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**WIC  
TECHNOLOGY,  
INNOVATION,  
& VENDOR  
MANAGEMENT  
CONFERENCE**

**SEPT 9 - 10  
VIRTUAL**

**Sponsorship Prospectus**

**ENGAGE,  
INSPIRE,  
ENERGIZE.**

**Driving WIC  
Innovation and  
Technology  
Forward.**



National WIC Association

2026

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## **2026 National WIC Association Virtual Technology, Innovation, and Vendor Management Conference Sponsorship Prospectus Virtual | September 9-10**

### **Overview**

For more than 50 years, WIC has been a cornerstone of public health—enhancing nutrition, supporting breastfeeding, and improving health outcomes for millions of Americans during pregnancy, postpartum, infancy, and early childhood. NWA has supported that work for over 40 years, serving as the voice for the 12,000 Local and 88 State Agencies that provide WIC services across the country, supporting nearly 6.9 million mothers, babies, and young children. Through education, guidance, and advocacy, NWA empowers WIC professionals, drives innovation, and strengthens the program as we work toward a future of healthier families for all.

### **About the Conference:**

This two day virtual conference addresses 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?**

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.

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# Sponsorship Packages

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

<b>Platinum Sponsor</b>	<b>\$5,000</b>	Recognition (logo) on the NWA Conference platform and <a href="http://NWICA.org">NWICA.org</a> website (top), 8 comp registrations; Virtual Room; Sponsor Landing Page, Sponsor Page analytics such as file downloads, product views, bookmarks and more, attendee list (opt-ins only)
<b>Gold Sponsor</b>	<b>\$3,000</b>	Recognition (logo) on the NWA Conference platform and <a href="http://NWICA.org">NWICA.org</a> website (middle), 4 comp registrations; Sponsor Landing Page, Sponsor Page analytics such as file downloads, product views, bookmarks and more, attendee list (opt-ins only)
<b>Bronze Sponsor</b>	<b>\$2,000</b>	Recognition (logo) as a sponsor on the conference platform and <a href="http://NWICA.org">NWICA.org</a> website; 3 comp registrations, Sponsor Landing Page

## Sponsor Landing Page 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.

Sponsor Landing Page 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.

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# À la carte / Add-Ons (one-off options)

<p><b>Virtual Room - Limited to 4 sponsors! (included in Platinum sponsorship)</b></p> <ul style="list-style-type: none"> <li>• First-come, first-served! As a sponsor, you'll have the opportunity to host a virtual Room on our event platform, an interactive virtual 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.</li> <li>• 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.</li> <li>• Meetings may be scheduled before the program starts, directly after the program ends, or during a break.</li> <li>• *Topic description and speakers must be approved in advance by NWA</li> </ul>	<p>\$1,500 per room (time limited)</p>
<p><b>Pre and Post Conference Attendee List (opt-ins only for 1 time use)</b></p> <p>*Opt-in attendees only; Available for purchase by conference sponsors only. Single-use mailing list.</p>	<p>\$400</p>

## Key Dates to Remember\*

<p>August 12, 2026</p>	<ul style="list-style-type: none"> <li>• Last Day to Cancel with a 25% refund, no refunds thereafter.</li> <li>• Last Day to submit a Sponsorship</li> <li>• Deadline for all digital materials and uploads</li> </ul>
<p>September 9, 2026</p>	<p>Conference Platform Launch</p>
<p>January 29, 2027</p>	<p>NWA Virtual Conference Site Closes</p>

*\*Subject to change*

Note: A cancellation prior to or on August 12th, 2026 is eligible for a refund with a 25% penalty. After TBD, there will be no refunds. All cancellations must be confirmed in writing. Postmarks or email dates will be used to determine eligibility.

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# 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 2026 NWA Virtual Technology, Innovation, and Vendor Management Conference, September 9-10, 2026. 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 Virtual Room sessions). 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 2026 NWA Virtual Technology, Innovation, and Vendor Management Conference, refunds will be made as follows:

A cancellation prior to or on August 12, 2026, is eligible for a refund, subject to a 25% penalty. Starting August 13, 2026, 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](mailto: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 sponsor 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 sponsor 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!**