

Inside THE Lab

{apa labs}™ FROM AMERICAN PSYCHOLOGICAL ASSOCIATION SERVICES, INC.

OCTOBER 14-15, 2026 | AUSTIN, TX

SHAPE THE
FUTURE OF
**MENTAL HEALTH
INNOVATION**



Inside THE Lab

{apa labs}TM
FROM
AMERICAN
PSYCHOLOGICAL
ASSOCIATION
SERVICES, INC.

OCTOBER 14-15, 2026 | AUSTIN, TX

Where Psychology Meets Innovation — Live and in Action

Inside the Lab is where psychology meets breakthrough technology. This high-impact, invitation-only working event convenes the leaders shaping digital mental and behavioral health: founders, psychologists, investors, health systems, payers, and policy-makers committed to ethical innovation. Become a sponsor and position your organization at the center of what's next.



2025 by the Numbers — Proof the Lab Delivers

Last year's inaugural Inside the Lab convening in Austin brought together more than **100 leaders from across the digital mental health ecosystem** for two days of immersive collaboration, with participants consistently describing it as one of the **most productive and collaborative events in the space**. Sponsors were positioned at the center of these conversations, helping shape the dialogue and engage directly with leaders driving innovation across the field.

81%

Extremely satisfied

NPS 85

World-class event score

92%

Felt better connected

83%

More empowered to act

8+

Investor-founder deals initiated

3

Pilot programs launched

47K

LinkedIn impressions

100%

Positive social sentiment

Who You'll Reach in 2026

This cross-sector mix creates something rare in healthcare events:

A room where the people building technology, funding it, regulating it, validating it, and adopting it are all working together.

For sponsors, this means access to:

- **Companies developing next-generation mental health technologies**
- **Investors actively funding the category**
- **Clinical leaders shaping standards of care**
- **Health systems and payers evaluating solutions for adoption**

Audience at a Glance:

32%

Digital Health
Founders & CEOs

28%

Clinical practitioners
& Researchers

15%

Investors & VCs

12%

Health System
Leaders & Payors

8%

Policy &
Regulatory Experts

Why Sponsoring Inside the Lab is Different

Inside the Lab is designed for **depth, collaboration, and real outcomes.**

For organizations operating in digital mental and behavioral health, Inside the Lab offers something most conferences cannot — sponsors are woven into the experience, giving you genuine visibility with a high-trust, high-caliber audience that is actively solving the problems your organization cares about.

Intimate by design

Under 300 attendees means your brand isn't lost in the noise. 60% of 2025 attendees cited Collab Labs — where sponsors have naming rights — as the single most valuable element.

Credibility & thought leadership

APA Labs is recognized as the bridge between clinical rigor and commercial innovation. That trust transfers to every sponsor on stage with us.

Real outcomes, not just exposure

In 2025: 8 investor-founder deals initiated, 3 pilot programs launched, 5 founders received pro bono legal consultations, and a grassroots Slack community of 23 attendees formed organically from a room of 150 people.

Year-round community access

New for 2026: opt-in attendee directory, private community platform, quarterly virtual reunions, and a resource library — sponsors gain access to the community between events.

Inside THE Lab

{apa labs}TM
FROM
AMERICAN
PSYCHOLOGICAL
ASSOCIATION
SERVICES, INC.

OCTOBER 14-15, 2026 | AUSTIN, TX

2026 Sponsorship Opportunities

“

This was the best conference I've been to in years. It was amazing to connect with so many innovative thinkers in the mental health space.

2025 Attendee

“

Most other meetings in this space are either science-focused with few digital sessions, or broad healthtech with only a few mental health programs. Inside the Lab is different.

2025 Attendee

Inside THE Lab

{apa labs}™
FROM
AMERICAN
PSYCHOLOGICAL
ASSOCIATION
SERVICES, INC.

OCTOBER 14–15, 2026 | AUSTIN, TX

2026 SPONSORSHIP OPPORTUNITIES

Visionary Partner | \$30,000

The premier thought leadership and brand influence opportunity.

- Exclusive mainstage panel or AMA session — position your organization as the defining voice on a key topic
- Exclusive presenting sponsor credit in all pre-event marketing (6+ months of reach)
- Featured in every press release and media announcement
- Premium logo placement on ALL materials: emails, microsite, signage, digital program, and post-event impact report
- Logo on attendee bags and lanyards
- Flyer/insert into attendee bags
- 2 dedicated email blasts to the full attendee list (pre- and post-event)
- 8 attendee event passes
- 2 invitations to VIP dinner with APA leadership and strategic partners



I love that APA is getting in the game, actively encouraging and leading innovation.

2025 Attendee

Inside THE Lab

{apa labs}TM
FROM
AMERICAN
PSYCHOLOGICAL
ASSOCIATION
SERVICES, INC.

OCTOBER 14-15, 2026 | AUSTIN, TX

2026 SPONSORSHIP OPPORTUNITIES

Impact Sponsor

\$20,000

Drive the conversation on the future of mental health tech.

- Sponsor and shape a Collaborative Lab session on a topic of your choosing
- Logo on all materials (digital & print): emails, microsite, signage, digital program
- Spotlight content feature in pre-event communications to the full attendee list
- Logo on attendee bags
- Flyer/insert into attendee bags
- 5 attendee event passes



Inside THE Lab

{apa labs}[™]
FROM
AMERICAN
PSYCHOLOGICAL
ASSOCIATION
SERVICES, INC.

OCTOBER 14–15, 2026 | AUSTIN, TX

2026 SPONSORSHIP OPPORTUNITIES

Innovation Sponsor

\$15,000

Own a high-traffic experience and engage with innovators directly.

- Co-brand a flagship networking moment (lunch or happy hour) — exactly where attendees said the unexpected partnerships formed
- Logo on all materials (digital & print): emails, microsite, signage, digital program
- Logo on attendee bags
- 3 attendee event passes



Inside THE Lab

{apa labs}TM
FROM
AMERICAN
PSYCHOLOGICAL
ASSOCIATION
SERVICES, INC.

OCTOBER 14-15, 2026 | AUSTIN, TX

2026 SPONSORSHIP OPPORTUNITIES

Community Connector \$10,000

Build relationships and elevate your brand presence.

- Logo on all materials (digital & print): emails, microsite, signage, digital program
- Logo on attendee bags
- 3 attendee event passes



Inside THE Lab

{apa labs}TM
FROM
AMERICAN
PSYCHOLOGICAL
ASSOCIATION
SERVICES, INC.

OCTOBER 14-15, 2026 | AUSTIN, TX

2026 SPONSORSHIP OPPORTUNITIES

Startup Champion \$5,000

Support early-stage mental health innovation.

- Fund participation of up to 2 early-stage startups in the Pitch Showcase — 63% of 2025 attendees rated it extremely satisfying; several founders secured VC meetings on-site
- Logo on all materials (digital & print): emails, microsite, signage, digital program
- Logo on attendee bags
- 1 attendee event pass



Eligibility & Integrity Standards

All sponsors must align with APA Labs' values and meet criteria for:



Ethical product development and user privacy



Transparent data practices and clinical responsibility



Respect for psychological science and inclusive design



Responsible use of AI (where applicable)



Alignment with APA's mission to improve mental health equity and access



Inside THE Lab

{apa labs}TM
FROM
AMERICAN
PSYCHOLOGICAL
ASSOCIATION
SERVICES, INC.

OCTOBER 14-15, 2026 | AUSTIN, TX

Secure Your Sponsorship

Be at the Center of What's Next in Mental Health Innovation

Contact Hayley Buck, Head
of Marketing & Sales

hbuck@apa.org | 202-218-3594

[Learn More](#)

apa-labs.com/events/inside-the-lab