the Book Fair</li><li>Registration is required for access to the conference and Book Fair areas</li></ul>	



Please review the full Policies, Guidelines, and Frequently Asked Questions (FAQs) for detailed information on Sponsorship, Exhibiting, and Book Fair participation.

# Special Features

## SPONSOR A SESSION

Align your organization with a keynote, training, or signature MMHC session.

Priority opportunities include the Keynote, Imam Training, and Volunteer Leaders Program.

Includes agenda listing (print, digital, WHOVA).

First-come, first-reserved upon payment.

## MEDIA CORNER

A dedicated space for attendees to create interviews, promotional videos, educational clips, and storytelling content.

30-minute appointment slots; limited availability; advance sign-up required.

## MMHC BOOK FAIR

A curated showcase celebrating scholarship, creativity, and community voices.

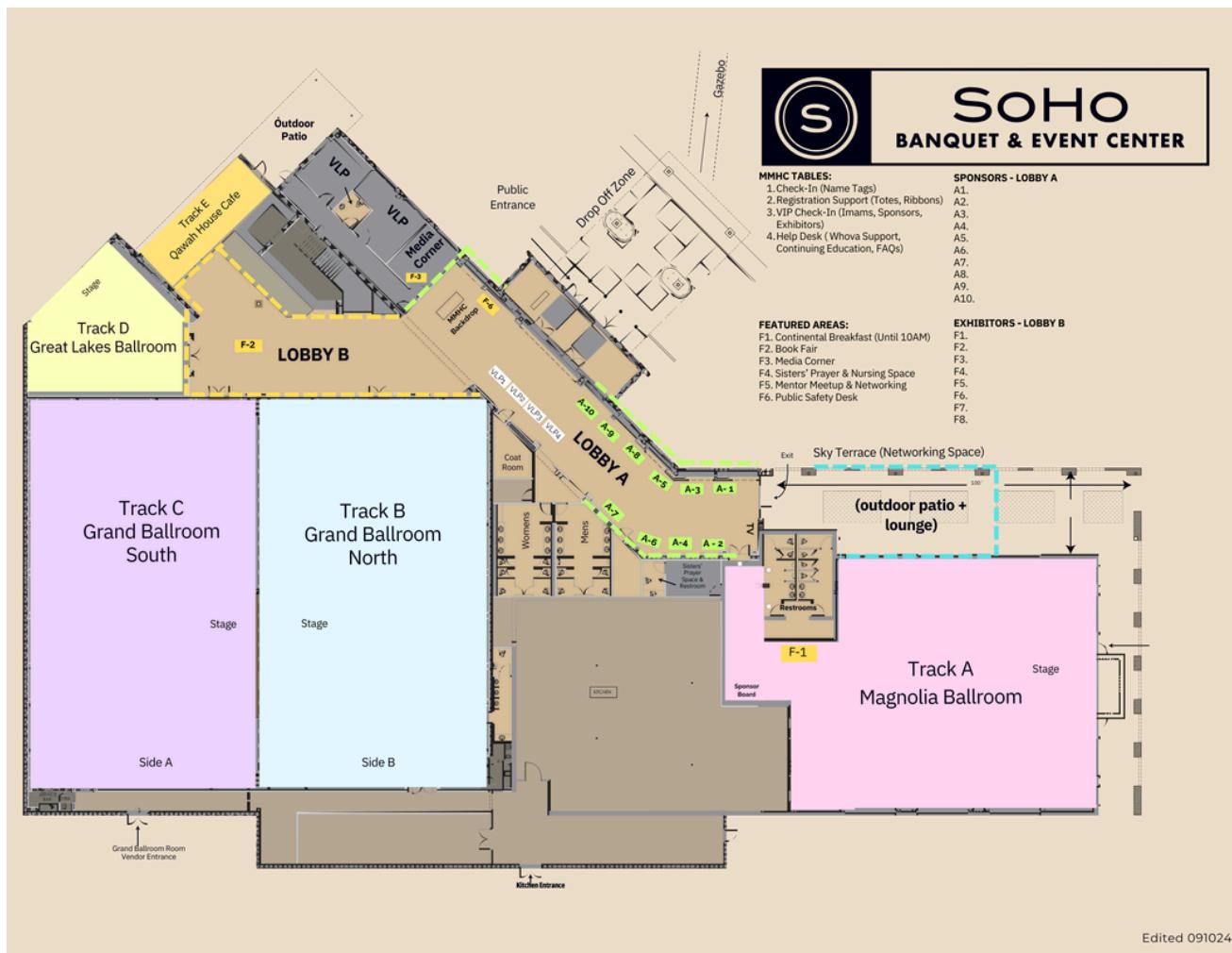
Designed for authors, academics, and independent publishers using a QR-based display format.

Participation is separate from Sponsor & Exhibitor packages.

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# Venue Floor Map

MMHC 2026 will be hosted at the Soho Banquet & Event Center in Metro Detroit, MI.



The layout supports clear traffic flow and equitable visibility:

- **Lobby A:** Sponsor Zone (Prime, CE-compliant)
- **Lobby B:** Premium Exhibitor Marketplace
- **Grand Ballroom B:** Pop Up Exhibitors (Limited Exhibitor Hours)
- **Magnolia Ballroom:** Opening & Closing Ceremonies, Keynote, Breakfast, Lunch

 Floor plan subject to change.

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# Partner With MMHC 2026

Join us in shaping the future of identity-informed, spiritually-attuned, & culturally responsive mental health care.



## REGISTER:

Sponsor | Exhibitor | Book Fair Registration

[Registration Form Here](#)



Placement and benefit fulfillment are limited and time-sensitive.



## SUBMIT PAYMENT:

MMHC Store

[MMHC Store Link](#)



Early confirmation and payment ensure optimal visibility, prioritized placement, and timely delivery of all benefits.

## NEXT STEPS ☺-☺-☺-☺

- Confirmation within 7-10 business days
- Onboarding email
- Marketing & logistics timeline
- Ongoing support from MMHC team



Please review the full Policies, Guidelines, and Frequently Asked Questions (FAQs) for detailed information on Sponsorship, Exhibiting, and Book Fair participation.

**Together, We Advance Mental Health Equity**

## Contacts:

**Sana F. Ali, MD |** [alisana@msu.edu](mailto:alisana@msu.edu)

Sponsorship & Development Chair

Questions about sponsorship tiers, exhibitor benefits, Book Fair participation.

**Hilari Rhodabeck, BA |** [psychiatry.mmh@msu.edu](mailto:psychiatry.mmh@msu.edu)

MMHC Administrator

Questions about website registration, MMHC store checkout, invoices, or receipts.

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