



The Real Value of WIC

Sheraton Denver Downtown Hotel • Denver, CO • September 8—10, 2016

Exhibitor Prospectus

NWA 2016 Nutrition Education and Breastfeeding Conference & Exhibits



National WIC
Association

Table of Contents

National WIC Association • Sheraton Denver Downtown Hotel • Sept 8 – 10, 2016

Introduction.....	1
Exhibit Schedule.....	2
Customized Sponsorship.....	3
Additional Sponsorship.....	4 – 5
Program Advertisement.....	6
Exhibit Area Floor Plan.....	7
Sponsor/Exhibitor Contract/Registration.....	8 – 10
Tradeshow Exhibit Regulations.....	11 – 12

Introduction

National WIC Association • Sheraton Denver Downtown Hotel • Sept 8 – 10, 2016

The National WIC Association (NWA) invites you to participate as an exhibitor and/or sponsor at our 2016 Biennial Nutrition Education and Breastfeeding Conference and Exhibits—***The Real Value of WIC***

**2016 Conference & Housing Location:
Sheraton Denver Downtown Hotel**

1550 Court Place
Denver, CO 80202

Direct Tel: 1-303-893-3333 / Toll Free: 1-800-625-5144

The negotiated room rate at the Sheraton Denver Downtown Hotel is \$159 plus a nightly room occupancy tax currently set at 16%. Room reservations deadline is Wednesday, August 17, 2016.

Who is NWA?

A non-profit organization dedicated to promoting and supporting the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) on national, state, and local levels. NWA members are on the front line of nutrition and health care services for the nation's most vulnerable families.

What is the NWA Annual Education and Networking 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

ex-

- 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 preventative public health nutrition for women, infants and children.

Exhibitor Schedule

National WIC Association • Sheraton Denver Downtown Hotel • Sept 8 – 10, 2016

Key Dates to Remember

August 15, 2016 : Exhibitor Advertisement Due
August 17, 2016 : Hotel Reservations Cut-off Date
August 31, 2016 : Exhibit Fee Due Date
August 31, 2016 : Exhibit Cancellation Date with Penalty
August 31, 2016 : Exhibitor Registration Deadline
September 7, 2016 : Exhibitor Move-in & Set-up
September 9, 2016 : Exhibitor Tear-down & Move Out

Exhibit Dates and Hours

Wednesday, September 7

2:00 pm - 6:00 pm Exhibitor Move-in and Set-up

Thursday, September 8

7:00 am – 8:00 am Continental Breakfast / Networking & Exhibits

9:30 am – 10:30 am AM Break / Networking & Exhibits

11:30 am – 1:00 pm Lunch on Your Own / Networking & Exhibits
(please note traffic may be light during this time)

2:30 pm – 3:30 pm PM Break / Networking & Exhibits

4:30 pm – 7:00 pm Opening Reception / Networking & Exhibits

Friday, September 9

7:00 am – 8:00 am Continental Breakfast / Networking & Exhibits

9:30 am – 10:30 am AM Break / Networking & Exhibits

11:30 am – 1:00 pm Lunch on Your Own / Networking & Exhibits
(please note traffic may be light during this time)

2:00 pm – 3:00 pm PM Break / Networking & Exhibits

3:00 pm – 8:00 pm Exhibitor Move-Out

Customized Sponsorship Opportunities

National WIC Association • Sheraton Denver Downtown Hotel • Sept 8 – 10, 2016

Your sponsorship dollars will help support NWA's 2016 Nutrition Education and Breastfeeding Conference & Exhibits.

Standard Exhibit Booth Prices: (8'X10')

- Commercial/For-Profit Exhibit space - \$1,500
- Non-Profit Organization Exhibit space - \$1,000

Please send a copy of your non-profit status with your application.

Gold, Silver & Bronze Sponsors have first choice to all available exhibitor spaces.

Standard Exhibit 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
- Two (2) complimentary exhibit floor badges for general exhibit space purchases and up to four (4) depending on the sponsorship level
- Listing in the Conference Program
- Daily aisle maintenance

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

	Gold \$5,000	Silver \$3,500	Bronze \$2,500
Complimentary 8' X 10' exhibit booth	Double	Single	Single
Number of complimentary registrations to the full conference	2	1	0
Number of complimentary exhibit floor badges	4	2	2
Conference bag insertion (limited to no more than 4 oz)	✓		
Complimentary advertisement in the conference program	Full page	1/2 page	1/4 page
Acknowledgement in the conference program	✓	✓	✓
Special recognition at the Opening Plenary	✓		
One Time Use of Attendee mailing list (xls. File)	✓		

Additional Sponsorship Opportunities

National WIC Association • Sheraton Denver Downtown Hotel • Sept 8 – 10, 2016

Maximize exposure for your company by sponsoring one of the activities listed below.

Sponsor a Conference Speaker

Conference Opening Plenary \$5,000	Conference Closing Plenary \$3,500	Concurrent Session \$2,500
Sponsor Benefits <ul style="list-style-type: none">➤ Company representative to introduce speaker (optional)➤ Short 1 minute presentation via PPT at the beginning of each session (must be approved by NWA)➤ Signage outside session room➤ Half page ad		

Sponsor the Conference Program Printing—Full Color

Provide \$10,000 to assist with the printing costs of the conference programs books
Sponsor Benefits <ul style="list-style-type: none">➤ Standard Exhibit Booth➤ Back cover Ad of conference program book➤ Special recognition during the conference Opening Plenary➤ Acknowledgement in the conference program➤ One time use of attendee mailing list

Sponsor the Conference Bags

Provide \$7,000 to assist with the purchase and imprint costs of the conference bags
Sponsor Benefits <ul style="list-style-type: none">➤ Company logo appropriately placed on the conference bag➤ Complimentary bag insert (1)➤ Special recognition during the conference Opening Plenary➤ Acknowledgement in the conference program book➤ Half page ad

Conference Lanyards

Provide \$3,000 to assist with the purchase of the conference name badge lanyards
Sponsor Benefits <ul style="list-style-type: none">➤ Company logo imprinted on name badge lanyards➤ Acknowledgement in the conference program book

Additional Sponsorship Opportunities

National WIC Association • Sheraton Denver Downtown Hotel • Sept 8 – 10, 2016

Meal Event Sponsorships: All donated products must be accompanied by a sponsorship and approved by NWA.

Sponsorship Item	Amount	Benefits						
		Standard Exhibit Booth	Exclusive signage at sponsored event	Complimentary Conference Registration	Complimentary Ad in conference program	Conference bag insert	Acknowledgement in Conference Program	Attendee Mailing Listing
Opening Reception	\$20,000	✓	✓	2	Full page	✓	✓	✓
Continental Breakfast Monday	\$15,000	✓	✓	1	1/2 page		✓	
Continental Breakfast Tuesday	\$15,000	✓	✓	1	1/2 page		✓	
Continental Breakfast Wednesday	\$15,000	✓	✓	1	1/2 page		✓	
Morning Beverage Break Monday	\$5,000		✓		1/4 page		✓	
Afternoon Beverage Break Monday	\$7,000		✓		1/4 page		✓	
Morning Beverage Break Tuesday	\$5,000		✓		1/4 page		✓	
Afternoon Beverage Break Tuesday	\$7,000		✓		1/4 page		✓	
Morning Beverage Break Wednesday	\$5,000		✓		1/4 page		✓	

Audio/Visual (A/V) Sponsorship

Sponsor Conference A/V Requirements at all general and Concurrent Sessions throughout the Conference – **Total value \$30,000**

Sponsor Benefits

- Gold Booth Sponsorship (see page 3)
- Short 3 minute presentation via PPT prior to each session (must be approved by NWA)
- Company logo projected on the left & right sides of the ballroom during all general sessions
- Company logo on screen prior to each concurrent session
- VIP reserved seating at the Tuesday Awards Luncheon

Program Advertisement

National WIC Association • Sheraton Denver Downtown Hotel • Sept 8 – 10, 2016

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.

- Ads must be received **by Friday, August 15, 2016** to be included in the program.
- Ads must be in black and white, except for the front and back covers.

Please send all ADs in camera-ready format to:

Conference Manager

Dale Greenberg

Email: dale.greenberg@conferencedirect.com

Phone: 410-491-2654

Fax: 410-727-8418

Advertising Fees

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

NOTE: Bag inserts are limited to a single item weighing no more than 4oz.

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

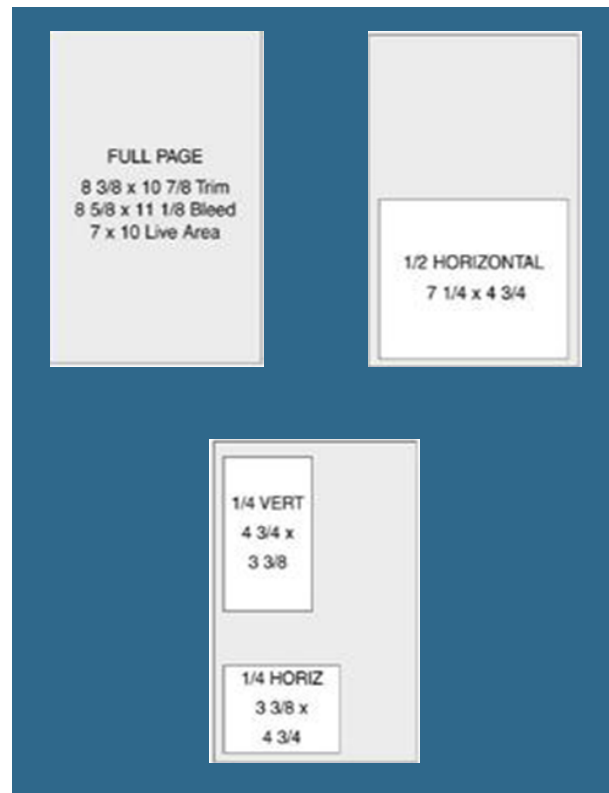
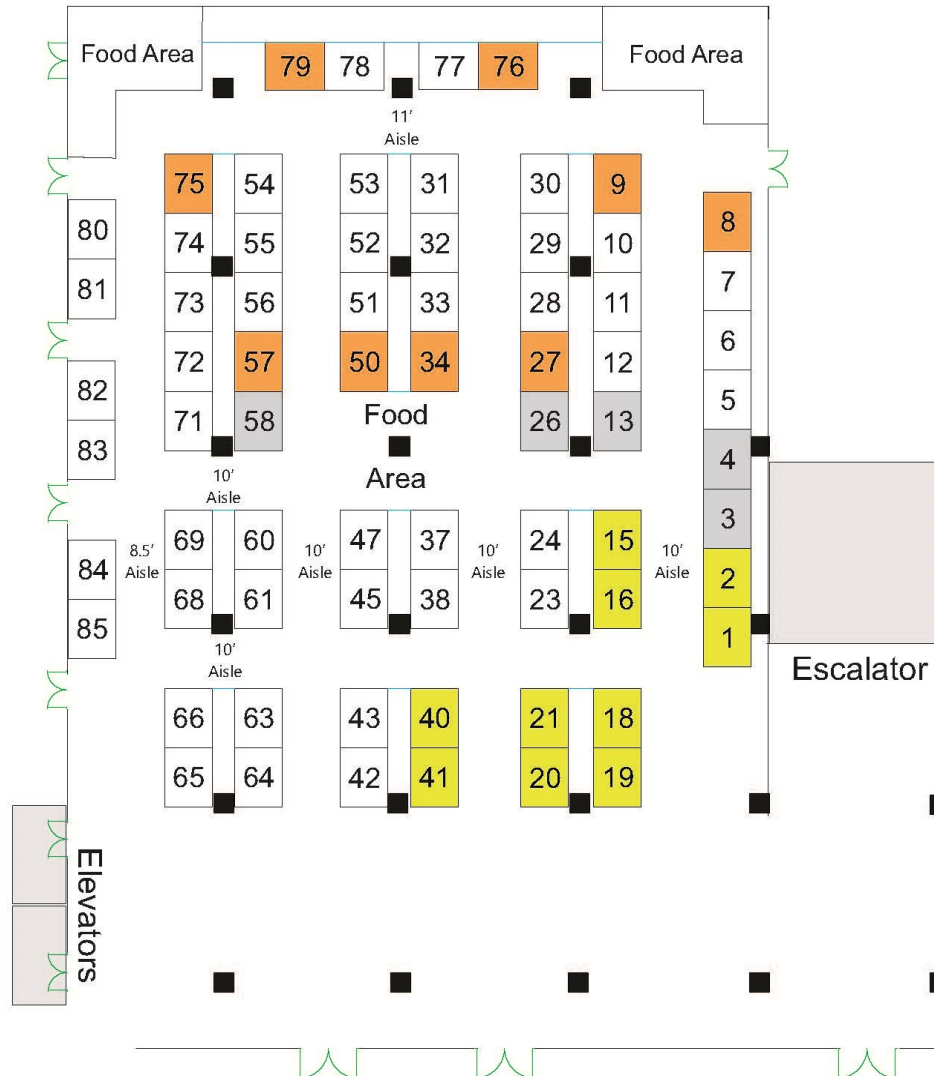


Exhibit Area Floor Plan

National WIC Association • Sheraton Denver Downtown Hotel • Sept 8 – 10, 2016

National WIC Association Nutrition & Breastfeeding Conference and Exhibits 2016 Sheraton Denver September 8-10, 2016



- (70) 8'x10' booths
-(1) 6' Skirted table
-(2) Side chairs
-(1) Wastebasket
ID sign

 **TRIUMPH**
expo & events inc.
330 SE Division Place
Portland OR 97202
503-417-8000

Exhibit and Sponsorship Contract/Registration

National WIC Association • Sheraton Denver Downtown Hotel • Sept 8 – 10, 2016

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 Nutrition and Breastfeeding Conference & Exhibits in Denver, CO September 8-10, 2016, 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 August 31, 2016 and that the balance is due on or before August 31, 2016. If you are submitting this application after August 31, 2016, the full exhibit fee is to accompany this application. No cancellation will be accepted after July 31, 2016.

NOTE: Priority exhibit booth space assignments will be offered to NWA's Business Council Partner members, Sponsorship levels, dates of receipt of contract and deposit, and proximity to conflicting company or competitor.

SECTION 1: Company Information as it should be listed in the conference program:

Organization Name: _____ Tel. #: _____

Primary Contact (Director/Manager, etc.): _____

Address: _____ Fax #: _____

City, State, Zip: _____ Web-site: _____

SECTION 2: Official Exhibit Representative: (Name of the person in your organization who is the primary contact to receive all relevant exhibit material, updates and service information)

Name: _____ Tel. #: _____ Fax #: _____

Title: _____ E-mail: _____

SECTION 3: Name(s) of on-site Exhibitor(s) if different from official exhibit representative listed in section 2 above. Refer to your booth type in the below table to see the number of floor badges and conference registrations you receive.

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

Booth Type	Free Floor Badges	Additional Floor Badges	Maximum Floor Badges Allowed	Free Full Conference Registrations
Standard – Nonprofit /For profit	2	\$150/per person (can purchase 1 additional)	3	0
Gold	4	\$150/per person (can purchase 2 additional)	6	2
Silver	2	\$150/per person (can purchase 2 additional)	4	1
Bronze	2	\$150/per person (can purchase 1 additional)	3	0

First Exhibitor to be Registered:

Name: _____ Tel #: _____ Fax #: _____

Title: _____ E-mail: _____

Address (if different from Section 1): _____

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

Exhibit and Sponsorship Contract/Registration

National WIC Association • Sheraton Denver Downtown Hotel • Sept 8 – 10, 2016

Second Exhibitor to be Registered:

Name: _____ Tel. #: _____ Fax #: _____

Title: _____ E-mail: _____

Address (if different from Section 1): _____

Third Exhibitor to be Registered:

Name: _____ Tel. #: _____ Fax #: _____

Title: _____ E-mail: _____

Address (if different from Section 1): _____

Fourth Exhibitor to be Registered:

Name: _____ Tel. #: _____ Fax #: _____

Title: _____ E-mail: _____

Address (if different from Section 1): _____

Fifth Exhibitor to be Registered:

Name: _____ Tel. #: _____ Fax #: _____

Title: _____ E-mail: _____

Address (if different from Section 1): _____

Sixth Exhibitor to be Registered:

Name: _____ Tel. #: _____ Fax #: _____

Title: _____ E-mail: _____

Address (if different from Section 1): _____

SECTION 4: Brief description of products/services to be displayed. (Attach additional page if necessary):

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 the Conference Manager at 410-491-2654 or email: dale.greenberg@conferencedirect.com. Please note that primary booth locations are reserved for sponsorship levels and NWA Business Council Partners. All other exhibit booths are awarded on a first-come, first-serve 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 following company(s). **Please note that purchased exhibit locations prior to your request will not be relocated. You may discuss possible options with the Conference Manager.**

Company #1: _____ Company #2: _____

Exhibit and Sponsorship Contract/Registration

National WIC Association • Sheraton Denver Downtown Hotel • Sept 8 – 10, 2016

SECTION 6: Please check the appropriate box(es) below to indicate what you wish to sign up for:

Exhibit Customized Sponsorships <input type="checkbox"/> Gold Sponsorship \$5,000 <input type="checkbox"/> Silver Sponsorship \$3,500 <input type="checkbox"/> Bronze Sponsorship \$2,500	General Exhibit Booths <input type="checkbox"/> Commercial/For-profit \$1,500 <input type="checkbox"/> Non-profit Org. \$1,000								
Advertisement Choices <table><tr><td><input type="checkbox"/> Inside front cover \$1,200</td><td><input type="checkbox"/> 1/4 Page AD \$275</td></tr><tr><td><input type="checkbox"/> Inside back cover \$1,000</td><td><input type="checkbox"/> Bag Inserts (per item) \$1.00</td></tr><tr><td><input type="checkbox"/> Full Page AD \$750</td><td><input type="checkbox"/> Attendee Listing File \$250</td></tr><tr><td><input type="checkbox"/> 1/2 Page AD \$450</td><td></td></tr></table>		<input type="checkbox"/> Inside front cover \$1,200	<input type="checkbox"/> 1/4 Page AD \$275	<input type="checkbox"/> Inside back cover \$1,000	<input type="checkbox"/> Bag Inserts (per item) \$1.00	<input type="checkbox"/> Full Page AD \$750	<input type="checkbox"/> Attendee Listing File \$250	<input type="checkbox"/> 1/2 Page AD \$450	
<input type="checkbox"/> Inside front cover \$1,200	<input type="checkbox"/> 1/4 Page AD \$275								
<input type="checkbox"/> Inside back cover \$1,000	<input type="checkbox"/> Bag Inserts (per item) \$1.00								
<input type="checkbox"/> Full Page AD \$750	<input type="checkbox"/> Attendee Listing File \$250								
<input type="checkbox"/> 1/2 Page AD \$450									
Other Sponsorship Opportunities <table><tr><td>Meals Sponsorships (Price Negotiable) <input type="checkbox"/> Opening Reception \$20,000 <input type="checkbox"/> Mon. Continental Breakfasts \$15,000 <input type="checkbox"/> Tue. Continental Breakfasts \$15,000 <input type="checkbox"/> Wed. Continental Breakfasts \$15,000 <input type="checkbox"/> Mon. AM Break \$5,000 <input type="checkbox"/> Mon. PM Break \$7,000 <input type="checkbox"/> Tue. AM Break \$5,000 <input type="checkbox"/> Tue. PM Break \$7,000 <input type="checkbox"/> Wed. AM Break \$5,000</td><td>Speakers <input type="checkbox"/> Conference Opening Plenary \$5,000 <input type="checkbox"/> Conference Closing Plenary \$3,500 <input type="checkbox"/> Concurrent Session \$2,500 Other Items <input type="checkbox"/> Conference Program Books \$12,000 <input type="checkbox"/> Conference Bags \$10,000 <input type="checkbox"/> Audio/Visual \$35,000 <input type="checkbox"/> Conference Lanyards \$3,000 WIC 40th Anniversary-Specific <input type="checkbox"/> Webinar Toll Charges (1 webinar) \$2,000</td></tr></table>		Meals Sponsorships (Price Negotiable) <input type="checkbox"/> Opening Reception \$20,000 <input type="checkbox"/> Mon. Continental Breakfasts \$15,000 <input type="checkbox"/> Tue. Continental Breakfasts \$15,000 <input type="checkbox"/> Wed. Continental Breakfasts \$15,000 <input type="checkbox"/> Mon. AM Break \$5,000 <input type="checkbox"/> Mon. PM Break \$7,000 <input type="checkbox"/> Tue. AM Break \$5,000 <input type="checkbox"/> Tue. PM Break \$7,000 <input type="checkbox"/> Wed. AM Break \$5,000	Speakers <input type="checkbox"/> Conference Opening Plenary \$5,000 <input type="checkbox"/> Conference Closing Plenary \$3,500 <input type="checkbox"/> Concurrent Session \$2,500 Other Items <input type="checkbox"/> Conference Program Books \$12,000 <input type="checkbox"/> Conference Bags \$10,000 <input type="checkbox"/> Audio/Visual \$35,000 <input type="checkbox"/> Conference Lanyards \$3,000 WIC 40th Anniversary-Specific <input type="checkbox"/> Webinar Toll Charges (1 webinar) \$2,000						
Meals Sponsorships (Price Negotiable) <input type="checkbox"/> Opening Reception \$20,000 <input type="checkbox"/> Mon. Continental Breakfasts \$15,000 <input type="checkbox"/> Tue. Continental Breakfasts \$15,000 <input type="checkbox"/> Wed. Continental Breakfasts \$15,000 <input type="checkbox"/> Mon. AM Break \$5,000 <input type="checkbox"/> Mon. PM Break \$7,000 <input type="checkbox"/> Tue. AM Break \$5,000 <input type="checkbox"/> Tue. PM Break \$7,000 <input type="checkbox"/> Wed. AM Break \$5,000	Speakers <input type="checkbox"/> Conference Opening Plenary \$5,000 <input type="checkbox"/> Conference Closing Plenary \$3,500 <input type="checkbox"/> Concurrent Session \$2,500 Other Items <input type="checkbox"/> Conference Program Books \$12,000 <input type="checkbox"/> Conference Bags \$10,000 <input type="checkbox"/> Audio/Visual \$35,000 <input type="checkbox"/> Conference Lanyards \$3,000 WIC 40th Anniversary-Specific <input type="checkbox"/> Webinar Toll Charges (1 webinar) \$2,000								

Notes _____

Exhibitor Fee: \$ _____
Sponsorship Fee(s): \$ _____
Advertising Fee(s): \$ _____
Miscellaneous Fees: \$ _____
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.

Please send this application & method of payment directly to the Conference Manager Dale Greenberg via email at dale.greenberg@conferencedirect.com or mail to Dale Greenberg, Global Project Manager, 1727 William St., Baltimore, MD 21230

Tradeshow Exhibit Regulations

National WIC Association • Sheraton Denver Downtown Hotel • Sept 8 – 10, 2016

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. The application must be completely promptly and must be accompanied by a 25% non-refundable deposit per booth reserved if made before or on August 31, 2016 and the balance to be paid on or before August 31, 2016. Booths cancelled before August 31, 2016 will be refunded less the 25% deposit. **NWA reserves the right to reassign booth spaces not paid for by August 31, 2016.**

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 an 8' x 10' exhibit booth includes up to two (2) free exhibitor floor badges and up to 4 for booth sponsorships. Additional exhibitor floor badges may be purchased for \$150/person up to a maximum of one (1) for standard booths and up to two (2) for sponsored booths. Any exhibit 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 August 31, 2016. 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 August 31, 2016. Any exhibitor who shows up at the conference site without a prior registration may be registered for an additional cost of \$150/person as allowed by the table indicated in section 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 August 31, 2016, 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

The official show decorator is Pacific Exposition. 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 (also available as *.pdf download). 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. **Note: 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

National WIC Association • Sheraton Denver Downtown Hotel • Sept 8 – 10, 2016

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, The Sheraton Denver Downtown Hotel 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, The Sheraton Denver Downtown Hotel 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 or sponsoring educational 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 2016 Nutrition Education and Breastfeeding Conference & Exhibits, refunds will be made as follows: A cancellation prior to or on August 31, 2016 is eligible for a refund less the non-refundable deposit. After August 31, 2016, 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 space not occupied by 7:00 AM Thursday, September 8, 2016 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.