

MODERNIZING THE FUTURE OF

WIC

2024 NWA WIC Technology, Innovation, and
Vendor Management Conference

VIRTUAL | August 6-7, 2024



CELEBRATING
50 years
of WIC

National WIC Association

MODERNIZING THE FUTURE OF

WIC

CELEBRATING
50 years
of WIC
National WIC Association

2024 NWA WIC Technology, Innovation, and Vendor Management Conference

The National WIC Association (NWA) invites you to participate as a Sponsor at our [2024 NWA Virtual Technology, Innovation, and Vendor Management Conference August 6-7, 2024!](#)

ABOUT THE CONFERENCE

For 50 years WIC has been innovating. In this, WIC's 50th anniversary year, as well as looking back on WIC's rich history, we are also looking forward and thinking about the future of WIC service delivery. This two day virtual conference address implementing innovative technology and managing program integrity in WIC. These issues can be complex, but together we can find solutions that provide flexibility and choice for WIC participants and support WIC practitioners to recruit and retain eligible families with high quality vendor services.

NWA anticipates this virtual conference will bring together over 500 WIC staff and decision-makers from state and local agencies, researchers, technologists and other stakeholders for thought partnership to innovate the WIC participant experience. All sessions will be recorded and shared with attendees for three months after the conference. During this time, sponsors may continue to interact on the site via Virtual Ad Space on NWA's Conference Platform ("virtual booth").

WHY SPONSOR?

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

By sponsoring 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.

Ready to order? [Click here](#) | Email exhibits@nwica.org |

MODERNIZING THE FUTURE OF



2024 NWA WIC Technology, Innovation, and Vendor Management Conference

IMPORTANT DATES*

- **JUNE 21, 2024** - Last Day to Cancel with a 25% refund, no refunds after June 21st.
- **JULY 31, 2024** - Last Day to submit a Sponsorship
- **AUGUST 6-7** - LIVE CONFERENCE
- **NOVEMBER 7** - NWA VIRTUAL CONFERENCE SITE CLOSURES

**Subject to change*

SPONSORSHIP PACKAGES

Ready to order? [Click here](#) | Email exhibits@nwica.org

	Platinum	Gold	Bronze
Fee	\$3,000	\$2,000	\$1,500
Complimentary Conference Registrations	3	2	1
Acknowledgment of Company/Organization with Hyperlinked Logo on NWICA.org Conference Website Sponsor Page and NWA's Conference Marketing emails			
Virtual Ad Space on NWA's Conference Platform (aka "virtual booth")	Top	Middle	Bottom
Opportunity to post twice per conference day on the attendee feed about your products or services* *non-Sponsoring companies may not post about products or services on the attendee feed			
Pre- & Post-conference attendee mailing list *Opt-ins only			
Sponsored Online "Coffee Hour" or "Happy Hour" for attendees - Appealing Topic of Choice*			

Ready to order? [Click here](#) | Email exhibits@nwica.org 2

ABOUT VIRTUAL AD SPACE (“VIRTUAL BOOTHS”)

Virtual conferences are a different experience than in-person conferences - and that particularly relates to exhibit options. Each sponsorship level for this virtual conference includes a “virtual booth” on the online conference platform, essentially an ad space to be used by your company to share your information about your products and services and your contact information. We recognize this is very different from an in-person conference exhibit hall, so all sponsors receive this virtual ad-space/booth option in their sponsorship package. Sponsorship packages also include other special opportunities to promote your company name and logo (and staff) to WIC staff.

SPONSORED ONLINE “COFFEE HOUR” OR “HAPPY HOUR” OPPORTUNITIES FOR PLATINUM SPONSORS

NWA will publicize and provide a one hour session on the conference platform on August 6th after sessions end (Happy Hour – ET time TBD), or the morning of August 7th (Coffee Hour – ET Time TBD) before sessions start to Platinum Sponsors to host an hour of time with interested attendees on a topic of choice.* Sponsor Logo will be shared in session descriptions and in marketing emails. These sessions are not available for CPEUs for attendees. They may include interaction/Q&A and will be hosted on the conference platform via zoom (as will all other conference sessions).

*topic description and speakers must be approved in advance by NWA

ADDITIONAL SPONSORSHIP OPPORTUNITIES

<p>Pre- & Post-conference Attendee* Mailing List *Opt-ins attendees only; Available for purchase by conference sponsors only. Single use mailing list.</p>	<p>\$400</p>
<p>Innovation Break How would you like to host a 15-minute “Innovation Break” for our attendees throughout the conference? This is a great opportunity to increase brand visibility and increase customer engagement. NWA will share the topic, a short description, and your logo on notifications sent through the conference platform and details will be shared in Conference Marketing Emails to registered attendees. *topic description and speakers must be approved in advance by NWA</p>	<p>\$500 each (4 available)</p>

SPONSORSHIP PROGRAM RULES

Purpose and Objectives

This sponsorship program is for educational and informational purposes only and is adjunct to professional sessions held during the 2024 NWA Virtual Technology, Innovation, and Vendor Management Conference, August 6-7, 2024. Sponsorships are meant to supplement the professional meeting by providing state and local WIC agency staff with information about the various types of products and services available to them and their WIC programs. Sponsors are expected to display their WIC related products and/or discuss their services with NWA members and other attendees via their ad space ("virtual booth") and when reached out to by attendees (or via "coffee hour" or "happy hour" sessions, for Platinum sponsors only). NWA reserves the right to refuse sponsorship to any applicant which, in the opinion of the Association, is unlikely to contribute to the overall objective of the conference.

Sponsorship Representative Responsibilities

For each sponsorship, there must be at least one primary contact to be the official representative and responsible party. This person will receive all relevant materials relating to the sponsorship.

Cancellation Policy

In the event a sponsor finds it necessary to cancel participation in the 2024 NWA Virtual Technology, Innovation, and Vendor Management Conference, refunds will be made as follows:

A cancellation prior to or on June 21st, 2024, is eligible for a refund with 25% penalty. After June 21st, 2024, there will be no refunds. All cancellations must be confirmed in writing. Postmarks or email dates will be used to determine eligibility.

Registration

The purchase of your sponsorship package type determines your registrations. All sponsor representatives must be registered in order to have access to the conference platform and ad space. Please refer to page 3 of this prospectus for information on how many complimentary registrations are included in each sponsorship package. Additional registrations may be purchased at the regular registration rate. There is no limit on the number of sponsor staff who may attend.

Conference Policies

NWA Sponsors and attendees agree to all [conference policies](#) including the Code of Conduct.

Indemnification

To the extent permitted by law, NWA 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

Sponsorships are limited to one company per sponsorship package.

NWA reserves the right to prohibit any display or post which it judges unsuitable or in conflict with acceptable professional ethics of NWA on the online conference platform. Sponsors who provide coupons, giveaways, or premium gifts to attendees must offer giveaway samples or premium gifts to all attendees of the conference. Sponsors 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 sponsor or any information about products and services of a sponsoring company may not take place during educational conference sessions in the session chat or Q&A; unless expressly included in the Sponsorship package. Sponsors/companies may post no more than twice per conference day on the general event feed. **Non-sponsors may not post about their products and services on the feed.**