

NATIONAL WIC ASSOCIATION WIC TECHNOLOGY, INNOVATION, AND VENDOR MANAGEMENT CONFERENCE

ENGAGE, INSPIRE, ENERGIZE:
Driving WIC Innovation
and Technology Forward

SEPT

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MN



40 YEARS

National WIC Association

NATIONAL WIC ASSOCIATION WIC TECHNOLOGY, INNOVATION, AND VENDOR MANAGEMENT CONFERENCE



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:

The National WIC Association (NWA), invites you to participate as an exhibitor and/or sponsor at our [2025 NWA WIC Technology, Innovation, and Vendor Management Conference](#) to be held at the [Hilton Minneapolis](#) in Minneapolis, MN on September 3-5, 2025.

The theme of this year's conference is Engage, Inspire, Energize: Driving WIC Innovation and Technology Forward. This conference brings together WIC leaders, experts, vendors, and innovators who are at the forefront of enhancing the WIC participant experience through cutting-edge technological solutions. As WIC evolves, it's essential to collaborate on new ideas and strategies that promote flexibility, improve participant access, and empower WIC practitioners.

WHY:

For 40 years, NWA has been a driving force in championing technology's role in improving WIC services. As we celebrate this milestone, we invite you to be part of the next phase of innovation. Help shape the future of WIC as we work together to develop solutions that will continue to empower families across the nation.

Among the over 600 WIC community members who are expected to attend this conference are key decision makers representing the US Department of Agriculture, the 88 state and Indigenous Tribal 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, local, indigenous, and agency 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. Exhibit Management takes every possible measure to ensure that exhibitors follow NWA rules and regulations.

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 a la carte 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 Minneapolis, MN!

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

NATIONAL WIC ASSOCIATION WIC TECHNOLOGY, INNOVATION, AND VENDOR MANAGEMENT CONFERENCE



CONFERENCE LOCATION

Hilton Minneapolis
1001 Marquette Avenue South
Minneapolis, MN 55403, US

IMPORTANT DATES

August 1, 2025

- Exhibitor Application and Full Payment Due
- Hotel Reservations Cutoff Date or until sold out
- Exhibitor Registration Deadline
- Exhibit Cancellation Date with 25% Penalty. No refunds after this date.

September 2, 2025

Exhibitor Move in and Setup

September 4, 2025

Exhibitor Tear-down & Moveout

Note: If full payment is not received by August 1, 2025, NWA has the right to resell or reassign the exhibit booth to another exhibitor.



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EXHIBITOR SCHEDULE

(Dates and Hours) *Subject to change

DATE	ACTIVITY	HOURS/DETAILS
Tuesday, September 2	Registration Open & Exhibitor Move-In	2:00 PM – 6:00 PM <i>Exhibitors may access the exhibit hall to unload, set up booths, and prepare for the event.</i>
Wednesday, September 3	Exhibit Hall Open & Continental Breakfast	8:15 AM – 9:15 AM
	Exhibitor Break (Exhibit Hall Closed - Attendees in General Session)	9:20 AM – 11:00 AM
	Exhibit Hall Open	11:00 AM – 4:00 PM
	Exhibitor Break (Exhibit Hall Closed - Attendees in General Session)	4:00 PM – 5:00 PM
	Welcome Reception in Exhibit Hall	5:00 PM – 6:00 PM <i>Networking reception held in the Exhibit Hall. Light refreshments will be served.</i>
Thursday, September 4	Exhibit Hall Open & Continental Breakfast	7:15 AM – 11:40 AM <i>(breakfast ends at 8:15 AM)</i>
	Exhibitor Break	11:40 AM – 12:30 PM <i>(Exhibit Hall Closed - Attendees in Concurrent Sessions)</i>
	Last Break in the Exhibit Hall before Tear-Down	3:00 PM – 3:45 PM
	Exhibitor Tear-Down & Move-Out	4:00 PM – 6:00 PM <i>Please DO NOT begin packing up prior to 4:00 PM to ensure a smooth and safe experience for all.</i>

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SPONSORSHIP & STANDARD BOOTH PRICING DETAILS

PLEASE READ for mandatory compliance! See Tradeshow Exhibit Regulations for more information.

- Standard booths are 8x10 in size, and include pipe and drape, one six-foot table and two chairs, and two exhibit hall passes.
 - Platinum booths are 10x16 in size, they 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**
- **Exhibit booth representatives must be employees or contractors for the exhibiting company representing the products and services of the products of the exhibiting organization or company.**
- **Products, services, handouts, or promotional items at the booth may only be provided by the exhibiting organization or company and not on behalf of any other group or individual**



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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
Supporting Partner	\$7,500	\$6,000	\$4,500	\$1,500
Associate Partner	\$7,500	\$6,000	\$4,500	\$3,000
Non-profit/Small Business Partner	\$7,500	\$6,000	\$4,500	\$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*				\$3,000

*Up to 150 staff

Ready to order? [Click here!](#) | Email exhibits@nwica.org **5**

SPONSORSHIP PACKAGES INCLUDE

	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 <i>(Floor badges do not give access to sessions)</i>	2	1	1
Acknowledgement Notification in the conference app	✓	✓	
Registration Handout/Swag	✓	✓	
Pre- & Post-conference attendee mailing list *Opt-ins only	✓		



ADDITIONAL SPONSORSHIP OPPORTUNITIES

<p>Exhibit Hall Opening Reception As a sponsor, you'll enjoy:</p> <ul style="list-style-type: none"> • Logo signage at the reception • Recognition in the conference app notification • Option to purchase branded drink tickets to distribute to attendees <p>Position your brand at the center of the conference's first major networking event!</p>	\$6,000
<p>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.</p> <ul style="list-style-type: none"> • There will be a sign next to the booth acknowledging sponsorship with the company logo. <p>To secure the Photo Booth company, payment is requested at time of confirmation.</p>	\$5,000
<p>Networking Beverage Break Boost your brand visibility by sponsoring one of the conference's networking beverage breaks! Each break includes coffee, tea, and water, offering a welcome pause for attendees to recharge and connect. As a sponsor, you'll receive:</p> <ul style="list-style-type: none"> • Signage with your company logo at the break station • Recognition via a conference app notification sent 10 minutes before the break begins <p>Sponsors may enhance the break by providing additional snacks or beverages at their own expense, subject to prior approval by NWA and the hotel. Items may be shipped or ordered directly through hotel catering. All related costs—including catering, corkage, and shipping fees—must be paid directly to the hotel or vendors.</p>	\$3,000 per break
<p>Registration Sponsor Gain early and ongoing visibility with this high-impact opportunity. Your logo will be featured prominently on the online registration landing page and displayed on-site at the registration area, where all attendees check in. Put your brand front and center before the conference even begins!</p>	\$2,000
<p>Inspire & Restore Lounge Sponsor Elevate wellbeing, foster creativity, and make a lasting impression. The Inspire & Restore Lounge is a dedicated space for conference attendees to relax, recharge, and reconnect—offering a welcome break from the busy energy of the event. Unlike a traditional exhibit booth, this attendee-centered space focuses on mindfulness, and creativity.</p>	\$2,000

ADDITIONAL SPONSORSHIP OPPORTUNITIES

(Lounge sponsorship continued)

As a sponsor, you'll have the opportunity to:

- Name the Lounge – NWA will provide one 22x28 sign.
- Engage with Attendees: Drop in to greet visitors and enjoy friendly, informal interactions in a calming environment.
- Enhance the Experience: While NWA will provide basic supplies (including bracelet-making materials and light arts & crafts), sponsors are encouraged to contribute additional items such as sample-size snacks, crafting supplies and wellness touches that reflect your brand's values.

Suggested Supplies may Include:

- Beads and custom-branded beads
- Coloring books and colored pencils
- Stickers or mindfulness journals
- Healthy snack packs
- All sponsor-provided supplies must be approved by NWA in advance to ensure safety and appropriateness.

Sponsors may also coordinate directly with the hotel, Bright AV, or Valley to elevate the space further by adding custom décor, lighting, food and beverage options, or special amenities. All enhancements would be at the sponsor's expense but offer a unique opportunity to enrich the attendee experience and demonstrate your support of the WIC community.

Let's create a space that attendees will remember! A space that embodies restoration, inspiration, and connection.

The Lounge will be open for attendees during the following hour: or until supplies last!

Tuesday, September 2: 3:00PM - 5:30PM

Wednesday, September 3: 8:15AM - 4:00PM

Thursday, September 4: 7:15AM - 3:45PM

Lactation and Family Wellness Suite - Support Nursing Parents and Caregivers

Demonstrate your commitment to maternal health and caregiver support by sponsoring a private, on-site lactation suite. This comfortable space will be equipped with hotel-provided chairs and tables, offering a quiet and welcoming environment for nursing parents and caregivers during the event.

As a sponsor, you'll have the opportunity to enhance the space with approved comfort items, branded materials, or supportive resources. Optional food, beverages, or upgraded furnishings may also be arranged through the hotel at your expense.

Your sponsorship not only supports the well-being of families—it also creates a meaningful brand presence aligned with equity, wellness, and community care.

Note: All plans require advance review and approval by NWA.

\$1,000

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ADDITIONAL SPONSORSHIP OPPORTUNITIES

<p>Registration Handout/Swag* Add some swag to our registration desk! Have your branded product handed out at the registration desk!</p> <ul style="list-style-type: none"> 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. Sponsors are responsible for the production and delivery of items per timelines provided if content is approved. Sponsors must be able to provide 600 copies of their proposed item! Certain restrictions may apply. 	<p>\$600 Exhibitor \$800 Non-Exhibitor</p>
<p>Meeting Room (Limited Availability) Wednesday, September 3 and Thursday, September 4. Host a private event, client meeting, or exclusive briefing at the Hilton Minneapolis! A limited number of meeting rooms are available for sponsors and exhibitors seeking dedicated space to engage with WIC decision-makers in a focused setting.</p> <ul style="list-style-type: none"> Event timing must not conflict with official conference sessions or activities. Approved times include early morning, lunch hour, or post-session evenings. All requests require NWA approval and must be submitted in advance. Requestors must be paid and registered conference participants. Sponsor is responsible for all related costs (e.g., A/V, food & beverage) and will coordinate directly with the hotel and vendors. <p>CLICK HERE to Request Event Space Exhibitor/sponsorship application is also required!</p>	<p>\$800 per day</p>
<p>Pre and Post Conference Attendee List Gain valuable insights and connect with attendees through a curated list of opt-in participants. This list includes attendee name, job title, organization, work location, email address, and mailing address (if provided). This list is for professional, conference-related outreach only. Use beyond the terms outlined above is strictly prohibited.</p> <ul style="list-style-type: none"> Available exclusively to confirmed exhibitors and sponsors participating in the conference. List may be used one time only for a single promotional mailing (email or postal). <p>The attendee list will be delivered in Excel format:</p> <ul style="list-style-type: none"> 2 weeks prior to the conference (pre-conference list) 2 weeks following the conference (post-conference list) This list will contain attendees who have opted in to receive information from conference partners. <p>Please Note: NWA will not offer a separate lead retrieval or lead generation tool at this conference. The Attendee List Sponsorship is the only option available for accessing attendee contact information, and is limited to opt-in participants only.</p>	<p>\$400</p>

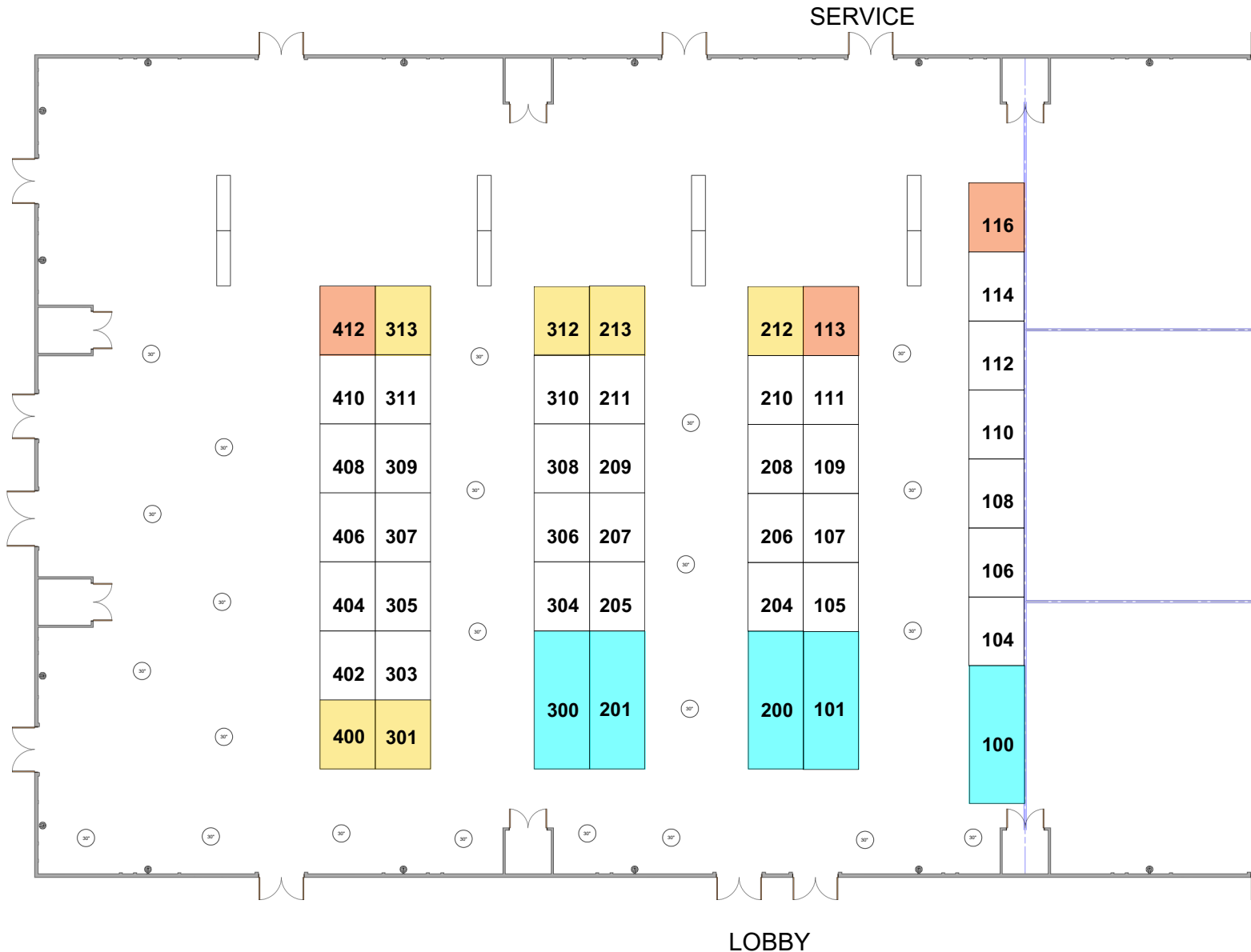
ADDITIONAL SPONSORSHIP OPPORTUNITIES

<p>Exhibit Hall Engagement Activity Drive Traffic, Boost Engagement, and Have Fun! The Exhibit Hall engagement activity 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> <ul style="list-style-type: none"> • Each attendee will receive a card at registration, encouraging them to visit exhibitors listed on the card. • Completed cards make attendees eligible for the raffle, driving foot traffic to your booth. • NWA will promote the game extensively before and during the conference to ensure maximum participation and visibility. 	<p>\$300</p>
<p>Additional Exhibit Hall Floor Badge (Limited Availability) Wednesday, September 3 and Thursday, September 4. Confirmed exhibitors may purchase additional Exhibit Hall Floor badges for \$250 each. These badges provide access to the Exhibit Hall only and are intended solely for staff working the exhibit booth. The number of additional badges available for purchase depends on your booth package:</p> <ul style="list-style-type: none"> • Platinum Booth Sponsors: May have up to 8 booth representatives in total. • All Other Booth Types: Limited to a maximum of 4 booth representatives. <p>Only individuals employed by the exhibiting company, or official agency representatives acting in a professional capacity on behalf of the exhibiting company, are permitted as booth representatives.</p> <p>Please note: Access to the Exhibit Hall is strictly limited to confirmed exhibitors and their authorized booth personnel.</p>	<p>\$250</p>
<p>The Daybreaker Sponsorship Be the brand that gets the conference moving—literally. As The Daybreaker Sponsor, your organization will power 2 morning Sunrise Walks along scenic downtown Minneapolis routes, a popular and energizing NWA Conference tradition among WIC attendees from across the country. This exclusive sponsorship includes:</p> <ul style="list-style-type: none"> • Recognition in all walk-related materials and signage at the meet-up location • Opportunity to provide branded giveaways (e.g., water bottles, step counters) • Ability to personalize the experience with elements like light refreshments, music, or alternative wellness-themed activities depending on weather • A unique and informal way to build brand visibility and connect with WIC stakeholders in a relaxed, community-driven environment <p>Support wellness among our WIC membership, elevate your visibility, and start the day as a key partner in this much-loved conference experience.</p>	<p>\$1,000</p>

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EXHIBITOR AREA FLOOR PLAN



 PLATINUM

 GOLD

 BRONZE

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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 the 2025 NWA WIC Technology, Innovation, and Vendor Management 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.

NWA Code of Conduct

NWA is a listening organization focused on its participants. The Conference is designed to increase interaction, engagement, collaboration, connectivity, and community, in a fun and safe environment.

We value the participation of each member of the community and endeavor to deliver an enjoyable and fulfilling experience. Conference participants are expected to conduct themselves with integrity, courtesy and respect for others and maintain the highest level of professionalism at all conference programs and events, whether officially sponsored by NWA or not. All attendees, guests, speakers, organizers, volunteers, partners, vendors, and staff at any NWA event are required to observe the following Code of Conduct.

NWA is dedicated to providing a harassment-free conference experience for everyone, regardless of gender, sexual orientation, disability, physical appearance, body size, race or religion. We do not tolerate harassment of conference participants in any form. All communication should be appropriate for a professional audience including people of diverse backgrounds and cultures. Sexual language and imagery is not appropriate for the conference.

Be kind to others. Do not insult or defame participants. Harassment in any form, sexist, racist, or exclusionary jokes are not condoned at NWA Events.

Participants violating these rules may be asked to leave the conference at the sole discretion of NWA and shall not receive any refund or repayment. Thank you for helping to make this a welcoming event for all.

Cancellation Policy Cancellations will not be refunded after August 1, 2025. NWA reserves the right to reassign booth spaces not paid for by August 1, 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.



Tradeshow Exhibit Regulations

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 August 1, 2025. If you are submitting this application on or after August 1, 2025, the full exhibit fee is to accompany this application. Cancellations will not be refunded after August 1, 2025. NWA reserves the right to reassign booth spaces not paid for by August 1, 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.

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 Hilton Minneapolis, 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.

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Tradeshow Exhibit Regulations

Indemnification

To the extent permitted by law, NWA, the Hilton Minneapolis 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.

Failure to Occupy Space

Any booth space not occupied by 6:00 PM on September 2, 2025, will be forfeited by exhibitor without refund. NWA will not be responsible for any expenses incurred.

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 2025 NWA WIC Technology, Innovation, and Vendor Management Conference, refunds will be made as follows:

A cancellation prior to or on August 1, 2025, is eligible for a refund with 25% penalty. After August 1, 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).

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.

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.