



N W A
**Nutrition
Education
& Breastfeeding**
C O N F E R E N C E

2025 NWA Nutrition Education & Breastfeeding Conference

Sponsorship
Prospectus

Engage, Inspire,
Energize:
**Nourishing
Generations**

NOVEMBER 5-6, 2025

VIRTUAL



40 YEARS
National WIC Association

Elevate Your Brand at the Premier Virtual Event for WIC Professionals!

About the Conference:

The National WIC Association (NWA) invites you to join us as a sponsor or exhibitor for our **2025 Nutrition Education and Breastfeeding Promotion Conference**, taking place **virtually November 5-6, 2025**. This annual event is a premier platform for engaging with WIC staff, nutrition professionals, lactation consultants, public health experts, and program leaders from across the country.

Designed to educate and inspire, this virtual conference will feature dynamic sessions, engaging workshops, and interactive networking opportunities focused on breastfeeding promotion and support, maternal and child health, nutrition education, and innovation in WIC service delivery.

Our 2024 in-person conference in Baltimore drew over 1,000 attendees, including WIC staff, program administrators, researchers, and healthcare professionals. We received positive feedback from attendees on discovering new breastfeeding tools, connecting with vendors, and accessing valuable resources. This year's conference will be held virtually, and we anticipate attracting over 500 attendees. With all sessions being recorded and available on-demand for three months post-conference, your sponsorship will enjoy extended visibility and engagement.

Why Sponsor?

Sponsoring this event provides a powerful opportunity to:

- **Build brand awareness** among WIC decision-makers and maternal-child health professionals.
- **Showcase your commitment** to equitable, evidence-based nutrition and breastfeeding support.
- **Introduce new products and services** aligned with WIC's mission.
- **Position your organization** as a thought leader in maternal and child health.
- **Engage with attendees** during and after the event through interactive virtual tools.

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Key Dates (Subject to Change)*

October 15, 2025	<ul style="list-style-type: none">• Last Day to cancel sponsorship with a 25% refund; no refunds after October 31, 2025• Last Day to submit a Sponsorship• Deadline for all digital materials and uploads
November 5, 2025	Live Conference Launch
February 6, 2026	NWA Virtual Conference Platform Closes

**Subject to change*

Sponsorship Packages

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

	Platinum (2 available)	Gold	Bronze
Fee	\$3,000	\$2,000	\$1,500
Complimentary Conference Registrations	3	2	1
Acknowledgment of Company/Organization with Hyperlinked Logo on the Conference Website	✓	✓	✓
Virtual Booth <i>*see details below</i>	✓	✓	✓
Virtual Ad Space position	Top	Middle	Bottom
Opportunity to post twice per conference day on the attendee feed about your products or services* <i>*Non-sponsoring companies may not post about products or services on the attendee feed</i>	✓	✓	✓

Sponsorship Packages (Continued)

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	Platinum (2 available)	Gold	Bronze
<p>Pre- & Post-Conference attendee mailing list <i>*Opt-ins only</i></p> <ul style="list-style-type: none"> The list may be used only once for a single promotional mailing (email or postal). The attendee list will be delivered in Excel format 2 weeks pre-/post-conference. 	✓	✓	
<p>Virtual Room <i>*see details below in the "add-on opportunities" section.</i></p>	✓		

Virtual Booth Information (Included in all Sponsorship Levels)

Engage with a national audience of WIC staff and decision-makers through a dynamic Virtual Booth on our conference platform. Your Virtual Booth will showcase your logo, products, videos, and downloadable materials while also enabling real-time attendee engagement through live chat.

All Sponsorship Levels include a Virtual Booth as part of the package, ensuring your brand is seen and accessible throughout the event.

Virtual Booth Features:

- Company Name and Logo
- Team Member Listing
- Product Images and Downloadable Materials
- Promotional Videos
- Live Chat Capabilities with Attendees

3 months of access to the virtual platform following the conclusion of the live conference to allow attendees who watched the on-demand recordings to engage with your booths

***Note:** To comply with continuing education accreditation, marketing and promotional content is limited to the virtual booth space (with additional opportunities available only at the Platinum level). Any violation of this policy may result in removal from the platform without a refund.

Boost Your Exposure: Add-On Opportunities

<p>Virtual Room – Limited to 4 sponsors!</p> <p><i>Only 4 rooms available (2 reserved for Platinum). First come, first served!</i></p> <p>As a sponsor, you'll have the opportunity to host a virtual Room on our event platform, an interactive video space designed for real-time engagement. Each Room allows up to 12 participants to join on video and audio, while additional attendees can watch and listen.</p> <p>Rooms are ideal for product demos, panel discussions, or private meetings. Whether you're showcasing your services, leading a focused conversation, or building relationships with attendees, sponsoring a Room gives your brand a dedicated space to connect directly with our audience.</p> <p>Meetings may be scheduled before the program starts, directly after the program ends, or during a break.</p> <p>*Topic description and speakers must be approved in advance by NWA Link to Submit Request</p>	<p>\$1,000 each</p>
<p>Pre-& Post-conference Attendee* Mailing List</p> <p>*Opt-in attendees only; Available for purchase by conference sponsors only. Single-use mailing list.</p>	<p>\$400</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 2025 NWA Nutrition Education and Breastfeeding Promotion Conference, November 5-6, 2025. Sponsorships are designed to supplement professional meetings 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 Virtual Booth and when approached by attendees (or via “coffee hour” or “happy hour” sessions, for Platinum Sponsors only). NWA reserves the right to refuse sponsorship to any applicant who, in the Association's opinion, 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 serve as 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 2025 NWA Nutrition Education and Breastfeeding Promotion Conference, refunds will be made as follows:

A cancellation prior to or on October 15, 2025, is eligible for a refund, subject to a 25% penalty. Starting October 31, 2025, no refunds will be available. 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 to access the conference platform and ad space. Please refer to the “Sponsorship Packages” section of the 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.

Get Involved

Interested in becoming a sponsor or learning more? Email Conference Exhibits: exhibits@nwica.org

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 that it judges unsuitable or in conflict with the 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.**

Let's Partner to Advance the Health and Wellbeing of Women, Infants, and Children!