



2017 Annual Education and Training Conference & Exhibits

Marriott Philadelphia Downtown • Philadelphia, PA • April 2 - 5, 2017



National WIC
Association

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Introduction

National WIC Association • Marriott Philadelphia Downtown, Philadelphia, PA • April 2 – 5, 2017

The National WIC Association (NWA) invites you to participate as an exhibitor and/or sponsor at our 34th Annual Education and Training Conference & Exhibits.

2017 Conference Location:

Marriott Philadelphia Downtown Hotel
1201 Market Street
Philadelphia, PA 19017
Main #: 215-625-2900

2017 Housing Location:

Marriott Philadelphia Downtown Hotel
1201 Market Street
Philadelphia, PA 19017
Reservation #: 1-877-901-6632

The negotiated room rate at the Marriott Philadelphia Hotel is \$184 plus a nightly room occupancy tax currently set at 15.5%. Room reservation deadline is Monday, March 20th, 2017.

Note: tax rate may change without notice.

Who is NWA?

The National WIC Association (NWA) is the non-profit education arm and advocacy voice of the Special Supplemental Nutrition Program for Women, Infants and Children (WIC), the over 8 million mothers and young children served by WIC and the 12,000 service provider agencies who are the front lines of WIC's public health nutrition services for the nation's nutritionally at-risk mothers and young children.

What is the NWA Annual Education and Training Conference & Exhibits?

It is an opportunity for you to meet and build relationships with potential new clients and to reacquaint yourself with existing clients who use your products and services.

Among the over 1,000 WIC community members who are expected to attend this conference are key decision makers representing the US Department of Agriculture, the 90 state and ITO WIC agencies and over 2,200 local WIC agencies from across the nation.

Why Exhibit?

If you are seeking to introduce your products and services or an alternative promotional strategy to a new or existing audience, this conference offers several affordable options to meet your marketing needs.

By exhibiting and/or sponsoring at this conference, you will:

- Create new customer and client relationships with WIC decision makers from across the nation;
- Strengthen and build upon existing customer and client relationships;
- Increase visibility for your company/organization in a targeted market;
- Promote and market your products and services;
- Reach prime target market segments for your products and services; and
- Demonstrate your commitment to promoting quality public health nutrition for women, infants and children.

Dale Greenberg, Conference Manager: dale.greenberg@conferencedirect.com, P: 410-491-2654, F: 410-727-8418

Exhibitor Schedule

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Key Dates to Remember

March 10, 2017 : Exhibit Prospectus & Full Payment Due
March 10, 2017 : Exhibit Cancellation Date with 25% Penalty
March 10, 2017 : Exhibitor Advertisement Due
March 20, 2017 : Hotel Reservations Cut-off Date
March 24, 2017 : Exhibitor Registration Deadline
April 2, 2017 : Exhibitor Move-in & Set-up
April 4, 2017 : Exhibitor Tear-down & Move Out

Note: If full payment is not received by March 10, NWA has the right to resell or reassign the exhibit booth to another exhibitor.

Exhibit Dates and Hours

SUNDAY, APRIL 2

8:00 am – 4:00 pm Exhibitor Move-in and Set-up

4:00 pm – 7:00 pm Exhibit Show Opens

MONDAY, APRIL 3

7:30 am – 8:30 am Breakfast / Networking & Exhibits

10:30 am – 11:00 am AM Break / Networking & Exhibits

12:00 pm – 1:30 pm Lunch on your own

3:00 pm – 3:30 pm PM Break / Networking & Exhibits

TUESDAY, APRIL 4

7:30 am – 9:00 am Breakfast / Networking & Exhibits

10:30 am – 11:00 am AM Break / Networking & Exhibits

11:00 am – 5:00 pm Exhibitor Teardown / Move out

Exhibit Booth Packages

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Each booth includes:

- One 6' skirted table
 - Two side chairs
 - One wastebasket
 - General area security and fire guard service
- NOTE: The protection of special valuable items are at the exhibitor's own expense

- Listing in the Conference Program
- Daily aisle maintenance

Not Included: Electrical, Internet and Telephone.
They are available at cost.

	BOOTH PACKAGE TYPES					
	Business Council Partner*	Platinum \$8,000	Gold \$6,000	Silver \$4,500	Bronze \$3,500	Standard For-Profit \$2,500 Non-Profit \$1,250
BADGES/REGISTRATIONS						
Free exhibit floor badges	4	4	3	2	2	2
Free full conference registrations	4	1	1	1	0	0
Additional floor badges	\$50/each	\$150/each (can purchase 1)	\$150/each (can purchase 2)	\$150/each (can purchase 2)	\$150/each (can purchase 2)	\$150/each (can purchase 2)
Max floor badges allowed	8	6	6	4	4	3
BOOTH SIZE						
	Single	Double	Double	Single	Single	Single
CONFERENCE MATERIALS						
Conference bag insertion (see page 5 for details)	✓	✓	**	**	**	**
Advertisement in the conference program	**	Full page	½ page	¼ page	**	**
Acknowledgement in the conference program	✓	✓	✓	✓	✓	✓
Special recognition at the Opening Plenary	✓	✓				
One time use of attendee mailing list (.xls File)	✓	✓	**	**	**	**

**See page 5 for ad and insert pricing.

Sponsorship Opportunities

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Sponsorship Item	Price	Benefits							
		Exclusive signage at sponsored event	Conference Registration	Ad in conference program	Bag insert	Acknowledgement in Conference Program	Attendee Mailing Listing	Short presentation via PPT prior to event	Company logo exposure
Board Chair's Reception	\$20,000	✓	2	Full page	✓	✓	✓	1 Min	
Continental Breakfast Monday	\$15,000	✓	1	½ page	✓	✓			
Continental Breakfast Tuesday	\$15,000	✓	1	½ page	✓	✓			
Continental Breakfast Wednesday	\$15,000	✓	1	½ page	✓	✓			
Audio/Visual (A/V)	\$15,000			½ page	✓			2 Min	Projected in all sessions
Conference Program Printing	\$10,000			Back cover	✓	✓	✓		
Conference Bags	\$8,000			½ page	✓	✓			Logo on Bag
Morning Beverage Break Monday	\$5,000	✓		\$*	✓	✓			
Afternoon Beverage Break Monday	\$7,000	✓		\$*	✓	✓			
Morning Beverage Break Tuesday	\$5,000	✓		\$*	✓	✓			
Afternoon Beverage Break Tuesday	\$7,000	✓		\$*	✓	✓			
Morning Beverage Break Wednesday	\$5,000	✓		\$*	✓	✓			
Conference Speaker	Opening: \$5,000; Closing: \$3,500; Concurrent: \$2,500	Outside session room		½ page	✓	✓		1 Min	
Conference Lanyards	\$3,000				✓	✓			Logo on Lanyards

*See page 5 for pricing.

Dale Greenberg, Conference Manager: dale.greenberg@conferencedirect.com, P: 410-491-2654, F: 410-727-8418

Program Advertisement

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Advertise in the NWA conference program to expand your company's exposure by reaching a "take-home" market in addition to your exhibit space marketing.

- All ads must be received by Friday, March 10, 2017 to be included in the program.
- Front inside and back covers are available in color.
- All other ads must be in black and white.

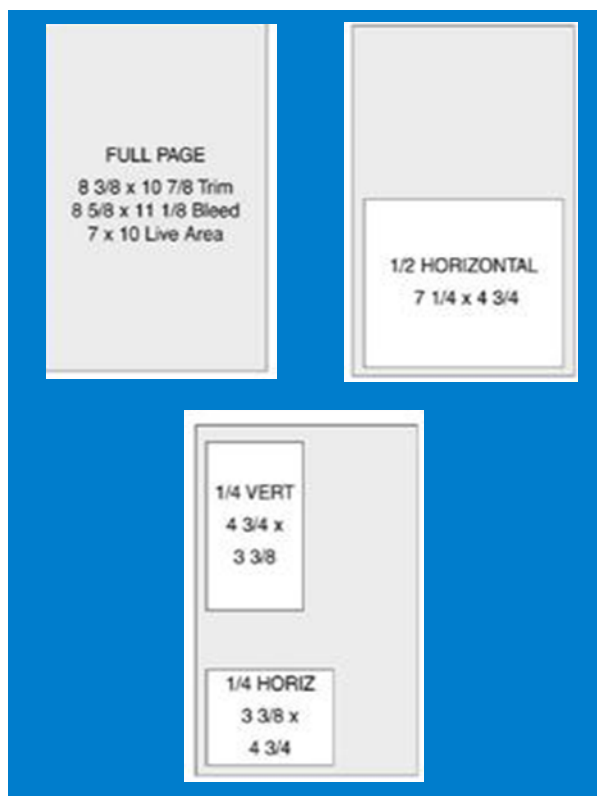
Please send all ads in camera-ready format to:

Conference Manager
Dale Greenberg
dale.greenberg@conferencedirect.com
Phone: 410-491-2654
Fax: 410-727-8418

Advertising Fees

Inside front cover	\$1,200
Inside back cover	\$1,000
Back cover.....	\$2,500
Full page	\$750
Half page	\$450
Quarter page.....	\$275
Bag inserts*.....	\$1.00 per item
Attendee mailing list..... (Excel file)	\$250

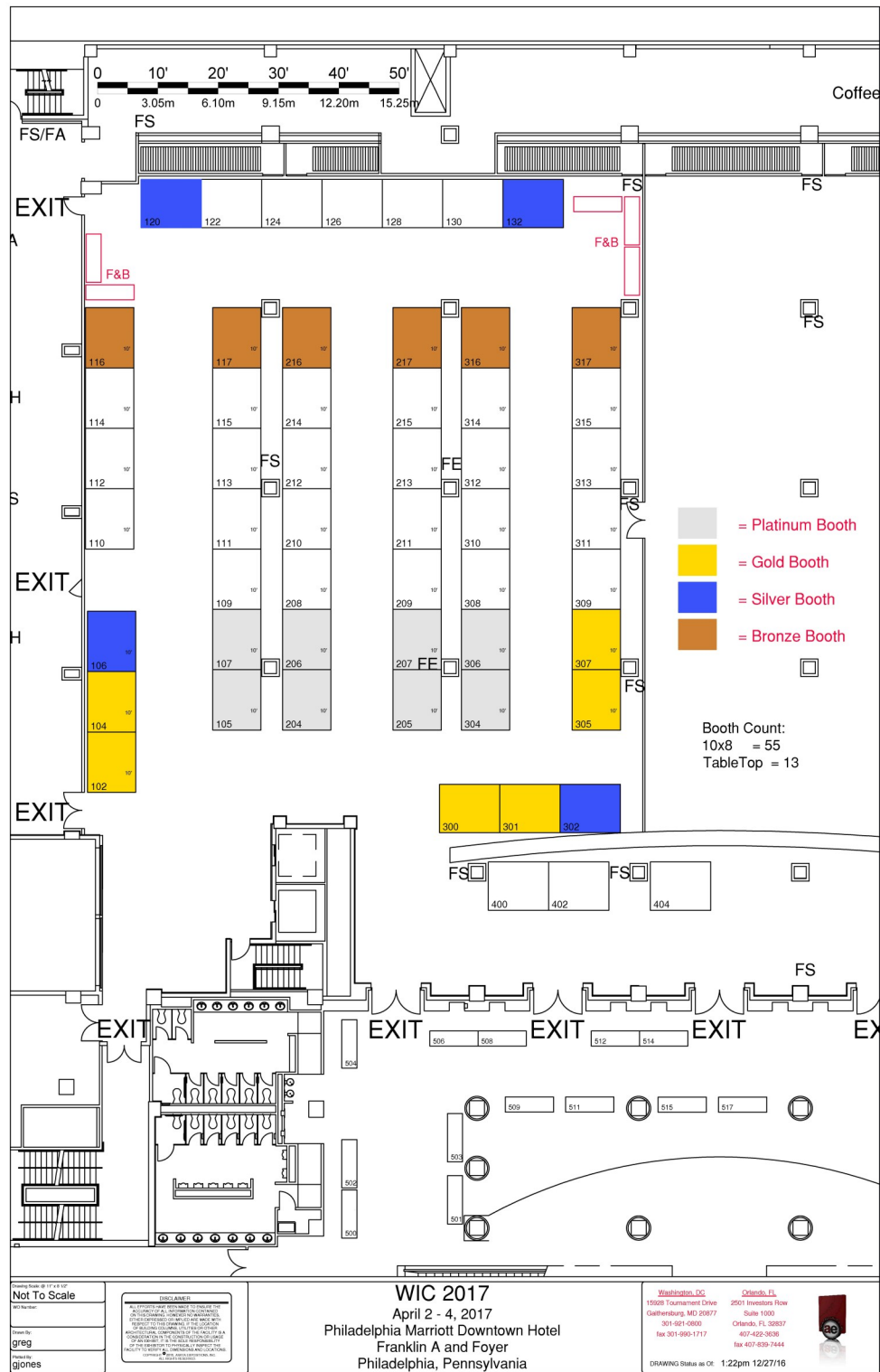
*Bag inserts are limited to a single item weighing no more than 4oz that fits inside the conference bag.



NWA reserves the right to refuse any advertisement or bag insert on any grounds, to the extent permissible by law.

Exhibit Area Floor Plan

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Contract/Registration

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National WIC Association reserves the right to reject applications for sponsorships, or to exhibit products and services at the NWA 2017 Annual Education and Training Conference and Exhibits for any or no reason, including in the event National WIC Association believes, in its sole discretion, that an applicant's sponsorship, products or services contradict, conflict with or otherwise are not aligned with National WIC Association's or the WIC Program's purpose or mission.

In accordance with the Exhibit Tradeshow Regulations governing rental of exhibit space on the last page of this Exhibitor Prospectus, the undersign hereby applies for exhibit space at the NWA Annual Education and Training Conference & Exhibits in Philadelphia, PA April 2–4, 2017. Exhibitor has read and agrees to the exhibit regulations. Exhibitor also understands that these regulations are incorporated into this contract by reference and that this application becomes a contract when accepted by NWA. We understand that a 25% non-refundable deposit is due with applications made before March 10, 2017 and that the balance is due on or before March 10, 2017. If you are submitting this application after March 10, 2017, the full exhibit fee is to accompany this application. Cancellations will not be refunded after March 10, 2017.

SECTION 1: Primary Contact: (Name of person for all exhibit correspondence)

Name: _____ Title: _____

Phone: _____ E-mail: _____

SECTION 2: Company information to be listed in the conference program:

Company Name: _____ Person to list in program: _____

Email: _____

SECTION 3: Name(s) of on-site Exhibitor(s) if different from official exhibit representative listed in section 1 above. Refer to your selected booth type on page 3 to see the number of included floor badges and conference registrations.

PLEASE NOTE: For more information on NWA's exhibitor registration policy, please refer to the Trade Show Exhibit regulations on page 10-11.

First Exhibitor to be Registered:

Name: _____ Title: _____

Phone: _____ E-mail: _____

Second Exhibitor to be Registered:

Name: _____ Title: _____

Phone: _____ E-mail: _____

Third Exhibitor to be Registered (\$150 purchase or with sponsorship)::

Name: _____ Title: _____

Phone: _____ E-mail: _____

Contract/Registration

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Fourth Exhibitor to be Registered (\$150 purchase or with sponsorship):

Name: _____ Title: _____

Phone: _____ E-mail: _____

Fifth Exhibitor to be Registered (\$150 purchase or with sponsorship):

Name: _____ Title: _____

Phone: _____ E-mail: _____

Sixth Exhibitor to be Registered (\$150 purchase or with sponsorship):

Name: _____ Title: _____

Phone: _____ E-mail: _____

Seventh Exhibitor to be Registered (only Business Council Partners):

Name: _____ Title: _____

Phone: _____ E-mail: _____

Eighth Exhibitor to be Registered (only Business Council Partners):

Name: _____ Title: _____

Phone: _____ E-mail: _____

SECTION 4: Brief description of products/services to be displayed:

SECTION 5: Preferred Exhibit Booth Location:

Please refer to exhibit booth locations and numbers from the Exhibit Area Floor Plan (also available online at nwica.org under EVENTS) or by contacting Dale Greenberg, the Conference Manager at 410-491-2654/dale.greenberg@conferencedirect.com.

Please note that primary booth locations are reserved for NWA Business Council Partners. All other exhibit booths are awarded on a first-come, first-served basis. All opportunities remain available until completed applications and payments are received by the Conference Manager/NWA.

1st Choice # _____ 2nd Choice # _____ 3rd Choice # _____

We do not wish to be next to or across from the below listed company(s). ***Please note that the exhibit booths purchased prior to your request will not be relocated. You may discuss possible options with the Conference Manager.***

Company #1: _____

Company #2: _____

Contract/Registration

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SECTION 6: Please check the appropriate box(es) to indicate your selection:

Booth Package Type			
<input type="checkbox"/> Business Council Partner		<input type="checkbox"/> Bronze Sponsorship	\$3,500
<input type="checkbox"/> Platinum Sponsorship	\$8,000	<input type="checkbox"/> Standard/For-profit	\$2,500
<input type="checkbox"/> Gold Sponsorship	\$6,000	<input type="checkbox"/> Standard/Non-profit	\$1,250
<input type="checkbox"/> Silver Sponsorship	\$4,500		
Advertisement Choices			
<input type="checkbox"/> Inside front cover	\$1,200	<input type="checkbox"/> 1/2 Page Ad	\$450
<input type="checkbox"/> Inside back cover	\$1,000	<input type="checkbox"/> 1/4 Page Ad	\$275
<input type="checkbox"/> Back cover	\$2,500	<input type="checkbox"/> Bag Inserts (per item)	\$1.00
<input type="checkbox"/> Full Page Ad	\$750	<input type="checkbox"/> Attendee Listing File	\$250
Sponsorship Opportunities			
<input type="checkbox"/> Board Chair's Reception	\$20,000	<input type="checkbox"/> Mon. PM Break	\$7,000
<input type="checkbox"/> Mon. Continental Breakfast	\$15,000	<input type="checkbox"/> Tue. AM Break	\$5,000
<input type="checkbox"/> Tue. Continental Breakfast	\$15,000	<input type="checkbox"/> Tue. PM Break	\$7,000
<input type="checkbox"/> Wed. Continental Breakfast	\$15,000	<input type="checkbox"/> Wed. AM Break	\$5,000
<input type="checkbox"/> Audio/Visual (A/V)	\$15,000	<input type="checkbox"/> Conference Opening Plenary	\$5,000
<input type="checkbox"/> Conference Program Printing	\$10,000	<input type="checkbox"/> Conference Closing Plenary	\$3,500
<input type="checkbox"/> Conference Bags	\$8,000	<input type="checkbox"/> Concurrent Session	\$2,500
<input type="checkbox"/> Mon. AM Break	\$5,000	<input type="checkbox"/> Conference Lanyards	\$3,000

Notes

Booth Package: \$ _____

Advertisement: \$ _____

Sponsorship: \$ _____

Additional floor badges: \$ _____

TOTAL AMOUNT DUE: \$ _____

SECTION 7: Method of Payment

An invoice will be created and sent to the primary contact. Please call Dale to provide payment method.

☐ Check or ☐ Money Order #: _____ **Make Payments to: National WIC Association**

For credit card payments, please call Dale Greenberg, the conference manager, to provide the required credit card information.

Tradeshow Exhibit Regulations

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Purpose and Objectives

The National WIC Association (NWA) Exhibit show is produced by NWA. It is for educational and informational purposes only and is an adjunct to the Annual Business meeting and professional sessions held during this Annual Conference. The exhibit show is meant to supplement the professional meeting by providing state and local WIC agency staff with the various types of products and services to them. Exhibitors are expected to display their WIC related products and/or discuss their services with NWA members and other attendees. Direct sales may not be made by exhibitor or on the exhibit hall floor. Exhibitors are permitted to take orders. NWA reserves the right to refuse space to any applicant which, in the opinion of the Association, is unlikely to contribute to the overall objective of the conference.

Rules

The rules and regulations governing the exhibits under the auspices of the National WIC Association (NWA) Conference are part of the agreement for space.

Exhibit Space Location

Some booth spaces are reserved exclusively for organizations that sponsor the conference at the Gold, Silver or Bronze levels. Preference for booth space location will be based upon a first received/paid, first-assigned basis within the exhibit hall. Application must be returned with payment and first, second and third choices of booth space locations indicated.

Agreement for Space

This application for an exhibit booth space, the notice of booth assignment and the receipt of full payment, together constitute an agreement for the right to use the space. A 25% non-refundable deposit is due with applications made before March 10, 2017 and that the balance is due on or before March 10, 2017. If you are submitting this application after March 10, 2017, the full exhibit fee is to accompany this application. Cancellations will not be refunded after March 10, 2017. NWA reserves the right to reassign booth spaces not paid for by March 10, 2017.

Exhibitor Representative Responsibilities

For each exhibit, there must be at least one primary person to be the official on-site representative and responsible party. This person will receive all relevant materials relating to the exhibit show. That representative shall be authorized to enter into such contracts as may be necessary for fulfillment of obligations to NWA and to other contractors and subcontractors. At least one representative must be present at the exhibit booth during all official hours of the exhibit show.

Exhibitor Registration

The purchase of your booth package type determines your floor badges and registrations. Please refer to page 3 of this prospectus. Additional exhibitor floor badges may be purchased for \$150/person up to your booth package type's limit. Any exhibitor wishing to include more individuals will have to register at the full conference rate. In order to register booth personnel in advance, section 3 of the application must be completed for each person prior to the registration deadline of March 24, 2017. An exhibitor may also purchase registration to the full conference for an additional fee, except when included as part of a sponsorship package.

For each exhibit booth personnel, his/her name MUST be provided to Dale Greenberg prior to the registration cut-off date of March 24, 2017. Any exhibitor who shows up at the conference site without a prior registration may be registered for an additional cost of \$150/person as indicated on page 3 of this prospectus. Beyond the maximum number of floor badges allowed for each exhibit booth type, the full conference registration fee will be charged. Also, for each exhibitor name change made after March 24, 2017, you will be charged an administrative fee of \$25.00.

Admission to Exhibit Hall

NWA shall have sole control over all admission policies at all times. Badges must be worn at all times; badge swapping among personnel is prohibited. Use of these badges is restricted to booth personnel only. All personnel in the exhibit booth are required to wear their name badges throughout move-in, show hours and move-out. Security guards will be checking for badge identification on all exhibit personnel.

Exhibit Show Decorator

Space furnishings, electrical and internet needs and labor to set up and dismantle an exhibit booth are to be ordered on the forms provided in the exhibitors' kit provided by the Conference Manager. Electrical needs will be handled by the conference facility. A request form will be provided to confirmed exhibitors. Electrical installation must conform to all rules and regulations and to all national, state and local codes, as well as facility regulations.

Shipping & Storage

All shipping and storage arrangements will be managed by the Exhibit Show Decorating Company. Information will be provided in the Exhibitor Kit. **NWA will not be responsible for exhibitor shipping costs and needs. If an exhibitor chooses to ship booth materials directly to the conference hotel or conference facility, it is to be shipped to the attention of the primary person for that exhibit. This person will be responsible for all shipping and delivery charges by the hotel or conference facility.**

Use of Exhibit Booth Space

Exhibitors shall arrange their exhibits so that they do not obstruct other exhibits. Aisles must be kept clear, and exhibits should be arranged so attendees will be in front of or inside assigned space.

Display materials or equipment at the sides of the exhibit booth shall not exceed the heights of the booth of the exhibit space. Display material may not be higher than 42" above the sidewalls (if present) and in the back 5' of the exhibit space. All materials used for decoration, i.e., paper, cardboard, cloth, etc., shall be flame-retardant. Safety and fire exits and equipment must be left accessible and in full view at all times. Display materials or equipment of significant size must be pre-approved by NWA. All special requests must be submitted in writing prior to the Exhibitor Show. Dismantling or removing an exhibit or materials, including packing of literature or product before the official closing of the exhibit hall is prohibited.

No exhibitor shall assign, sublet or share the whole or any of the booth space assigned without the consent of NWA and approval of the terms thereof. No exhibitor is permitted to show goods other than those manufactured or handled by him/her in the regular course of business. No company or organization not assigned space in the exhibit hall will be permitted to solicit business in any manner within the exhibit hall.

Tradeshow Exhibit Regulations

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Security

The exhibitor is solely responsible for his or her own exhibit material and should insure his or her exhibit against loss or damage. NWA will employ reputable guards and will take reasonable precautions to safeguard the exhibit hall.

Liability

It is mutually agreed that NWA, Marriott Philadelphia Downtown and the Exhibit Show Decorating company shall not be liable to any exhibitor for any damage to or for the loss or destruction of an exhibit or the property of exhibitor or injuries to his/her representative resulting from any cause. All claims for any such loss, damage or injury are expressly waived by the exhibitor.

Indemnification

To the extent permitted by law, NWA, Marriott Philadelphia Downtown and the Exhibit Show Decorating company mutually agreed to protect, indemnify, defend and hold harmless the other party and their respective officers, directors, partners, agents, members, independent contractors and employees from and against any and all demands, claims, losses or damages to persons or property, governmental charges or fines, and costs (including reasonable attorney's fees), arising out of the negligence or willful misconduct of the indemnifying party in connection with the artist presentation or provision of the presentation as applicable. This paragraph shall not waive any statutory limitations of liability available to either party nor shall it waive any defenses the artist may have with respect to any claim.

Restrictions

NWA reserves the right to prohibit any display or exhibit or any part of a proposed exhibit, which it judges unsuitable or in conflict with acceptable professional ethics of NWA. All exhibit materials must conform to national, state, and local fire and safety codes. Exhibitors planning to provide sample giveaways or premium gifts to attendees must offer giveaway samples or premium gifts to all attendees of the conference. Exhibitors are responsible for delivering contest prizes to winners. Neither conference officials nor NWA staff will mail or distribute prizes.

Formula manufacturers are expressly prohibited from exhibiting, advertising, or sponsoring educational, hospitality, or networking activities at NWA's conferences.

Sound Devices and Noise Level

The use of sound devices is prohibited. Any demonstrations or presentations must be conducted at a low volume so that nearby exhibitors are not affected.

Solicitation and Circulation

Distribution by the exhibitor or any printed materials, souvenirs or other articles must be confined to the booth space assigned. No exhibit or advertising material will be allowed to extend beyond the space assigned to the exhibitor.

Rights of Exhibitor Show Management

Should any emergency arise, of any nature, prior to the opening show date which would prevent its scheduled opening, cause destruction or damage to the exhibit area by fire, windstorm, strikes, acts of God, etc., or a declaration of any emergency by the Government, it is expressly agreed that NWA may retain as much of the payment for exhibit space as necessary to cover the expenses incurred by the Association up to the time of the emergency. All points not covered by these rules are subject to the judgment of the Exhibit Show Management.

Cancellations

In the event an exhibitor finds it necessary to cancel participation in the NWA 2017 Annual Education and Training Conference & Exhibits, refunds will be made as follows:

A cancellation prior to or on March 10, 2017 is eligible for a refund less the non-refundable deposit. After March 17, 2017, there will be no refunds. All cancellations must be confirmed in writing. Postmarks or e-mail dates will be used to determine eligibility. No refunds will be given for cancellation of advertisement.

Failure to Occupy Space

Any booth space not occupied by 7:00 AM Monday, April 3, 2017 will be forfeited by exhibitor without refund. NWA will not be responsible for any expenses incurred.

Compliance with Laws

Exhibitor shall bear the responsibility for compliance with all local, city, state, and federal safety, fire and health laws, statutes, ordinances, and regulation which are in force or applicable during the conference, including The Americans with Disabilities Act of 1992, regarding the installation and operation of the exhibit.