Many Voices. One WIC.

National WIC Association

National Policy Conference

Conference Prospectus

February 23-25, 2027

VIRTUAL NWA WIC POLICY CONFERENCE

Featuring Capitol Hill Education Day

National WIC Association 2027 Virtual Policy Conference Sponsorship Prospectus

Featuring Capitol Hill Education Day – February 25, 2027

About the Conference:

The NWA Virtual Policy Conference brings together WIC leaders, policymakers, advocates, public health professionals, researchers, and community stakeholders from across the country. The conference culminates with Capitol Hill Education Day, providing attendees with opportunities to engage with Congressional offices and elevates the importance of WIC in improving maternal and child health outcomes.

Through educational sessions, policy updates, and strategic discussions, attendees gain practical insights and tools to strengthen WIC services and advocacy efforts nationwide. Conference content will remain available on demand following the live event, extending sponsor visibility and engagement opportunities.

Why Sponsor?

- Increase visibility among WIC decision-makers, state and local agency leaders, and public health professionals.
- Demonstrate your organization's commitment to advancing nutrition security and maternal-child health.
- Showcase products, services, resources, and innovations that support WIC participants and providers.
- Strengthen relationships with key stakeholders and policy influencers.
- Extend your reach through virtual engagement opportunities before, during, and after the conference.

Conference Reach

Over the past three years, the NWA National Policy Conference has had a 3-Year Average Attendance of 394 attendees of WIC professionals and stakeholders from across the country.

YEAR	2026	2025	2024
ATTENDEES	361	417	403

Many Voices.
One WIC.

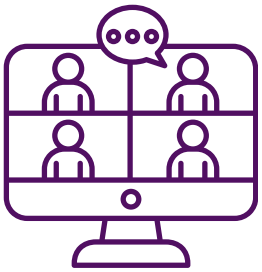
Virtual
February 23-25, 2027

Sponsorship Package

$2,500 Includes:

Ready to order? Click here
Email exhibits@nwica.org

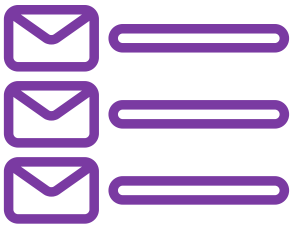
Sponsor Landing Page (see page 3 for more information)



Interact Engagement Session (see page 4 for more information)

Recognition as an Official Conference Sponsor on the conference platform and NWA website

Sponsor Page analytics



Attendee List – Single-use attendee list provided to sponsors, including only attendees who opt in to receive sponsor communications.

Up to 5 complimentary conference registrations

Recognition in conference communications, where applicable

Three months of post-conference access to the virtual platform

Sponsor Landing Page

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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.

Sponsor Landing Page Features:

- Company Name and Logo
- Team Member Listing
- Product Images and Downloadable Materials
- Promotional Videos
- Live Chat Capabilities with Attendees
- Sponsor page analytics
- Three months of access following the live conference, allowing engagement with attendees accessing on-demand content
- 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.

Interactive Engagement Session

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Create **meaningful connections** with conference attendees through a dedicated, sponsor-led interactive session designed to foster **engagement, networking, and dialogue** beyond the conference program.

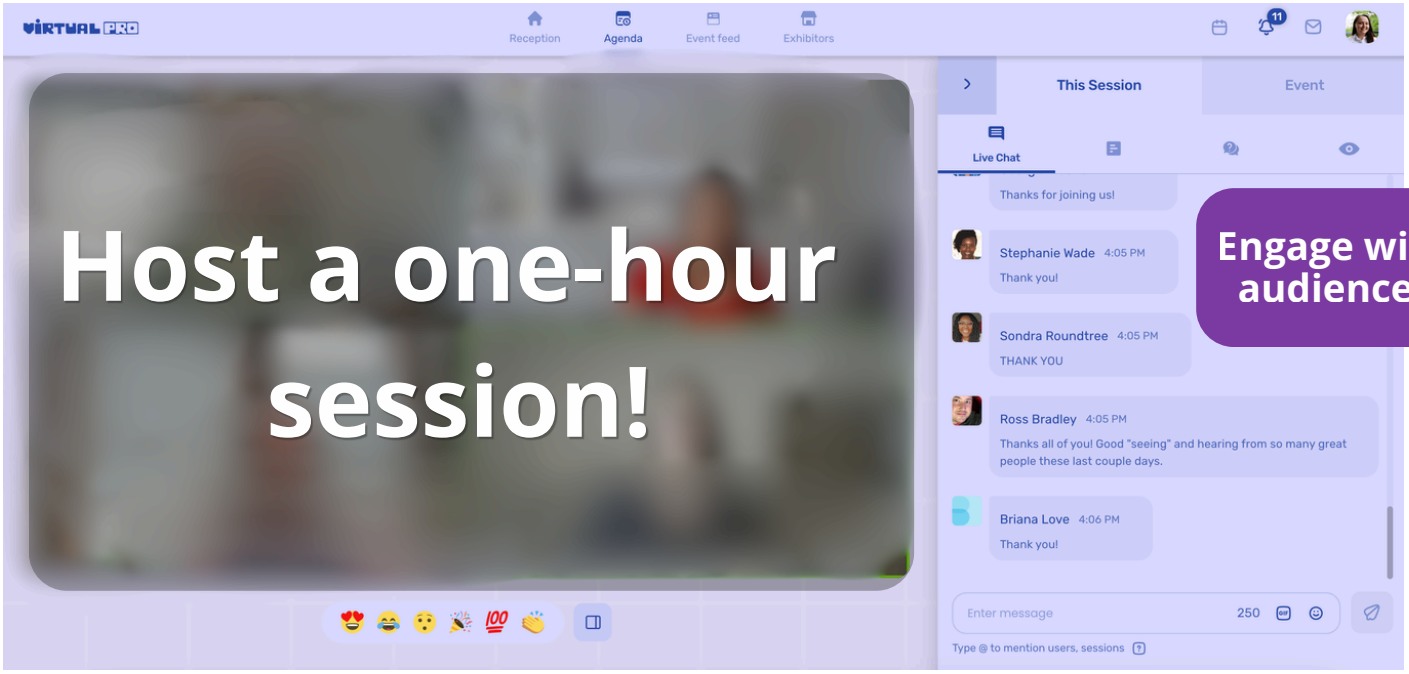
Includes:

- One-hour sponsor-hosted session
- Sponsor logo featured in the session description and applicable conference promotions
- Opportunity for live attendee engagement and discussion
- May be scheduled before conference programming, during designated breaks, or following conference sessions
- Hosted in Zoom meeting (either Sponsor hosted or NWA hosted, depending on Sponsor Zoom license), linked through the platform for easy attendee access.

Examples of Session Formats

- Product demonstrations
- Panel discussions
- Networking events
- Small-group conversations
- Educational presentations
- Q&A sessions

Note: Session topics, content, speakers, and format are subject to NWA approval. Sessions are non-CPEU eligible.



Key Dates to Remember*

January 22, 2027	• Last Day to cancel sponsorship with a 25% refund; no refunds after January 22, 2027 date • Last Day to submit a Sponsorship • Deadline for all digital materials and uploads
February 23, 2027	Live Conference Launch
May 28, 2027	NWA Virtual Conference Platform Closes

**Subject to change*

Note: A cancellation prior to or on January 22, 2027, is eligible for a refund with a 25% penalty. After January 22, 2027, 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 2027 NWA National Policy Conference, February 23-25, 2027. 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 2027 NWA National Policy Conference, refunds will be made as follows:

A cancellation prior to or on January 22, 2027, is eligible for a refund, subject to a 25% penalty. Starting January 23, 2027, 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.

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.**

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

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