



**NATIONAL WIC ASSOCIATION**

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VIRTUAL ANNUAL CONFERENCE 2020

**Adapting to Change:  
Supporting the WIC Community  
June 23 - 25, 2020**

*Exhibitor Prospectus*

## Key Dates to Remember

June 15, 2020 : Exhibit Prospectus & Full Payment Due  
June 15, 2020 : Exhibitor Registration Deadline  
June 15, 2020 : Exhibitor Cancellation Refund of 50%  
June 16, 2020 : No Exhibitor Refunds will be provided after this date

**Note: If full payment is not received by June 15, 2020, NWA has the right to resell or reassign the exhibit booth to another exhibitor.**

## Exhibit Dates and Hours

### Wednesday, June 24, 2020

2:00 pm - 6:00 pm ET----- Exhibit Hall Open

### Thursday, June 25, 2020

9:00 am - 12:00 pm ET ----Exhibit Hall Open

### All Virtual Conference Exhibitors Receive

- The Virtual exhibit hall booth includes areas for resources, links, videos, images, a 1:1 chat feature, and more.
- One full Conference pass and one exhibit hall-only pass for company personnel.
  - Organization listing and description will be showcased on the NWA Virtual Conference website exhibitor page.
- One 2-top lounge table and one 4-top lounge table in the Exhibitor Lounge
- One-time use of NWA conference attendee mailing list pre- or post-conference.
  - [Sample Exhibit Hall and Booth Layout](#)
  - [Exhibitor Platform Demo](#)

### 2020 Exhibitor Fees & Deadlines

Organization	Exhibitor Fees	Add-on Full-Conference Registration	Add-on Exhibit Hall Registration
Regular Rate	\$500	\$200 ea.	\$100 ea.
BCP Rate	\$300	\$200 ea.	\$100 ea.

\*Payment is due no later than June 15, 2020

# Sponsorship Opportunities

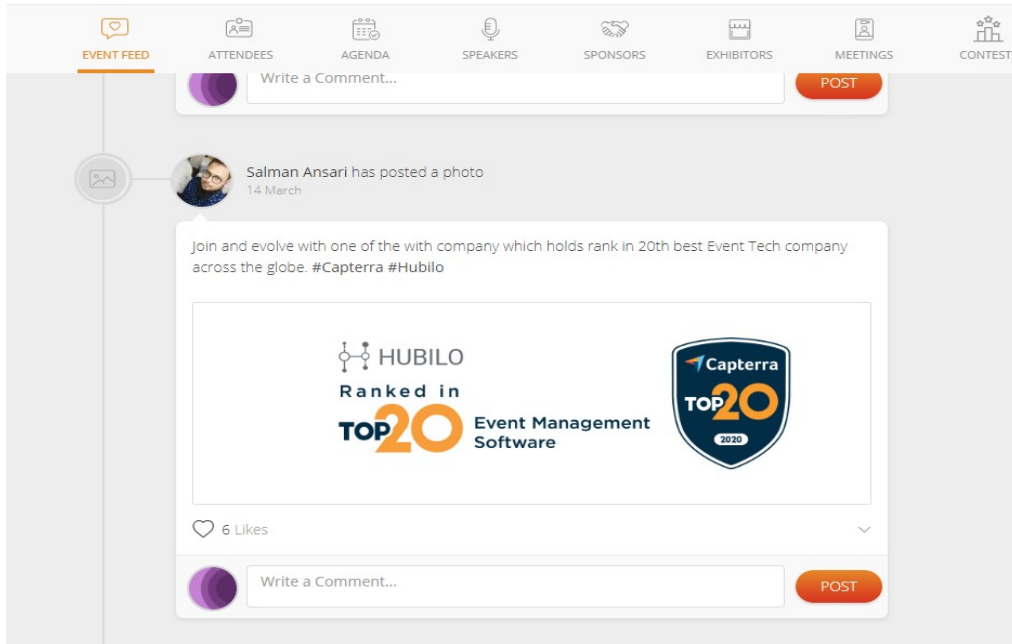
Sponsored Items	Benefits				
	Price	Personalized Messaging	Inclusion on the Game Card	Session Introduction	Company Logo Exposure
(4) Relaxation Session Break	\$300			★	logo acknowledgment during General Sessions
(10) Scavenger Hunt	\$100		★		logo acknowledgment during General Sessions
(12) Activity Stream	\$150	★			Logo on app activity stream
(3) Event Feed Carousel	\$300	★			Logo (or choice of another image) on post

# Virtual Platform Advertisement Opportunities

NWA is offering two types of advertisement sponsorship opportunities on the app: **Sponsored Activity Stream** and **Sponsored Carousel**. There are **multiple** sponsored activity stream opportunities and **only 3** Sponsored carousel sponsorship opportunities.

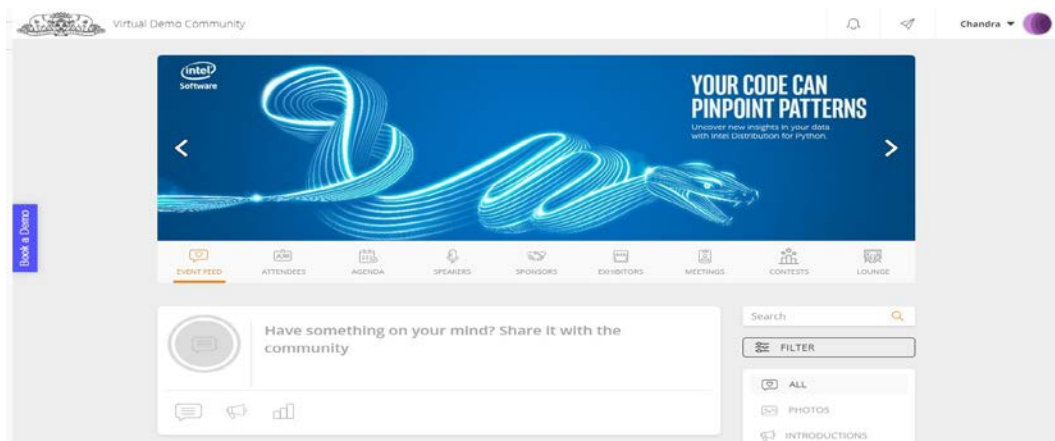
## **Sponsored Activity Stream (12 slots available) - \$150**

Sponsored posts are displayed at the top of the event feed on the date/time of your choice and then are reposted twice more at the top of the stream in the following 30 minutes.



## **Sponsored carousel (3 available) - \$300**

Three companies per conference is able to sponsor the app's carousel located above the event stream (or feed). See example below.



# Contract/Registration

National WIC Association reserves the right to reject applications for sponsorships, or to exhibit products and services at the NWA 2020 Virtual Annual Education and Training Conference and Exhibits for any or no reason, including in the event National WIC Association believes, in its sole discretion, that an applicant's sponsorship, products, or services contradict, conflict with, or otherwise are not aligned with National WIC Association's or the WIC program's purpose or mission.

In accordance with the Exhibit Tradeshow Regulations governing rental of exhibit space on the last page of this Exhibitor Prospectus, the undersigned hereby applies for exhibit space at the NWA Virtual Annual Conference, June 23 - 25, 2020. Exhibitor has read and agrees to the exhibit regulations. Exhibitor also understands that these regulations are incorporated into this contract by reference and that this application becomes a contract when accepted by NWA. We understand that the balance is due on or before June 15, 2020. If you are submitting this application after June 15, 2020, the full exhibit fee is to accompany this application. Cancellations will not be refunded after June 15, 2020.

**COMPANY\*:** \_\_\_\_\_

Address: \_\_\_\_\_

\*The products/services provided by this company are the only products/services that can be exhibited during the conference.

**SECTION 1:** Company information as it should appear in the conference program, on the app and on the NWA website:

Company Display Name: \_\_\_\_\_

Company Representative: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Company Website: \_\_\_\_\_

**SECTION 2:** Primary Exhibit Manager/Logistical Contact: (for all exhibit correspondence)

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

*The individual listed above is the contact for ALL exhibit information, including email correspondence, confirmation of booth assignment, notices, and invoices. We maintain one contact per exhibit. It is the responsibility of this contact to share information with their team members.*

# Contract/Registration

**SECTION 3:** Name(s) of **Lead** Exhibitor representatives. *Please include unique emails for each representative as our system allows for one person per email address only. Please note you limited to one additional Exhibit Hall Pass and one Full Conference Registration.*

**Exhibit Hall Representative** (complimentary for all booth types):

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Unique E-mail: \_\_\_\_\_

**Exhibit Hall Representative (\$100):**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Unique E-mail: \_\_\_\_\_

**Full Conference Registration** (complimentary for all booth types)

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Unique E-mail: \_\_\_\_\_

**Full Conference Registration (\$200):**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Unique E-mail: \_\_\_\_\_

# Contract/Registration

**SECTION 4:** Please check the appropriate box(es) to indicate your selection(s).

## Booth Rate Type

Regular Rate - \$500.00

BCP Rate - \$300.00

## Sponsorship Types

Relaxation Session Break - \$300.00

Scavenger Hunt - \$100.00

Activity Stream - \$150.00

Event Feed Carousel - \$300.00

## Total Payment

Booth Type: \$ \_\_\_\_\_

Sponsorship: \$ \_\_\_\_\_

**Additional Full Conference Reg:** \$ \_\_\_\_\_

**Additional Exhibitor Hall Reg:** \$ \_\_\_\_\_

**TOTAL AMOUNT DUE:** \$ \_\_\_\_\_

# Contract/Registration

## SECTION 5: Method of Payment

Please select payment method below.

Credit Card  Check or  Money Order #: \_\_\_\_\_

For credit card payments, the conference manager will call to collect credit card information.

For checks and money orders, please make payments to:

**National WIC Association**  
**c/o 2020 NWA Virtual Annual Conference - Exhibits**  
**2001 S Street Northwest, Suite 580**  
**Washington, DC 20009**

## SECTION 6: Acknowledgment of Tradeshow Exhibit Regulations

By signing my name below, I certify that I have read and fully understand the terms and Exhibit Rules and Regulations for the National WIC Association's 2020 Virtual Annual Conference

\_\_\_\_\_  
Primary Contact Signature

\_\_\_\_\_  
Date

**Please send this application directly to the Conference Manager Dale Greenberg**

via email at [dale.greenberg@conferencedirect.com](mailto:dale.greenberg@conferencedirect.com) or

mail to Dale Greenberg, Director Global Projects,

1727 William St., Baltimore, MD 21230



# 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 an adjunct to the Annual Business meeting and professional sessions held during this Annual 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.

## 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 June 15, 2020. If you are submitting this application after June 15, 2020, the full exhibit fee is to accompany this application. Cancellations will not be refunded after June 15, 2020. NWA reserves the right to reassign booth spaces not paid for by June 15, 2020.

## 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 shall be authorized to enter 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.

## Exhibitor Registration

Each exhibitor is entitled to One full Conference pass and one exhibit hall-only pass per company personnel. One additional full conference registrations may be purchased for \$200/person up. One additional exhibitor floor badges may be purchased for \$100/person up. In order to register booth personnel in advance, section 4 of the application must be completed for each person prior to the registration deadline of June 15, 2020.

For each exhibit booth personnel, his/her name MUST be provided to Dale Greenberg prior to the registration cut-off date of June 15, 2020.

## Use of Exhibit Booth Space

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 him/her 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.

## Indemnification

To the extent permitted by law, NWA, 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.

## 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.

## Cancellations











In the event an exhibitor finds it necessary to cancel participation in the NWA 2020 Virtual Annual Conference, refunds will be made as follows:

A cancellation prior to or on June 15, 2020, is eligible for a 50% refund. After June 15, 2020, there will be no refunds. All cancellations must be confirmed in writing. Postmarks or email dates will be used to determine eligibility.


# Sample Exhibit Hall Layout

EVENT FEED ATTENDEES AGENDA SPEAKERS SPONSORS EXHIBITORS MEETINGS CONTESTS LOUNGE

↑↓ SORT BY ▾ Search 🔍

				
Intel	Android	Amazon	AMD	YouTube
				

# Sample Booth Layout



## Intel

9898755357  
vishal@hubilo.com  
Policy.pdf


Drop Business Card

Intel Corporation (also known as Intel, stylized as Intel) is an American multinational corporation and technology company headquartered in Santa Clara, California, in the Silicon Valley. It is the world's second largest and second highest valued semiconductor chip


...Read More

### People (03)


Send a virtual meeting request or chat with with them



**Abhinav Mursh**  
BDM  
HUBILO

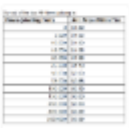





**Akash Basu**  
APAC Business Development  
Hubilo




**John Peter**  
Product Manager  
Hubilo

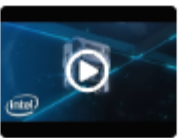
### Products & Services (04)



### Videos (02)



Intel's Experience Visitors | Intel



From Sand to Silicon: The Making of a Microchip | Intel