



OCTOBER 5-7, 2021

# NWA Technology Conference

*The Sky is not the Limit: Innovating and Adapting for WIC!*

**CONTACT:** Dale Greenberg, [Dale.greenberg@conferencedirect.com](mailto:Dale.greenberg@conferencedirect.com)



# About the Conference

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This biennial Conference is an opportunity for you to network, share and learn about technological and program integrity innovations, EBT and directions for WIC's future. This Conference will provide options for improving WIC's service delivery, and consumer and partner base at the state and local levels, enhancing Management Information Systems (MIS), addressing the importance and value of quality data collection, as well as systems and information security.

We are expecting over 1000 attendees this year. Among them will be key decision makers representing the USDA/FNS, State, ITO, and Local WIC agencies, as well as vendors who participate in WIC and who provide WIC technology and program integrity services to the WIC Community.

## **Why Exhibit?**

- 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
- Demonstrate your commitment to promoting quality public health nutrition for women, infants and children

# All Exhibitors Receive

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- Areas for resources, links, videos, images, in your virtual booth, and a 1:1 Chat Feature
- Two full Conference passes for company personnel, that allows access to both the Exhibit booth and Program
- Organization listing and description will be showcased on the NWA Virtual Conference website exhibitor page
- Two 4-top lounge tables in the Exhibitor Lounge
- Scavenger Hunt participation, with 1 multiple choice question with the answer found in the exhibit booth
- Exhibitors will receive a pre-attendee list that will include first and last name, organization, mailing address, email address and a post-attendee list that will include first and last name, organization and email address

# Exhibit Booth Rates & Deadlines

BOOTH TYPE	RATE	DATE
For Profit Early Bird Rate	\$800	Before August 22
For Profit Regular Rate	\$1,000	August 23-September 30
Non-Profit Early Bird Rate	\$450	Before August 22
Non-Profit Regular Rate	\$650	August 23-September 30
Business Council Partner Rate <small>(only for current Business Council Partners)</small>	\$300	Until September 30
Additional Full Conference Registration (Limit Two)	\$200 per registrant	

\*Payment for all items is due no later than September 30

^ Booth Applications received after August 22 must be accompanied with full payment

# Important Dates

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AUGUST

22

Deadline for Early Bird Rates & Payment Due

Booth applications received after August 22 must be accompanied with full payment

SEPTEMBER

30

Booth Set up Deadline

SEPTEMBER

30

Deadline for exhibitor names

Exhibitor names submitted or changed after September 30 will be subject to a \$50.00 administrative late fee

OCTOBER

5

Annual Convention Begins

## DEDICATED EXHIBIT TIMES

OCTOBER

5

Evening exhibits from 5:45 pm – 7:00 pm ET

OCTOBER

6

3:30pm-6:30pm ET

OCTOBER

7

9am-12pm ET

# Sponsorship Items & Pricing

<b>Banners on Event Carousel (5)</b> Banner, logo, or other messaging running 3 seconds on a loop beginning October 1 through January 14, 2022	\$650
<b>NWA talks (8)</b> 20 minute time slots, 4 sessions offered each time slot	\$1,000
<b>Conference Bag Sponsor (1)</b> NWA logo and sponsored logo on the bag	\$5,000 Plus the cost of the bag
<b>Conference Mailer Inserts (10)</b> Provided item (must be approved) will be sent to the first 1500 registrants	\$2,000
<b>Agenda Sponsor (1)</b> Logo and back page advertisement on printed agenda for the first 1500 registrants (Included in conference mailer)	\$3,000
<b>Conference Opening Speaker</b> Includes 3 minutes to speak and introduce the speakers and moderator	\$5,000
<b>Conference Closing Speaker</b> Includes 3 minutes to speak and introduce the speakers and moderator	\$3,500
<b>NWA Email Blast</b> Your provided email message sent from NWA to all registered attendees during the conference	\$1,000

## Exhibitor Contract/Application

National WIC Association reserves the right to reject applications for sponsorships, or to exhibit products and services at the NWA WIC Technology Program Integrity, and Vendor Management Education & Networking 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 virtual exhibit space at the 2021 Virtual Biennial NWA WIC Technology Program Integrity, and Vendor Management Education & Networking Conference and Exhibits, October 5-7, 2021. 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 August 22. If you are submitting this application after August 22, 2021, the full exhibit fee is to accompany this application. Cancellations will not be refunded.

### SECTION 1:

Company display name as it should appear in all locations on the platform and NWA website:

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

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

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

Representative Contact Phone #: \_\_\_\_\_

## SECTION 2:

Name(s) of Booth Participants. Please include unique emails for each representative as our system allows for one person per email address only. All booths receive 2 full conference registrations that provide access to both the conference programming and your exhibit booth. You may purchase up to 2 additional full conference registrations for \$200.00 each.

### Full Conference Registration

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

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

### Full Conference Registration

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

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

### Additional Full Conference Registration (\$200.00)

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

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

### Additional Full Conference Registration (\$200.00)

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

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



### Section 3:

#### Booth Rates:

	For Profit Early Bird Rate	\$800
	For Profit Regular Rate	\$1,000
	Non-Profit Early Bird Rate	\$450
	Non-Profit Regular Rate	\$650
	Business Council Partner Rate (only for current Business Council Partners)	\$300
	Additional Full Conference Registration (Limit Two)	\$200 per registrant

#### Sponsorship Rates:

	Banners on Event Carousel	\$650
	NWA talks	\$1,000
	Conference Bag Sponsor	\$5,000
	Conference Bag Inserts	\$2,000
	Agenda Sponsor	\$3,000
	Conference Opening Speaker	\$5,000
	Conference Closing Speaker	\$3,500
	NWA Email Blast	\$1,000

Booth: \$ \_\_\_\_\_

Additional Conference Registration: \$ \_\_\_\_\_

Sponsorship: \$ \_\_\_\_\_

Total Amount Due: \$ \_\_\_\_\_

#### **Section 4: Method of Payment**

For credit card payments, the Exhibits Manager will call to collect credit card information, or you can call Dale Greenberg at 410-491-2654.

For checks and purchase orders, please make payments to:

**National WIC Association  
Attn: 2021 Virtual NWA Technology Conference  
2001 S Street NW, Suite 580  
Washington, DC 20009**

#### **Section 5**

Acknowledgment of Tradeshow Exhibit Regulations (must sign and submit the last page of this section along with the other portions of this document)

##### *Purpose and Objectives:*

The National WIC Association (NWA) Exhibit show is produced by NWA. 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 populate their booth during the dedicated exhibit hours and discuss WIC related products and/or discuss their service with NWA members and other attendees. 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.

##### *Agreement for Space:*

This application for a virtual exhibit booth space and the receipt of full payment together constitute an agreement for the right to use the virtual space. The full balance for all booth, sponsorship, and advertisement purchases are due on or before August 22, 2021. If you are submitting this application after August 22, 2021, the full exhibit fee is to accompany this application. Cancellations will not be refunded.

*Exhibitor Representative Responsibilities:*

For each exhibit, there must be at least one primary person to act as the official on-site virtual 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:*

Each exhibitor is entitled to two full Conference passes. Two additional full conference registrations may be purchased for \$200/person each. To register booth personnel in advance, section 4 of the application must be completed for each person prior to the registration deadline of September 30th, 2021.

*Use of Exhibit Booth Space:*

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 virtual exhibit hall will be permitted to solicit business in any manner on the virtual platform.

*Indemnification:*

To the extent permitted by law, NWA and \_\_\_\_\_ (Company) mutually agree 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 this event, as applicable. This paragraph shall not waive any statutory limitations of liability available to either party nor shall it waive any defenses the company 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. 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.

*Solicitation and Circulation:*

Distribution by the exhibitor or any printed materials, souvenirs, or other articles must be confined to the booth space assigned.

By signing my name below, I certify that I have read and fully understand the terms and Exhibit Rules and Regulations for the 2021 VIRTUAL Biennial NWA WIC Technology, Program Integrity, and Vendor Management Education & Networking Conference and Exhibits

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Primary Contact Signature

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Date

Please send this application directly to the Exhibits Manager via email at [dale.greenberg@conferencedirect.com](mailto:dale.greenberg@conferencedirect.com)