



# 2020 Annual Education and Training Conference & Exhibits

Sheraton New Orleans • New Orleans, LA • May 17-20, 2020



National WIC  
Association

# Table of Contents

National WIC Association • Sheraton New Orleans, New Orleans,LA • May 17-20, 2020

<b>Introduction.....</b>	<b>1</b>
<b>Exhibit Schedule.....</b>	<b>2</b>
<b>Exhibit Pricing.....</b>	<b>3</b>
<b>Exhibit Booth Packages.....</b>	<b>4</b>
<b>Exhibit Area Floor Plan .....</b>	<b>5</b>
<b>Sponsorship Opportunities .....</b>	<b>6</b>
<b>App Sponsorship Opportunities .....</b>	<b>7</b>
<b>Conference Book Advertising.....</b>	<b>8</b>
<b>Contract/Registration.....</b>	<b>9-17</b>
<b>Tradeshow Exhibit Regulations.....</b>	<b>18-19</b>



# Introduction

National WIC Association • Sheraton New Orleans, New Orleans, LA • May 17-20, 2020

The National WIC Association (NWA) invites you to participate as an exhibitor and/or sponsor at our 2020 Annual Education and Training Conference & Exhibits.

## **2020 Conference Location:**

Sheraton New Orleans  
500 Canal St  
New Orleans, LA 70130  
Main #: 504-525-2500

## **2020 Housing Location:**

Sheraton New Orleans  
500 Canal St  
New Orleans, LA 70130  
Main #: 504-525-2500

The negotiated room rate at the Sheraton New Orleans Hotel is \$157 per night (single/double) plus a nightly \$3 room-occupancy fee and tax currently set at 14.45%. There is an additional New Orleans & Company Tourism Support Assessment of 1.75% of each room rate, per room per night. The room reservation deadline is Monday, April 27, 2020. **Note: Tax rate may change without notice.**

## **What is NWA?**

The National WIC Association (NWA) is the go-to voice of and for state and local level WIC leaders at the nation's more than 12,000 WIC locations across the country providing member-driven advocacy; education, guidance, and support to WIC staff; driving innovation to improve and strengthen WIC for the health of the nation's around 7 million women, infants, children, and their families. For more information about NWA, click [\*\*here\*\*](#).

## **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 re-acquaint 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.

# Exhibitor Schedule

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## Key Dates to Remember

April 13, 2020 : Exhibit Prospectus & Full Payment Due  
April 13, 2020 : Exhibit Cancellation Date with 25% Penalty  
April 27, 2020 : Exhibitor Advertisement Due  
April 27, 2020 : Hotel Reservations Cut-off Date  
April 27, 2020 : Exhibitor Registration Deadline  
May 17, 2020 : Exhibitor Move-in & Set-up  
May 19, 2020 : Exhibitor Tear-down & Move Out

**Note: If full payment is not received by April 13, 2020, NWA has the right to resell or reassign the exhibit booth to another exhibitor.**

## Exhibit Dates and Hours

### SUNDAY, May 17

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10:00 am – 4:00 pm      Exhibitor Move-in and Set-up

5:00 pm – 6:00 pm      Exhibit Show Opens

### MONDAY, May 18

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

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

12:30 pm – 2:00 pm      Lunch on your own

3:00 pm – 4:00 pm      PM Break / Networking & Exhibits

### TUESDAY, May 19

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

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

11:30 am – 5:00 pm      Exhibitor Teardown / Move out



# Exhibit Pricing and Sustaining Member Rates

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**NWA Sustaining Membership** really does have its privileges! Sustaining members receive deeply discounted exhibitor rates and exclusive location options for all NWA conferences. There are six membership tiers to choose from, and all of your employees can take advantage of the benefits. Sustaining Membership benefits can be found in detail [here](#) and as a member, you will have early access to the exhibitor prospectus for future conferences.

To receive the NWA Sustaining Member exhibit rate, you must be a sustaining member at the time of submitting the exhibit contract/application and at the time of the conference itself. **To become a sustaining member choose your membership level on the exhibit contract/application and it will be included in your total.** Contact Emily Gilcher, NWA's Education and Membership Engagement Manager, at [egilcher@nwica.org](mailto:egilcher@nwica.org) or 202-232-5492, with questions.

## Exhibit Rates

Each 8' x 10' booth (80 sq ft) will receive two (2) complimentary exhibitor personnel registrations that allow access to the NWA Exhibit Hall and breakfast Monday – Tuesday of the conference.

## Sustaining Member Pricing\*

*\*Business Council Partner (BCP) members receive a complimentary standard booth*

**Non-Profit Exhibit Rate:** \$1,250

**Early Exhibit Rate:** \$2,500

*If registered and paid before April 3, 2020*

**Regular Exhibit Rate:** \$3,000

*If registered and paid in full on or after April 3, 2020*

## Non-Member Pricing

**Non-Profit Exhibit Rate:** \$2,000

**Early Exhibit Rate:** \$3,000

*If registered and paid before April 3, 2020*

**Regular Exhibit Rate:** \$3,500

*If registered and paid in full on or after April 3, 2020*



## Exhibitor Add-Ons

Enhance your exhibitor experience by upgrading your booth to our Platinum, Gold, or Silver Package. Details on the following page.

### **Additional Exhibitor Booth Personnel Registration Fee**

Additional booth personnel, above the complimentary exhibitor registrations, can be purchased for \$150 each. The number of additional passes that can be purchased is based on the booth package selected.

**Please note: Only the company assigned to a booth may be represented in the exhibit hall.**

Dale Greenberg, Conference Manager. Email: [dale.greenberg@conferencedirect.com](mailto:dale.greenberg@conferencedirect.com) Fax: 410-727-8418

# 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: In order to keep your costs lower, tables ordered from the decorator may not match the tables provided by the hotel.**

- Listing in the conference program book
- Listing in the conference mobile app
- Daily aisle maintenance

*Electrical, internet, telephone and additional equipment are **not included** and are available at additional cost.*

**NOTE: The protection of special valuable items are at the exhibitor's own expense**

## KEY:

**BCP: Business Council Partner Rate**

**M: Sustaining Member Rate**

**N: Non-Member Rate**

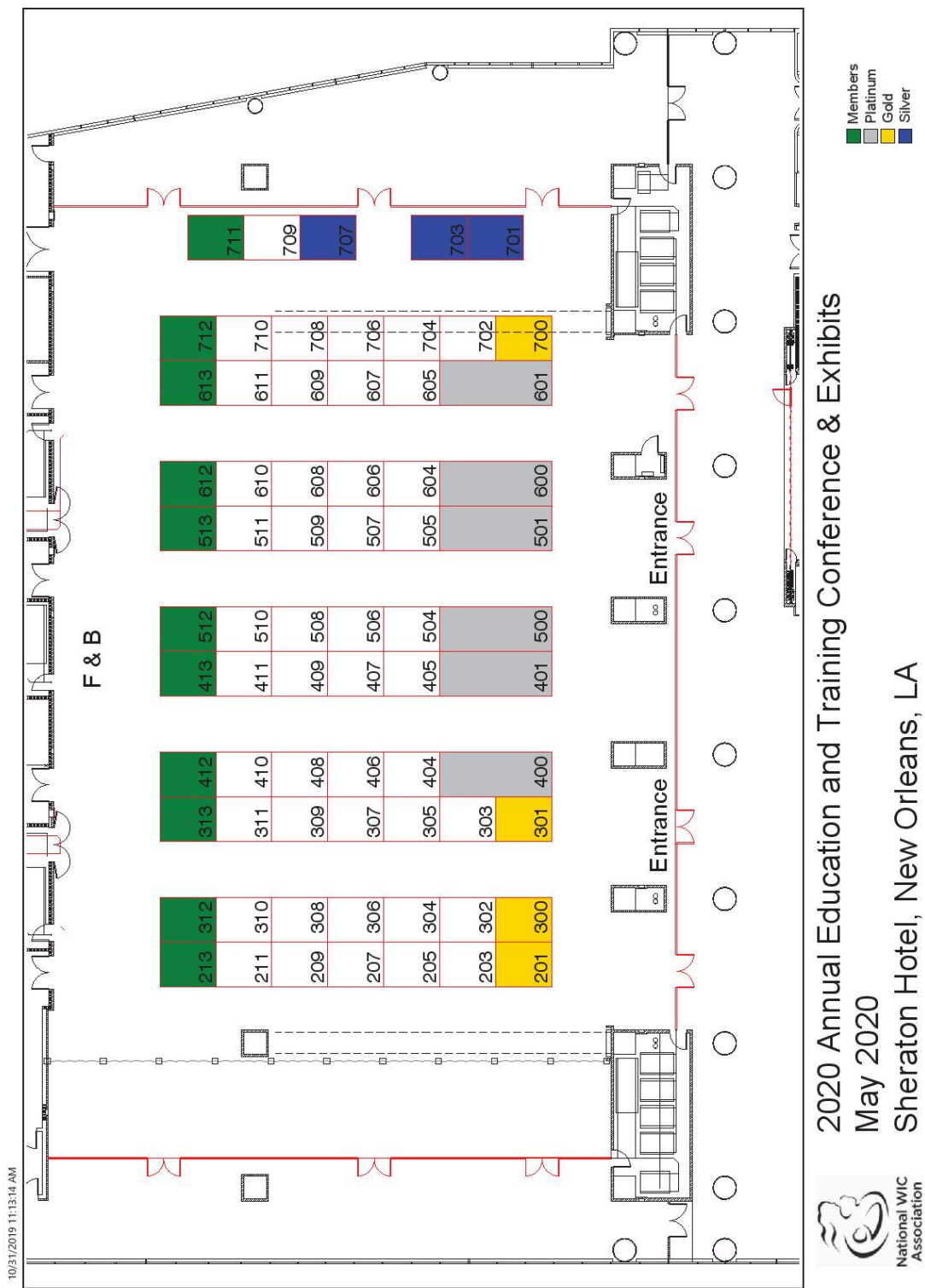
## BOOTH PACKAGE TYPES

	Business Council Partner Complimentary	Platinum BCP: \$3,950 M: \$7,500 N: \$8,000	Gold BCP: \$2,950 M: \$5,500 N: \$6,000	Silver BCP: \$2,250 M: \$4,000 N: \$4,500	Standard For-Profit   Non-Profit BCP: Comp (see 1st column to left) M: \$2500 (early)/\$3000   \$1250 N: \$3000(early)/\$3500   \$2000
BADGES/REGISTRATIONS					
Free exhibit floor badges	4	4	3	2	2
Free full conference registrations	4	1	1	1	0
Additional floor badges	\$150/each (can purchase 4)	\$150/each (can purchase 2)	\$150/each (can purchase 2)	\$150/each (can purchase 2)	\$150/each (can purchase 2)
Max floor badges allowed	12	7	6	5	4
BOOTH SIZE					
	8' x 10'	8' x 20' (double)	8' x 10'	8' x 10'	8' x 10'
CONFERENCE MATERIALS					
Conference bag insertion (see page 6 for details)	✓	✓	\$**	\$**	\$**
Advertisement in the conference program	\$**	Full page	½ page	¼ page	\$**
Acknowledgment in the conference program book and on conference app	✓	✓	✓	✓	✓
Special recognition at the Opening Plenary	✓				
Pre- & Post-conference attendee mailing list (.xls file)	✓ <small>Please request if not exhibiting</small>	✓	\$**	\$**	\$**

\*\*See page 8 for ad and insert pricing.

# Exhibit Area Floor Plan

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# Sponsorship Opportunities

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Sponsorship Item	Price <u>Non-Member/ Member</u>	Benefits						
		Signage at sponsored event	Conference Registration	Ad in conference program	Bag insert	Recognition in program book and on conference app	Attendee Mailing Listing	Company logo exposure
Board Chair's Exhibit Hall Opening Reception Co-Sponsor	<b>\$10,000/\$9,500</b> (2 available)	✓	2	Full page	✓	✓	✓	
Continental Breakfast Monday	<b>\$15,000/\$13,000</b>	✓	1		✓	✓		
Continental Breakfast Tuesday	<b>\$15,000/\$13,000</b>	✓	1		✓	✓		
Continental Breakfast Wednesday	<b>\$15,000/\$13,000</b>	✓	1		✓	✓		
Audio/Visual (A/V)	<b>\$5,000/\$4,500</b> (2 available)			½ page	✓	✓		Projected in all sessions
Conference Program Printing	<b>\$10,000/\$9,500</b>			Back cover	✓	✓	✓	
Conference Bags	<b>\$8,000/\$7,000</b>			½ page	✓	✓		Logo on Bag
Morning Beverage Break	<b>\$5,000/\$4,500</b> (3 available)	✓			✓	✓		
Afternoon Beverage Break	<b>\$7,000/\$6,000</b> (2 available)	✓			✓	✓		
Conference Lactation Suite	<b>\$1,000/\$800</b>				✓	✓		Logo in conference book agenda
<b>NEW</b> App Activity Stream**	<b>\$2,000/\$1,500</b> (exclusive to one company)				✓	✓		Logo on app activity stream header
<b>NEW</b> App Sponsored Post**	<b>\$250-\$350/ \$200-\$300</b> (12 available)				✓			Logo (or choice of another image) on post
<b>NEW</b> Create Your Own Sponsorship!	<b>\$TBD***</b>							

\*\* See page 7 for app sponsorship opportunity details

\*\*\*Have an idea for a different kind of sponsorship?

Contact Dale Greenberg to discuss.

**KEY:**

**M: Business Council Partner and Sustaining Member Rate**

**N: Non-Member Rate**

Dale Greenberg, Conference Manager. Email: dale.greenberg@conferencedirect.com Fax: 410-727-8418



# App Sponsorship Opportunities

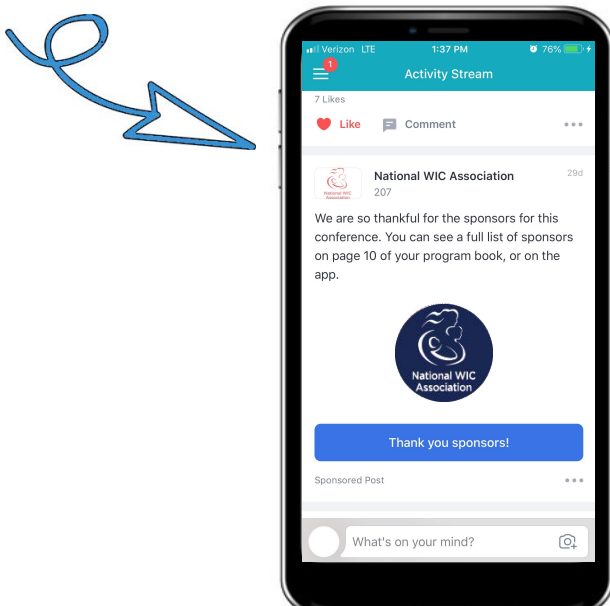
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NWA has recently added a regular conference app for conference attendees! The app acts as a program book registrants can access on their phone/tablet (available for apple and android ). NWA is offering two types of sponsorship opportunities on the app: **Sponsored Posts** and **Sponsored Activity Stream**. There are multiple sponsored post opportunities and **only one** activity stream sponsorship opportunity.

Please note: Regardless of your decision to sponsor the app, it will include a listing of all exhibitors and sponsors along with booth information and an interactive exhibit hall map. To enhance the experience, and help you each stand out, we will pull your logo either from our files (Business Council Partners) or from your company websites. If you would like us to remove your logo or if you would like to send us a particular version of your logo, please send your logo to Emily Gilcher at [egilcher@nwica.org](mailto:egilcher@nwica.org) with the subject line "Logo for Conference App". Logos must be at least 580x256px, JPG or PNG.

## **Sponsored Posts (12 slots available) - \$250-\$350/\$200-\$300 (members)**

Sponsored posts are displayed at the top of the attendee activity stream on the date/time of your choice (see options in the contract/registration section starting on page 9) and then are reposted twice more at the top of the stream in the following 30 minutes.

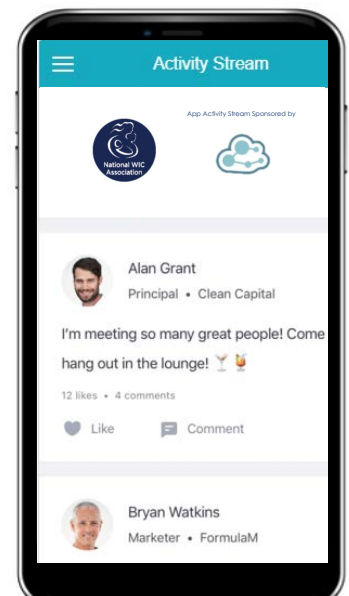
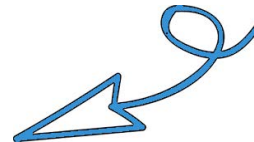
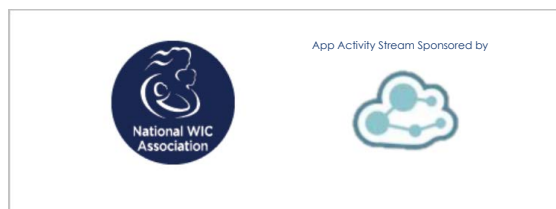


**Each Sponsored Post contains:**

- Your company name, booth number and logo**
- A message at the top (max 140 characters)**
- An image or logo (min 580 x 256)**
- A call to action button with label (up to 30 characters including spaces and your target URL of choice)**

## **Sponsored Activity Stream (1 available) - \$2000/\$1500(members)**

One company per conference is able to sponsor the app's activity stream (or feed). NWA's conference logo will appear at the top of the stream along with the sponsor logo under the phrase "Activity Stream Sponsored By." See example below.



# Program Advertisement

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Advertise in the NWA conference program book 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 Monday, April 27, 2020, to be included in the program.
- All ads are in color

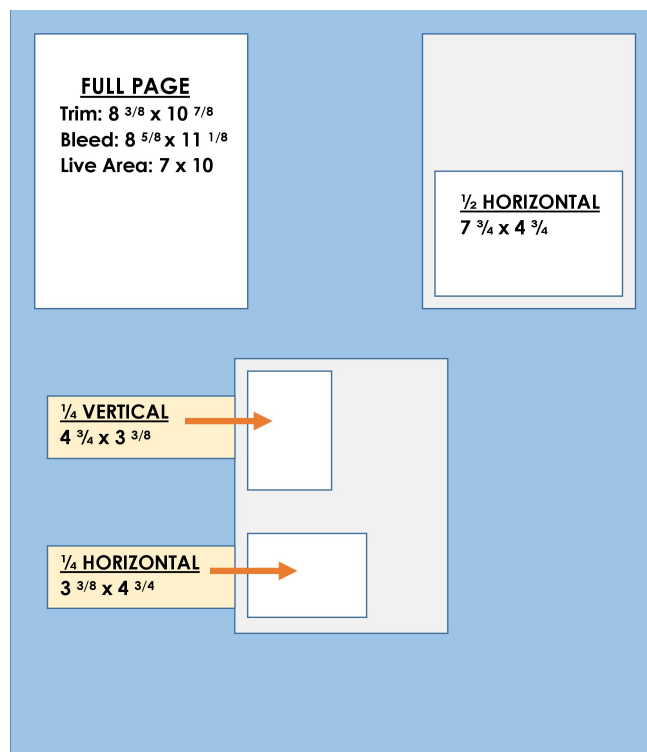
**Please send all ads in camera-ready format to:**

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

## Advertising Fees

	Non-Member/Member
Inside front cover .....	\$2,000/\$1,500
Inside back cover .....	\$2,000/\$1,500
Back cover.....	\$2,500/\$2,300
Full page .....	\$1,200/\$900
Half page .....	\$700/\$500
Quarter page.....	\$450/\$350
Bag inserts*.....	\$1250/\$1000
Attendee mailing list .....	\$400/\$300/Comp for BCPS
(Includes email and mailing addresses)	

\*Bag inserts are limited to a single item weighing no more than 4oz that fits inside the conference bag.  
Bag inserts are projected to 1000 pieces.



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

## Client-Appreciation Events

NWA encourages exhibitors to host independent client-appreciation events. This experience offers a unique opportunity to have exclusive networking with key industry leaders while enjoying the best of New Orleans! The best times to host an event would be Sunday, May 17 or Tuesday, May 19 after 7:00 pm. As the host, you will be responsible and liable for all event logistics and event attendees. If you have any questions, please contact Dale Greenberg. NWA cannot guarantee exclusive event time slots.

# 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 2020 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 undersigned hereby applies for exhibit space at the NWA Annual Education and Training Conference & Exhibits in New Orleans, May 17-20, 2020. 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 the balance is due on or before April 23, 2020. If you are submitting this application after April 23, 2020, the full exhibit fee is to accompany this application. Cancellations will not be refunded after April 27, 2020.

**COMPANY\*:** \_\_\_\_\_

Address: \_\_\_\_\_

\*The products/services provided by this company are the only products/services that can be exhibited during the conference.

**SECTION 1:** Company information as it should appear in the conference program, on the app and on the NWA website:

Company Display Name: \_\_\_\_\_

Company Representative: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Company Website: \_\_\_\_\_

Company Description (for Conference App - included for ALL exhibitors and sponsors)

**100 word maximum**

# Contract/Registration

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## SECTION 2: Membership (Join us!)

**All Sustaining members receive the following benefits\*:**

**\* See [additional benefit details here](#)**

- A direct link to NWA's Washington Office with up-to-date information on WIC Program legislation, regulations, funding, and policy.
- Access to the Association's electronic newsletters including Monday Morning Report, Washington Update, Legislative Alert, and WIC Research to Practice.
- Opportunities to partner with the Association's individual members, state, regional, or national representatives, and NWA's Board of Directors.
- Access to a network of informed, knowledgeable and committed WIC professionals.
- A resource point to facilitate communication among individuals/groups interested in promoting and improving the WIC Program.
- Reduced registration fees for NWA exhibits, conferences, seminars, and workshops.

**Please note:** NWA no longer invites infant formula manufacturers to be members, exhibitors at conferences, advertisers or sponsors of events and activities. Please see our [Statement on Progress Towards the Gold Standard](#) for more information on how NWA works on helping WIC to reach the Gold Standard and make WIC the nation's Premier Go-To-Breastfeeding Program.

**Membership Levels** (Prices below are prorated for new members. To renew a current membership, please contact Emily Gilcher at [egilcher@nwica.org](mailto:egilcher@nwica.org). Thank you!)

### **Business Council Partner\* - \$25,000 or more annually**

\*NWA and potential Business Council Partners go through a deliberate exploratory phase before the partnership is made official. Please check the box to the left if you are interested in joining the Business Council and NWA will be in touch soon for next steps. We appreciate your interest! Membership benefits will be applied to your registration retroactively if partnership is made official.

**Benefactor - \$10,900** prorated (\$20,000 annually)

**Founder - \$5,500** prorated (\$10,000 annually)

**Patron - \$2,750** prorated (\$5,000 annually)

**Donor - \$1,450** prorated (\$2,500 annually)

**Non-Profit Partner - \$90 - \$1450** prorated (\$150 - \$2,500 annually (sliding scale based on budget - see below)

**NWA's membership year runs from January 1 - December 31st annually. The dues above are prorated based on the April 2020 deadline for exhibitor payments. Joining on this application gives your company/organization the option to choose member rates for all options included in the prospectus. Other membership benefits will be activated upon receipt of payment.**

#### **Non-Profit Dues Scale**

**\$1450** (2,500/year) - budget over \$5 million  
**\$1050** prorated (\$2,000/year) - budget \$2.5 - \$5 million  
**\$800** prorated (\$1,500/year) - budget \$1 - \$2.5 million  
**\$550** prorated (\$1,000/year) - budget \$500k - \$1 million  
**\$300** prorated (\$500/year) - budget \$250K - \$500k  
**\$150** prorated (\$250/year) - budget \$100k - \$250K  
**\$80** prorated (\$150/year) - budget under \$100k



# Contract/Registration

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## **SECTION 3:** Primary Exhibit Manager/Logistical Contact: (for all exhibit correspondence)

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

***The individual listed above is the contact for ALL exhibit information, including email correspondence, confirmation of booth assignment, notices, invoices and exhibit kit. We maintain one contact per exhibit. It is the responsibility of this contact to share information with their team members.***

**SECTION 4:** Name(s) of **ONSITE** Exhibitor representatives. Refer to your selected booth type on page 4 to see the number of included floor badges and conference registrations. Please include unique emails for each representative as our system allows for one person per email address only.

**PLEASE NOTE:** For more information on NWA's exhibitor registration policy, please refer to the Trade Show Exhibit regulations on page 18-19.

### **First Exhibit Hall Representative** (complimentary for all booth types):

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Unique E-mail: \_\_\_\_\_

### **Second Exhibit Hall Representative** (complimentary for all booth types):

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Unique E-mail: \_\_\_\_\_

### **Third Exhibit Hall Representative** (\$150 additional or complimentary - see p 4):

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Unique E-mail: \_\_\_\_\_

### **Fourth Exhibit Hall Representative** (\$150 additional or complimentary - see p 4):

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Unique E-mail: \_\_\_\_\_

### **Fifth Exhibit Hall Representative** (\$150 additional or complimentary - see p 4):

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Unique E-mail: \_\_\_\_\_

# Contract/Registration

National WIC Association • Sheraton New Orleans, New Orleans, LA • May 17-20, 2020

**Sixth Exhibit Hall Representative (\$150 additional or complimentary - see p 4):**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Unique E-mail: \_\_\_\_\_

**Seventh Exhibit Hall Representative (\$150 additional or complimentary - see p 4):**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Unique E-mail: \_\_\_\_\_

**Eighth Exhibit Hall Representative (\$150 additional or complimentary - see p 4):**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Unique E-mail: \_\_\_\_\_

**FULL CONFERENCE REGISTRATIONS (see page 4)**

**Full Conference Attendee (\$385 member/\$485 non-member or comp - see p 4):**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Unique E-mail: \_\_\_\_\_

**Full Conference Attendee (\$385 member/\$485 non-member or comp - see p 4):**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Unique E-mail: \_\_\_\_\_

**Full Conference Attendee (\$385 member/\$485 non-member or comp - see p 4):**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Unique E-mail: \_\_\_\_\_

**Full Conference Attendee (\$385 member/\$485 non-member or comp - see p 4):**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Unique E-mail: \_\_\_\_\_

**SECTION 5:** Brief description of products/services to be displayed (for internal use only):

**SECTION 6:** 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 dale.greenberg@conferencedirect.com.

Please note that prime booth locations are reserved for NWA **Business Council Partners** and **Sustaining Members** of the Association. 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.

First Choice # \_\_\_\_\_

Second Choice # \_\_\_\_\_

Third 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

National WIC Association • Sheraton New Orleans, New Orleans, LA • May 17-20, 2020

**SECTION 7:** Please check the appropriate box(es) to indicate your selection(s).

## Booth Package Type

### Business Council Partner (BCP)

Platinum Sponsorship	\$3,950	Standard Booth	Included
Gold Sponsorship	\$2,950	Attendee Listing	Included
Silver Sponsorship	\$2,250		

### Sustaining Member (non-BCP)

#### Early

Standard Booth - Non-Profit	\$1,250
Standard Booth - For-Profit	\$2,500

#### Regular

Standard Booth - Non-Profit	\$1,250
Standard Booth - For-Profit	\$3,000
Attendee Listing	Included

### Non-Member

#### Early

Standard Booth - Non-Profit	\$2,000
Standard Booth - For-Profit	\$3,000

#### Regular

Standard Booth - Non-Profit	\$2,000
Standard Booth - For-Profit	\$3,500
Attendee Listing	\$250



## Additional Sponsorship Options

	<u>Non-Member/Member</u>
Exhibit Hall Opening Reception - (Board Chair's Reception) (2 available)	\$10,000/\$9,500 each
Continental Breakfast: Monday	\$15,000/\$13,000
Tuesday	\$15,000/\$13,000
Wednesday	\$15,000/\$13,000
Audio/Visual (A/V) (2 available)	\$5,000/\$4,500 each
Conference Program Printing	\$10,000/\$9,500
Morning Break: Monday	\$5,000/\$4,500
Tuesday	\$5,000/\$4,500
Wednesday	\$5,000/\$4,500
Afternoon Break: Monday	\$7,000/\$6,000
Tuesday	\$7,000/\$6,000
Lactation Suite	\$1,000/\$800
App Activity Stream Sponsorship	\$2,000/\$1500 (member)
App Sponsored Post - Peak Time*	\$350 each/\$300 (member)
App Sponsored Post - Off-Peak Time*	\$250 each/\$200 (member)
*Choose options below 	

**App Sponsored Post Choices - Please write in 1, 2, and 3, for your first, second and third choice date/times for your sponsored post. These are reserved on a first-come, first served basis. Limit one post per company.**

### Peak Time Options

- \_\_\_\_ Sunday, May 17 at 5:30 pm
- \_\_\_\_ Monday, May 18th at 8:00 am
- \_\_\_\_ Monday, May 18th at 10:45 am
- \_\_\_\_ Monday, May 18th at 3:15 pm
- \_\_\_\_ Tuesday, May 19th at 8:00 am
- \_\_\_\_ Tuesday, May 19th at 10:45 am

### Off-Peak Time Options

- \_\_\_\_ Saturday, May 16 at 4:30 pm
- \_\_\_\_ Saturday, May 16 at 5:30 pm
- \_\_\_\_ Sunday, May 17 at 8:45 am
- \_\_\_\_ Sunday, May 17 at 12:30 pm
- \_\_\_\_ Monday, May 18th at 12:30 pm
- \_\_\_\_ Tuesday, May 18th at 9:15 am

## Conference Program Advertising

### Business Council Partner (BCP) and Sustaining Member (non-BCP)

Inside front cover	\$1,500
Inside back cover	\$1,500
Back cover	\$2,300
Full Page Ad	\$900
Half Page Ad	\$500
Quarter Page Ad	\$350
Bag Inserts	\$1,000 or \$1.00 each/ Complimentary for BCPs

### Non-Member

Inside front cover	\$2,000
Inside back cover	\$2,000
Back cover	\$2,500
Full Page Ad	\$1,200
Half Page Ad	\$700
Quarter Page Ad	\$450
Bag Inserts	\$1,250 or \$1.25 each



# Contract/Registration

National WIC Association • Sheraton New Orleans, New Orleans, LA • May 17-20, 2020

## Total Payment

Add New Membership: \$ \_\_\_\_\_  
Booth Package: \$ \_\_\_\_\_  
Advertisement: \$ \_\_\_\_\_  
Sponsorship: \$ \_\_\_\_\_  
Additional floor badges: \$ \_\_\_\_\_  
Full conference registrations: \$ \_\_\_\_\_  
TOTAL AMOUNT DUE: \$ \_\_\_\_\_

## SECTION 8: Method of Payment

Please select payment method below.

Credit Card ☐ Check or ☐ Money Order #: \_\_\_\_\_

**For credit card payments, the conference manager will call to collect credit card information.**

**For checks and money orders, please make payments to: National WIC Association**

**National WIC Association  
c/o 2020 NWA Annual Conference - Exhibits  
2001 S Street Northwest, Suite 580  
Washington, DC 20009**

## SECTION 9: Acknowledgment of Tradeshow Exhibit Regulations

By signing my name below, I certify that I have read and fully understand the terms and Exhibit Rules and Regulations for the National WIC Association's 2020 Annual Education and Training Conference & Exhibits.

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Primary Contact Signature

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Date

# Tradeshow Exhibit Regulations

National WIC Association • Sheraton New Orleans, New Orleans, LA • May 17-20, 2020

## 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 Platinum, Gold, or Silver 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 full balance for all booth, sponsorship, and advertisement purchases are due on or before April 13, 2020. If you are submitting this application after April 13, 2020, the full exhibit fee is to accompany this application. Cancellations will not be refunded after April 13, 2020. NWA reserves the right to reassign booth spaces not paid for by April 13, 2020.

## 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 and 4 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 4 of the application must be completed for each person prior to the registration deadline of April 27, 2020. 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 April 27, 2020. 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. Badges will reflect the company being represented by the booth.

## 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

National WIC Association • Sheraton New Orleans, New Orleans, LA • May 17-20, 2020

## **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, Sheraton New Orleans, 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, the Sheraton New Orleans, 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 2020 Annual Education and Training Conference & Exhibits, refunds will be made as follows:

A cancellation prior to or on April 13, 2020, is eligible for a refund less the non-refundable deposit. After April 13, 2020, there will be no refunds. All cancellations must be confirmed in writing. Postmarks or email 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, May 18, 2020, 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.