

Sponsorship Prospectus

Conference on Intervention Optimization

May 18-20, 2026

Bethesda North Marriott Hotel and Conference Center



Why sponsor?

Influential Exposure

Gain direct visibility and meaningful interactions with leading researchers, influential scholars, and decision-makers shaping intervention science and practice.

Community Engagement

Strengthen your organization's ties to prominent academic institutions, practitioners, and a multidisciplinary community dedicated to impactful research collaborations.

Brand Alignment

Position your organization at the forefront of innovative research by associating your brand with cutting-edge advancements in intervention optimization.

Innovation and Mentorship

Invest in the future of intervention science by supporting early-career researchers, fostering talent, and driving pioneering advancements in health and behavioral sciences.

Who Attends?

More than 150 researchers

from across the US and internationally

A mix of academic and industry colleagues

Faculty, research scientists, and trainees at research universities and academic medical centers; we anticipate a slightly smaller contingent from applied research organizations and health systems

Fields Represented

Psychology · Public Health · Biostatistics · Medicine
Nursing · Social Work · Engineering · Computer Science

Research Areas

Substance Use

Mental Health

Oncology

Cardiovascular Health

HIV

Physical Activity

Digital Health

Adaptive Interventions

~**60%** are faculty (full, associate, and assistant professors), many with active NIH portfolios as PIs

~**20%** are doctoral students, postdocs, and early-career research scientists

~**20%** are research scientists, methodologists, and applied research professionals

The Conference represents the primary venue in the field for methodological training, cross-disciplinary collaboration, and emerging research in intervention optimization.

Who We Are

Our community brings together leading scholars, innovative researchers, and dedicated practitioners committed to improving interventions in health, education, behavioral sciences, and beyond.

The 2026 Conference on Intervention Optimization is hosted by the Center for the Advancement and Dissemination of Intervention Optimization (CADIO) at NYU and the Data Science for Dynamic Intervention Decision-Making Center (d3c) at the University of Michigan.

CADIO



d3center



A First-of-its-Kind Event

Establishing intervention optimization as a critical, multidisciplinary field through innovative ideas and practical applications.

Multidisciplinary Collaboration

Attendees represent public health, psychology, implementation science, computer science, economics, and engineering.

A Wealth of Expertise

Featuring distinguished leaders including Linda M. Collins (NYU), Susan A. Murphy (Harvard), and Billie Nahum-Shani (U Michigan).

What to Expect

Plenary Sessions

All sessions are plenary. Each podium session includes dedicated time for open discussion led by the session chair.

Session Topics

New Experimental Designs

Cutting-edge trial designs and methodological advances

Implementation Science and Intervention Optimization

Bridging development and real-world application

Decision-Making and Economic Considerations

Balancing effectiveness, affordability, and resource constraints

Ideas from Computer Science and Engineering

AI, control engineering, and digital health

Community-Engaged Research and Optimization

Building more relevant, high-impact interventions

Spotlight on Early-Career Investigators

Rising researchers and fresh ideas

Innovative Applications

Creative uses of optimization across fields

Conference Speakers and Discussants



Daniel Almirall
U Michigan



Dror Ben-Zeev
U Washington



Linda M. Collins
NYU



David Conroy
U Michigan



Walter Dempsey
U Michigan



E. Jennifer Edelman
Yale University



Simon Goldberg
U of Wisconsin



Kate Guastaferrro
NYU



Kate Merrill
U of Ill. Chicago



Susan A. Murphy
Harvard U



Billie Nahum-Shani
U Michigan



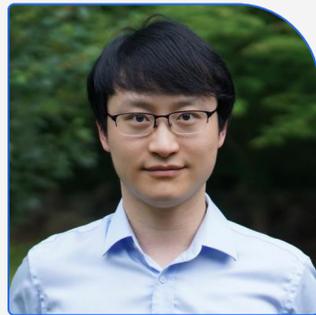
Danielle Ostendorf
U of Tennessee



Megan E. Piper
U of Wisconsin



Lindsey Potter
Univ. of Utah



Tianchen Qian
UC Irvine



Borsika Rabin
UCSD



Daniel E. Rivera
ASU



Donna Shelley
NYU



Bonnie Spring
FSU



Jillian Strayhorn
NYU



Devin Tomlinson
U Michigan



David J. Vanness
Penn State U



Maureen Walton
U Michigan



David Wetter
Univ. of Utah

What to Expect

Special Events

Opening Reception

Drinks and hors d'oeuvres for all attendees on the evening of May 18. A prime sponsorship opportunity for visibility.

Early Career Networking Reception

A dedicated evening event for early-career scientists and trainees to connect with peers and mentors.

Poster Sessions

Lightning-round previews followed by lunchtime poster browsing over catered meals on both Day 1 and Day 2.

NIH Funding Panel and Roundtables

Panel discussion and small-group roundtables with NIH program officials on funding optimization research.

Interactive Closing Plenary

Open group discussion to surface key questions and shape priorities for future research directions.

Bethesda North Marriott Hotel and Conference Center

- Conveniently located in Washington, DC metropolitan area.
- Easy access via public transportation, only steps from the North Bethesda Metro station on the Red Line.
- Comfortable accommodations and spacious conference facilities designed to foster meaningful interactions and collaboration among attendees.



Sponsor Packages

Presenting Sponsor · \$10,000 · Exclusive

- “Presented by” recognition on slides during opening & closing sessions
- Top-placement logo on conference hub webpage
- Top-placement logo on welcome sign at conference
- Verbal thanks at opening & closing
- Exclusive sponsorship of Day 1 networking reception
- 2 complimentary full registrations (incl. networking reception)
- Exhibit table in prime foyer location
- Social media recognition (3 dedicated posts)
- Logo and link in post-conference thank you email to all attendees

Conference Sponsor · \$5,000 · 3 available

- Logo on cover slide for opening & closing sessions
- Logo displayed above-the-fold on conference hub webpage
- Logo displayed on conference welcome sign at conference
- Verbal thanks at opening
- 1 complimentary full registration (incl. networking reception)
- Exhibit table (standard location)
- Social media recognition (1 dedicated post)

Exhibitor · \$2,500

- 1 complimentary full registration
- Exhibit table (standard location)
- Logo displayed above-the-fold on conference hub webpage
- Logo displayed on welcome sign at conference

Sponsored Items and Events

Lunch Sponsor · \$5,000 (2 available)

- Exclusive sponsorship of conference lunch (Day 1 or Day 2)
- Logo on lunch area signage and table tents
- Recognition slide during lunch break
- Verbal thanks before lunch session
- Logo on sponsor board + website listing
- No exhibit table

Conference Bag Sponsor · \$3,000 (exclusive)

- Exclusive logo placement on conference tote bags
- Logo on sponsor board + website listing
- Recognition in opening remarks
- Tote bags distributed to all attendees at registration
- No exhibit table

Conference Bag Leaflet or Merch · \$500/item.

Lanyard Sponsor · \$4,000 (exclusive)

- Exclusive logo placement on conference lanyards
- Logo on sponsor board + website listing
- Lanyards distributed to all attendees at registration
- No exhibit table

Coffee Break Sponsor · \$1,500 (5 available)

- Logo on sponsor board + recognition slide
- Brief thank-you before chosen coffee break
- Signage at coffee stations during chosen coffee break
- No exhibit table

Sponsor provides a promotional item or informational leaflet for inclusion in every attendee's conference bag.



Interested in becoming a sponsor?

We would love to discuss how your organization can be a part of the 2026
Conference on Intervention Optimization.

info@interventionoptimization.org

interventionoptimization.org/conference