

Exhibitor Prospectus

NATIONAL WIC ASSOCIATION

NUTRITION & BREASTFEEDING CONFERENCE

FEEDING FAMILIES, FUELING THE FUTURE



**20
20**

September 9 - 11, 2020

Contact Dale Greenberg

dale.greenberg@conferencedirect.com

ABOUT THE CONFERENCE

This conference is the most popular gathering of the **WIC Nutrition and Breastfeeding Professionals** in the US, attracting more than 1,200 attendees from USDA, state and local WIC agencies, and vendors who provide services to the WIC community.

Act now to build relationships with these Professions who are actively involved in leading and influencing the WIC Program. The NE & BP Conference attendees are difference makers in their communities and they lead and collaborate on purchasing decisions that direct WIC activities on the State and Local Levels across the country.

Why Exhibit?

If you are seeking to introduce your products and services or an alternative promotional strategy to a new or existing audience, this conference offers several affordable options to meet your marketing needs.

- ★ 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.

Contact Exhibits Manager Dale Greenberg at
dale.greenberg@conferencedirect.com

Exhibit at the Largest Event for WIC Nutrition and Breastfeeding Professionals

ALL EXHIBITORS RECEIVE

- Your Virtual exhibit hall booth includes areas for resources, links, videos, images, and 1:1 Chat Feature.
- Two full Conference passes for company personnel. Allows access to both the Exhibit booth and Program.
- Organization listing and description will be showcased on the NWA Virtual Conference website exhibitor page.
- Two 4-top lounge table in the Exhibitor Lounge.
- Scavenger Hunt participation, with 1 multiple choice question with the answer found in the exhibit booth.
- Exhibitors will receive a pre-attendee list that will include first and last name, organization, mailing address, email address and a post-attendee list that will include first and last name, organization and email address.

**Sample Booth Layout
available on page 13**



NE & BF Conference Stats

1,200 + attendees

50+ exhibitors

5+ exhibitor hours

Unlimited exhibit space

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Exhibit Booth Rates and Deadlines

BOOTH TYPE

RATE

DATE

Commercial Rate

\$800.00

Before August 28

Late Commercial Rate

\$900.00

August 28 - September 4

Nonprofit Rate

\$450.00

Before August 28

Late Nonprofit Rate

\$550.00

August 28 - September 4

Business Council Rate

\$300.00

Exempt

Additional Full
Conference Registration
(Limit Two)

\$200 per registrant

Payment for all items is
due no later than
August 28



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Important Information

Key Dates to Remember

August 28, 2020: Exhibit Booth Registration deadline (5:00pm ET)

September 1, 2020: Booth set up deadline

September 2, 2020: Platform opens to attendees

September 4, 2020: Late Registration Deadline, payment due at time of registration (12:00pm ET) *

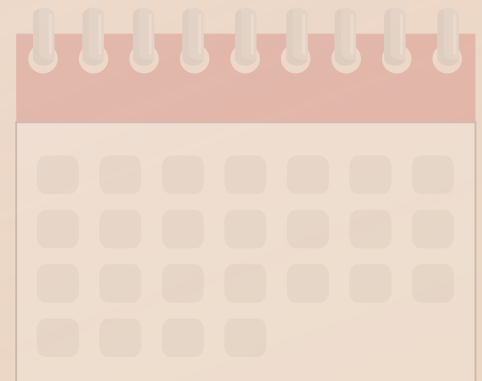
Exhibit Dates and Hours

Wednesday, September 9 5:30pm-7:00pm ET - Exhibit Hall Open

Thursday, September 10 3:00pm-6:00pm ET - Exhibit Hall Open

Friday, September 11 9:00am-12:00pm ET - Exhibit Hall Open

***If full payment is not received by August 28, NWA has the right to cancel your participation in the virtual exhibit hall.**



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REACH ATTENDEES!

Feeding Families, Fueling the Future: The 2020 Nutrition Education and Breastfeeding Promotion Meeting will host more than 1,200 attendees and more than 50 exhibitors throughout the Four-day meeting. We welcome you to the largest gathering of WIC Nutrition and Breastfeeding Professionals from the USDA, and WIC state and local agencies.

To help you stand out from the competition, we offer numerous marketing and promotional opportunities that can enhance your presence and visibility at the meeting:

- Maximize your brand exposure to attendees through exclusive promotional opportunities.
 - Highlight innovations in your products and services in the Exhibit Hall.
 - Increase your booth traffic through targeted advertising.
 - Dedicated time to promote your company's products and services
 - Connect with potential clients in an informal setting



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SPONSORED ITEMS PRICING

Sponsored Items	Price	Benefits
(8) Relaxation Session Breaks	\$300.00	Includes 5 minute video introduction for 10 minute relaxation session.
(10) Banners on Event Carousel	\$400.00	Banner, logo or other messaging runs 3 seconds on a loop from September 2 - October. 11
(6) Conference "Bag" Inserts	\$1000.00	Provide item (less than 4 oz-no glass) to be sent to the first 1500 registrants
(8) NWA Talks	\$500.00	15-minute time slots on Thursday September 10 10:30 am - 10:45 am 10:55 am - 11:10 am Four sessions offered during each time slot.
(1) Agenda Sponsor	\$1,000.00	Logo and back page advertisement included on the printed agenda for the inclusion in the Conference Bag for the 1500 registrants

Exhibitor Contract and Registration

National WIC Association reserves the right to reject applications for sponsorship, or to exhibit products and services at the NWA 2020 Virtual Nutrition Education & Breastfeeding Promotion 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 2020 Virtual Nutrition Education & Breastfeeding Promotion Conference and Exhibits**, September 9-11, 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 August 28th, 2020. If you are submitting this application after August 28th, 2020, the full exhibit fee is to accompany this application. Cancellations will not be refunded.

SECTION 1: Company information as it should appear in all locations on the platform and NWA website:

Company Display Name: _____

Company Email: _____

Company Website: _____

Company Phone #: _____

Facebook: _____ Twitter: _____ LinkedIn: _____

The individual listed below 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.

Company Representative Name: _____

Representative Contact Email: _____

Representative Contact Phone #: _____

**Contact Exhibits Manager Dale Greenberg at
dale.greenberg@conferencedirect.com**

Exhibitor Contract and Registration

SECTION 2: Name(s) of Booth Participants. Please include unique emails for each representative as our system allows for one person per email address only. All booths receive 2 full conference registrations that provide access to both the conference programming and your exhibit booth. **You may purchase up to 2 additional full conference registrations for \$200.00 each.**

Full Conference Registration (provides access to both content and booth)

Name: _____

Unique E-mail: _____

Full Conference Registration (provides access to both content and booth)

Name: _____

Unique E-mail: _____

Additional Full Conference Registration (\$200.00)

Name: _____

Unique E-mail: _____

Additional Full Conference Registration (\$200.00)

Name: _____

Unique E-mail: _____

Exhibitor Contract and Registration

SECTION 3: Please check the appropriate box(es) to indicate your selection(s).

Booth Rates:

<input type="checkbox"/> Commercial Booth Rate	\$800.00
<input type="checkbox"/> Late Commercial Booth Rate	\$900.00
<input type="checkbox"/> Nonprofit Booth Rate	\$450.00
<input type="checkbox"/> Late Nonprofit Booth Rate	\$550.00
<input type="checkbox"/> Business Council Partner Booth Rate	\$300.00

Registration Rates:

<input type="checkbox"/> Additional Full Conference Registration (Limit 2)	\$200.00
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Sponsorship Rates:

<input type="checkbox"/> Relaxation Session Breaks	\$300.00
<input type="checkbox"/> Banners on Event Carousel	\$500.00
<input type="checkbox"/> Conference "Bag" Inserts	\$1,000.00
<input type="checkbox"/> Agenda Sponsor	\$1,000.00
<input type="checkbox"/> NWA Talks	\$500.00

Total Payment

Booth Cost:	\$ _____
Additional Full Conference Registration:	\$ _____
Sponsorship:	\$ _____
TOTAL AMOUNT DUE:	\$ _____

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Exhibitor Contract and Registration

SECTION 4: Method of Payment

For credit card payments, the Exhibits Manager will call to collect credit card information, or you can call Dale Greenberg at 410-491-2654.

For checks and money orders, please make payments to:

National WIC Association

Virtual Nutrition Education & Breastfeeding Promotion Conference and Exhibits

2001 S Street NW, Suite 580

Washington, DC 20009

SECTION 5: 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 Nutrition Education & Breastfeeding Promotion Conference and Exhibits**

Primary Contact Signature

Date

Please send this application directly to the Exhibits Manager Dale Greenberg:

via email at dale.greenberg@conferencedirect.com

Contact Exhibits Manager Dale Greenberg at
dale.greenberg@conferencedirect.com

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. 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 populate their booth during the conference, and discuss WIC related products and/or discuss their services with NWA members and other attendees. 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 and sponsorship purchases are due on or before August 28th, 2020. If you are submitting this application after August 28th, 2020, the full exhibit fee is to accompany this application. **Cancellations will not be refunded. NWA reserves the right to reassign booth spaces not paid for by August 28th, 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 two full Conference Registrations per booth. Two additional full conference registrations may be purchased for \$200/person each. In order to register booth personnel in advance, section 2 of the application must be completed for each person prior to the registration deadline of August 28th, 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.

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Tradeshow Exhibit Regulations

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. 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 materials, or other articles must be confined to the booth space assigned.

Exhibit Booth Layout



The August Fest 2019



Huawei Technologies

STALL No. 32



Place Title For Session Here
from host name

00:34

MEET DROP BUSINESS CARD

Rate Filename

Launch of new Matepad Pro

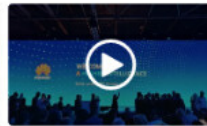
PRE BOOK

With the 90%2 screen-to-body ratio and bezels stripped back to 4.9 mm3, the 10.8 inch HUAWEI FullView Display4 offers remarkable visual experiences, whether you are seeking inspirations or just catching up on some work.

Videos (03)



Experts opinion on why Caterpillar is best



New Truck in the Exhibition.



Handling situations Rough

About us

Huawei Technologies Co., Ltd. is a Chinese multinational technology company. It provides telecommunications equipment and sells consumer electronics, smartphones and is headquartered in Shenzhen, Guangdong. The company was founded in 1987 by Ren Zhengfei

+91 9913 874 734

contact@huawei.com

Products & Services (06)



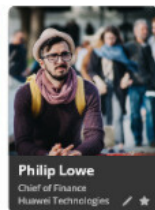
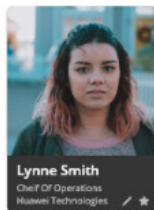
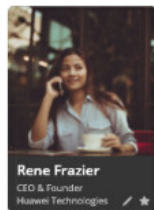
SocialMedia

Entrepreneur

Information

People (04)

Send a virtual meeting request or chat with with them



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