



NWA
Annual



EDUCATION
and TRAINING
CONFERENCE

LAS VEGAS, NV
APRIL 22 - 25, 2025



Engage, Inspire, Energize!

LAS VEGAS, NV

APRIL 22 - 25, 2025

WHO:

[The National WIC Association](#) (NWA) is the non-profit voice of the 12,000 public health nutrition service provider agencies and the over 7 million mothers, babies, and young children served by the Special Supplemental Nutrition Program for Women, Infants and Children (WIC). NWA provides education, guidance, and support to WIC staff; and drives innovation and advocacy to strengthen WIC as we work toward a nation of healthier families. And 2025 marks the 40th Anniversary of NWA!

WHAT:

In celebration of the 40th Anniversary of the National WIC Association, NWA invites you to participate as an exhibitor and/or sponsor at our [2025 NWA Annual Nutrition Education and Training Conference](#) to be held in Las Vegas, NV at the Rio Hotel & Casino on April 22 - 25, 2025.

WHY:

Among the over 1000 WIC community members who are expected to attend this conference are key decision makers representing the US Department of Agriculture, the 88 state WIC agencies, and over 2,200 local WIC agencies from across the nation. The exhibit hall will be a great opportunity for your company or organization to educate and inform state and local WIC professionals through the display and demonstration of products and services. Exhibits should appeal to the interests of WIC providers, focusing on products and services that are used by WIC staff and the populations that we serve (WIC families) to provide healthy and cost-effective products and services and to operate a professional WIC Clinic.

Please note: Exhibitors whose focus is TENS Units, LED Skincare (Facial and Body), Cosmetic Products, handheld massagers and any others with aggressive sales tactics are not allowed under any circumstance. Should an exhibitor representing any of these categories be found on the exhibit floor, they will be removed immediately with no refund of fees paid.

In addition to exhibit options, there are several sponsorship opportunities. Sponsoring provides additional branding throughout the conference and exposure to the influential WIC Staff in attendance.

We look forward to seeing you in Las Vegas, NV!



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



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APRIL 22 - 25, 2025

CONFERENCE LOCATION

Rio Hotel & Casino
3700 W Flamingo Rd,
Las Vegas, NV 89103

IMPORTANT DATES

MARCH 20, 2025	Exhibitor Application and Full Payment Due
March 20, 2025	<ul style="list-style-type: none">• Hotel Reservations Cutoff Date or until sold out• Exhibitor Registration Deadline• Exhibit Cancellation Date with 25% Penalty. No refunds after this date.
April 21 and 22, 2025	Exhibitor Move in and Setup
April 24, 2025	Exhibitor Tear-down & Moveout

Note: If full payment is not received by March 20, 2025, NWA has the right to resell or reassign the exhibit booth to another exhibitor.





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APRIL 22 - 25, 2025

EXHIBITOR SCHEDULE

(Dates and Hours)*

DATE	ACTIVITY	HOURS
Monday, April 21	Move in and Setup	3:00 PM - 6:00 PM
Tuesday, April 22	Move in and Setup	10:00 AM - 3:00 PM
	Exhibit Hall Opens	5:00PM – 7:00PM during the welcome reception
Wednesday, April 23	Exhibit Hall Open to Exhibitors ONLY	7:15 AM
	Exhibit Hall Opens	Busy hours: 7:50 AM –8:50 AM during the continental breakfast. Exhibitor Break (Hall Closed) – 9:00 AM–10:00 AM Exhibitor Break (Hall Closed) – 1:00 PM – 2:00 PM Exhibit Hall Closed - 4:15PM
Thursday, April 24	Exhibit Hall Open to Exhibitors ONLY	6:45 AM
	Exhibit Hall Opens	Busy hours: 7:15 AM –8:15 AM during the continental breakfast. Exhibitor Break (Hall Closed) – 2:00 PM – 2:45 PM 3:00 PM – 3:45 PM Last chance Exhibit Hall Closed - 3:50PM
	Exhibitor Teardown & Move-Out	3:50 PM - 6:00 PM

**Subject to Change*



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LAS VEGAS, NV

APRIL 22 - 25, 2025

SPONSOR/EXHIBITOR PACKAGES

Sponsorship & Standard Booth Pricing Details - PLEASE READ

See Tradeshow Exhibit Regulations for more information.

- Standard booths are 8x10 in size, it includes pipe and drape, one six-foot table and two chairs, and two exhibit hall passes.
 - Platinum booths are 10x16 in size and include pipe and drape, 2 six-foot tables and 4 chairs, and 4 exhibit hall passes.
 - Gold booths are 8x10 in size and include pipe and drape, 1 six-foot table and 2 chairs, and 3 exhibit hall passes.
 - Bronze booths are 8x10 in size and include pipe and drape, 1 six-foot table and 2 chairs, and 3 exhibit hall passes.
- **Additional booth accessories and/or needs must be ordered through Valley Show Services and are subject to their timelines and fees.**
- Each booth is limited to one company per booth. Each booth is limited to four exhibitor booth staff.
- All exhibitors, sponsors, and their affiliated booth staff must purchase a full conference registration to attend conference sessions.
- Exhibitor discount partner pricing is available to 2025 NWA Partners ONLY!
- Exhibit booths are confirmed on a 1st come 1st serve basis via submitted exhibitor applications.
- Exhibit booth representatives must be employees of the exhibiting company.
- No products, services, handouts, nor swag can be provided for groups/individuals other than the exhibiting organization or company and/or agency representatives of exhibiting company.





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LAS VEGAS, NV

APRIL 22 - 25, 2025

SPONSOR/EXHIBITOR PACKAGES

NWA Partner Discount Pricing Sponsorship with Booths

Eligible for 2025 NWA Partners Only!

To Learn More About Partnerships, [Click Here](#).

To join or renew your partnership, [Click Here](#)

	Platinum	Gold	Bronze	Standard
Business Council Partner	\$6,000	\$4,500	\$3,000	\$0 (Standard booths are complimentary for all conferences for companies at the "Business Council Partner" level)
Supporting Partner	\$7,500	\$6,000	\$4,500	\$1,500 (Standard booths are 50% off for all conferences for Partners at the "Supporting" Level)
Associate Partner				\$3,000
Non-profit/Small Business Partner				\$1,500

Non-NWA Partner Pricing Sponsorship with Booths

To Learn More About Partnerships, [Click Here](#).

To join or renew your partnership, [Click Here](#)

For-Profit Business	\$8,500	\$7,000	\$5,500	\$4,000
Non-Profit or Small Business* *Up to 150 staff				\$3,000



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LAS VEGAS, NV

APRIL 22 - 25, 2025

Sponsorship Packages Include

Standard booths are 8x10 in size, it includes pipe and drape, one six-foot table and two chairs, and two exhibitor booth passes. **Please note that additional booth accessories and/or needs must be ordered through Valley Show Services and are subject to their timelines and fees.**

- Each booth is limited to one company per booth. Each booth is limited to four exhibitor booth staff.
- All standard booths come with 2 standard floor badges!

	Platinum	Gold	Bronze
Booth Size	10x16	8x10	8x10
Acknowledgment as sponsor on Conference Signage in exhibit hall	✓	✓	✓
Logo hyperlinked on the NWICA.org website	✓	✓	✓
Additional floor badges (Floor badges do not give access to sessions)	2	1	1
Acknowledgement Notification in the conference app	✓	✓	
Conference bag insert	✓	✓	
Pre- & Post-conference attendee mailing list *Opt-ins only	✓		



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LAS VEGAS, NV

APRIL 22 - 25, 2025

ADDITIONAL SPONSORSHIP OPPORTUNITIES

<p>Pre- & Post-conference attendee mailing list *Opt-ins attendees only; Available for purchase by exhibitors and sponsors attending the conference only. Single use mailing only. The list will be sent 2 weeks prior and 2 weeks post conference.</p>	\$800
<p>Additional Exhibit Hall Floor Badge Additional Exhibitor booth personnel slots can be purchased for \$250 each for a maximum number of 4 booth representatives. This only allows access to the Exhibit Hall. The number of additional passes that can be purchased is based on the booth package selected. Please note: Platinum booth sponsors have a maximum of (8). All other booth types may only have a maximum # of four (4) people staffing your booth. *Only representatives employed by the exhibiting company and/or agency representatives of exhibiting company in an official capacity may be booth representatives.</p>	\$250
<p>Conference Bag Insert/Swag* Add some swag to our conference bag! Have your branded product inserted in all the conference bags! Sponsor must submit a PDF (front/back) of the proposed item, inclusive of all text and images, to be reviewed for final approval by the NWA Leadership Team. Sponsor is responsible for the production and delivery of items per timelines provided if content is approved. Sponsors must be able to provide 1300 inserts! Certain restrictions may apply. Insert must arrive at the advanced warehouse by April 14, 2025 with required labels.</p>	\$800/ item
<p>Breastfeeding & Chestfeeding Suite The suite comes equipped with chairs and tables. Use this opportunity to have your company recognized as hosting the space. Subject to NWA review.</p>	\$1,000
<p>Meeting Room (Limited Availability) All space/event requests at the Rio Las Vegas (Hyatt Property) must be approved by NWA. Events may not overlap with any conference activities such as sessions, networking breaks, or receptions/parties. Events may occur in the morning before the first session starts, lunch hour or after the final session each day. The requestor must be paid and registered to attend the conference. Requestor is responsible for all additional event expenses such as F&B, AV, etc. and must work directly with the hotel and vendors to make payment. Click here to Request Event Space</p>	\$800 per day



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LAS VEGAS, NV

APRIL 22 - 25, 2025

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Lanyard Sponsor Your logo will be placed on the attendee lanyards for all attendees to wear around their neck and clipped to their conference badge! Attendees can't miss it. Co-branded with NWA. <i>To secure the associated item(s) payment is requested at time of confirmation.</i>	\$2,500
Conference Tote Bag Sponsor Your logo will be placed on the conference tote bag provided to all registered attendees! Attendees can't miss it. Co-Branded with NWA. <i>To secure the associated item(s) payment is requested at time of confirmation.</i>	\$3000
Registration Sponsorship Your company branding will also be displayed onsite on registration graphics and on the registration landing page for all attendees to see as they register and pick up their badges onsite at the 2025 conference! <i>To secure the associated item(s) payment is requested at time of confirmation.</i>	\$3,000
Networking/Beverage Break Drive brand awareness by purchasing a networking beverage break! Break includes water, coffee, and tea.* A notification will be sent through the conference app 10 minutes before the break and there will be signage at the break acknowledging sponsorship with the company logo. <i>*Sponsors may provide additional food or beverages at their own expense, subject to hotel approval and compliance with hotel regulations. Sponsors can either ship company-provided items to the hotel, with prior approval from both NWA and the hotel, or order catering directly through the hotel. All associated costs, including food and beverage, corkage fees, and shipping charges, must be paid directly to the hotel or vendors.*</i>	\$4,000 per break
Photo Booth Sponsor Delight attendees with the ultimate interactive experience as the Photo Booth Sponsor, providing a fun and memorable activity that will be a highlight of the conference. Photo booth will be available starting Tuesday through Thursday. There will be a sign next to the booth acknowledging sponsorship with the company logo. <i>To secure the associated item(s) payment is requested at time of confirmation.</i>	\$5,000



ADDITIONAL SPONSORSHIP OPPORTUNITIES

<p>Blackout Bingo Drive Traffic, Boost Engagement, and Have Fun! The Exhibit Hall Blackout Bingo is an exciting opportunity to increase booth traffic and create meaningful connections with attendees. By participating in the game, you'll ensure your company stands out as attendees actively engage with exhibitors to complete their cards and enter the Conference Raffle for the Grand Prize TBD by NWA Leadership as we get closer to the start of the conference.</p> <p>Each attendee will receive a Bingo card in their conference tote, encouraging them to visit exhibitors listed on the card.</p> <p>Completed cards (a "blackout") make attendees eligible for the raffle, driving foot traffic to your booth.</p> <p>NWA will promote the Bingo game extensively before and during the conference to ensure maximum participation and visibility.</p> <p>Additional Details</p> <ul style="list-style-type: none">• Depending on participation, there may be multiple card versions, with your company name and booth number appearing on one version if space requires.• The Bingo game will start at the Welcome reception and end by noon on Thursday!	\$300
<p>WICed Bracelet Creations The WICed Bracelet Creations Room is a serene and creative space where conference attendees can relax, unwind, and engage in a fun activity by designing and making their own bracelets. This space offers a unique opportunity to leave attendees with a memorable keepsake while fostering moments of calm amidst the conference bustle.</p> <p>As a sponsor, you can visit the room to welcome attendees and engage in friendly interactions, fostering goodwill and connection. This room is a dedicated relaxation and creativity space, not a traditional exhibit booth. It should be treated as an attendee-focused experience.</p> <p>NWA will provide beads and materials for bracelet making. Sponsor is welcome to bring additional supplies to enhance bracelet making or other crafting supplies for this space. Supplies must be approved by NWA.</p> <p>Examples of supplies can include the following: Beads, custom beads, coloring books with coloring pencils, stickers.</p> <p>Additional Customization: Sponsors may work directly with the hotel, Bright AV, or Valley to add enhancements to the room (e.g., F&B, lighting, décor, or special amenities) at their own expense, elevating the attendee experience while highlighting your brand's presence. Additional Customizations must be approved by NWA. All related expenses, including F&B, corkage fees, and shipping, must be paid directly to the hotel or vendors.</p> <p>The WICed Bracelet Creations Room will be open for attendees: Tuesday through Thursday 9:00 AM – 4:00 PM - or until supplies last!</p> <p>Attendees loved this space at the Nutrition Education and Breastfeeding Conference!</p>	\$2,000



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LAS VEGAS, NV
APRIL 22 - 25, 2025

EXHIBITOR AREA FLOOR PLAN



PLATINUM



GOLD



BRONZE



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APRIL 22 - 25, 2025

Tradeshow Exhibit Regulations

Purpose and Objectives

The National WIC Association (NWA) Exhibit show is produced by NWA. It is for educational and informational purposes only and is adjunct to professional sessions held during this Nutrition Education and Breastfeeding Promotion 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 – Each booth is limited to one company per booth. Each booth is limited to four exhibitor booth staff.

Exhibit Space Location

Some booth spaces are reserved exclusively for organizations that sponsor the conference at the Platinum, Gold, 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 full balance for all booth, sponsorship, and advertisement purchases are due on or before March 20, 2025. If you are submitting this application on or after March 20, 2025, the full exhibit fee is to accompany this application. Cancellations will not be refunded after March 20, 2025. NWA reserves the right to reassign booth spaces not paid for by March 20, 2025.

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 will not facilitate the entering 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.

Cancellation Policy Cancellations will not be refunded after March 20, 2025. NWA reserves the right to reassign booth spaces not paid for by March 19, 2025.

Exhibitor Registration

The purchase of your booth package type determines your floor badges and registrations. Please refer to **page 6** of this prospectus. Additional exhibitor floor badges may be purchased for \$250/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. 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, their name MUST be provided to the Exhibits Manager at exhibits@nwica.org prior to the registration cut-off date. Any exhibitor who shows up at the conference site without a prior registration may be registered for an additional cost of \$250/person as indicated on **page 6** of this prospectus (limited to 4 exhibit booth staff). 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.



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LAS VEGAS, NV

APRIL 22 - 25, 2025

Tradeshow Exhibit 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 preapproved 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 them 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.

Security

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

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.

Liability

It is mutually agreed that NWA, the Rio Hotel and Casino, 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 their 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 Baltimore Marriott Waterfront, 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.

Failure to Occupy Space

Any booth space not occupied by 3:00 pm on April 22, 2025, will be forfeited by exhibitor without refund. NWA will not be responsible for any expenses incurred.



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LAS VEGAS, NV

APRIL 22 - 25, 2025

Tradeshow Exhibit Regulations

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 2025 Annual Education & Training Conference & Exhibits, refunds will be made as follows:

A cancellation prior to or on March 20, 2025, is eligible for a refund with 25% penalty. After March 20, 2025 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 made for purchases of items that fall under the "Additional Sponsorship Opportunities" category at any time. Once a sponsorship is confirmed, NWA has already committed the funds to secure the associated item(s).

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.

Conference Policies

All exhibitors and sponsors must agree to these rules as well as to [NWA's Conference Policies](#).

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.

Only individuals and entities which have registered as Exhibitors are permitted to distribute promotional materials or advertise their business during the Conference. While NWA acknowledges and encourages networking and making connections, attempts by a Registrant to act in a capacity similar to an Exhibitor is not permitted. Any Registrant who violates this is subject to removal, without refund, from the Conference, and having both Registrant and any company employing or contracting with Registrant prohibited from attending and being an Exhibitor at future NWA events and conferences.