

April 7-10, 2024

Chicago, IL



SINCE 1974

WIC's 50th:  
A Retro Revival





# Introduction

[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.

In celebration of the 50th Anniversary of the WIC program, NWA invites you to participate as an exhibitor and/or sponsor at our 2024 NWA National Conference to be held in Chicago, IL at the Marriott Magnificent Mile on April 7 - 10, 2024. The exhibit hall will be a great opportunity for your company or organization to educate and inform state, local, tribal, 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 participants - 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.*

*NWA no longer invites infant formula manufacturers to be members, exhibitors at conferences, advertisers, or sponsors of events and activities. Please see our Statement on Progress Towards the Gold Standard for more information on how NWA works on helping WIC to reach the Gold Standard and make WIC the nation's Premier Go-To-Breastfeeding Program.*

In addition to exhibit options, there are several 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 Chicago, IL!**





**Conference Location**  
Chicago Marriott Downtown Magnificent Mile  
540 N Michigan Avenue, Chicago, Illinois 60611

### Key Dates to Remember

**March 8, 2024**

- Exhibitor Application and Full Payment Due
- Hotel Reservation Cut-off
- Exhibitor Registration Deadline
- Exhibit Cancellation with 25% Penalty. No refunds after this date.

**April 7, 2024**

Exhibitor Move in and Setup

**April 9, 2024**

Exhibitor Tear-down & Moveout

*Note: If full payment is not received by March 8, 2024, NWA has the right to resell or reassign the exhibit booth to another exhibitor*

### Exhibitor Schedule

Date	Activity	Hours
Sunday April 7th	Move in and Setup	8:00 AM - 4:00 PM
Sunday, April 7th	Exhibit Hall Opening Reception	5:15 PM - 6:30 PM
Monday, April 8th	Exhibit Hall Hours	8:00 AM - 4:15 PM
Tuesday, April 9th	Exhibit Hall Hours	8:00 AM - 11:00 AM
Tuesday, April 9th	Exhibitor Teardown & Move-Out	11:00 AM - 1:00 PM



# Sponsor/Exhibitor Packages

\* Standard booths are 8x10 in size, each booth includes pipe and drape, one six-foot table and two chairs, two exhibitor booth passes, and two full conference passes. Diamond and Platinum level sponsor booths are 8x20 in size, which include pipe and drape, and two 6 foot tables and 4 chairs. Details on conference passes can be seen below.

Partnership Pricing (Learn more about partnership <a href="#">here</a> )					
	Diamond	Platinum	Gold	Bronze	Standard
Business Council Partner	\$18,000	\$6,000	\$4,500	\$3,000	\$0 <small>(Standard booths are complimentary for all conferences for companies at the "Business Council Partner" level)</small>
Supporting Partner	\$20,000	\$7,500	\$6,000	\$4,500	\$2,400 <small>(Standard booths are 20% off for all conferences for Partners at the "Supporting" Level)</small>
Associate Partner					\$3,000
Non-profit/Small Business Partner					\$1,500
Standard Pricing					
For-Profit Business	\$25,000	\$8,500	\$7,000	\$5,500	\$4,000
Non-Profit (any size) or Small Business (up to 150 employees)					\$3,000



# Sponsorship Packages Include

	Diamond	Platinum	Gold	Bronze
Booth Size	8x20	8x20	8x10	8x10
Full Conference Registration	4	2	2	2
Additional floor badges (Floor badges do not give access to sessions)	2	2	1	
Acknowledgement Notification in the conference app	✓	✓	✓	✓
Logo hyperlinked on the NWICA.org website	✓	✓	✓	✓
Conference bag insert	✓	✓		
Pre- & Post-conference attendee mailing list *Opt-ins only	✓	✓		
Conference Bag Sponsor	✓			
Registration Sponsor	✓			
50th Celebration Party Sponsor	✓			



# Additional Sponsorship Opportunities

**Pre- & Post-Conference Attendee Mailing List**..... \$800

\*Opt-in attendees only; Available for purchase by exhibitors and sponsors attending the conference only.

**Conference Bag Insert\***..... \$800 per item

Add an item to our conference bag! Have your branded product inserted in all the conference bags! Sponsor is responsible for production and delivery of items. Certain restrictions may apply, inserts require approval.

**Morning Beverage Break**..... \$5,000

Drive brand awareness by purchasing a beverage break! Break includes water, coffee, and tea and a sign with the company logo. Sponsors may purchase additional items for the break.

**Afternoon Beverage Break**..... \$5,000

Drive brand awareness by purchasing a beverage break! Break includes water, coffee, and tea and a sign with the company logo. Sponsors may purchase additional items for the break.

**Exhibit Hall Opening Reception**..... \$10,000

Drive brand awareness by sponsoring the opening exhibit hall reception. Light hors d'oeuvres. There will be a cash bar, however, sponsor may purchase drink tickets to pass to attendees.

**Continental Breakfast**..... \$8,000 per day

Help kickstart the day and drive brand awareness by being a breakfast sponsor. The company logo will be included on the agenda next to the breakfast and a sign will be provided. Sponsor will select the day (Monday, Tuesday, or Wednesday) on a first come first served basis.

**Parenting & Breastfeeding Suite**..... \$1,000

The suite comes equipped with chairs, fridge, and tables. Use this opportunity to bring your products to the conference and share with parents that need to use the suite.

**Exercise**..... \$1,500

How would you like to have your company's name behind one of our most anticipated non-conference related sessions? We offer morning exercise, and this is a great opportunity to increase brand visibility and increase customer engagement.



# Additional Sponsorship Opportunities

**50th Celebration Party**..... \$20,000

We have so much to celebrate! This will be one of the most anticipated events at the conference! Take this opportunity to show your support. Branding will be placed throughout the party. One sponsorship comes in each Diamond Sponsor Package (see page 4)

**50th Celebration Lounge**..... \$2,500

Think of this space as a blank canvas. NWA will provide you with dedicated space on the seventh floor during the 50th Celebration – Tuesday, April 9, for your company to host their own lounge. Ideas, host your own bar, photo booth, silent dance party to name a few.

\* Please note, sponsor is responsible for all fees and ordering all products for lounge. Will coordinate with NWA planner to execute onsite setup and teardown.

\*Requires NWA approval of final product

**Meeting Room (Limited Availability)**..... \$800 per day

All space/event requests at the Marriott Magnificent Mile must be approved by NWA. Events may not overlap with any conference activities such as sessions, networking breaks, or receptions/parties. Events may occur in the morning before the first session starts, lunch hour or after the final session each day.

\*Requires NWA approval of final product

**Lanyard Sponsor**..... \$2,500

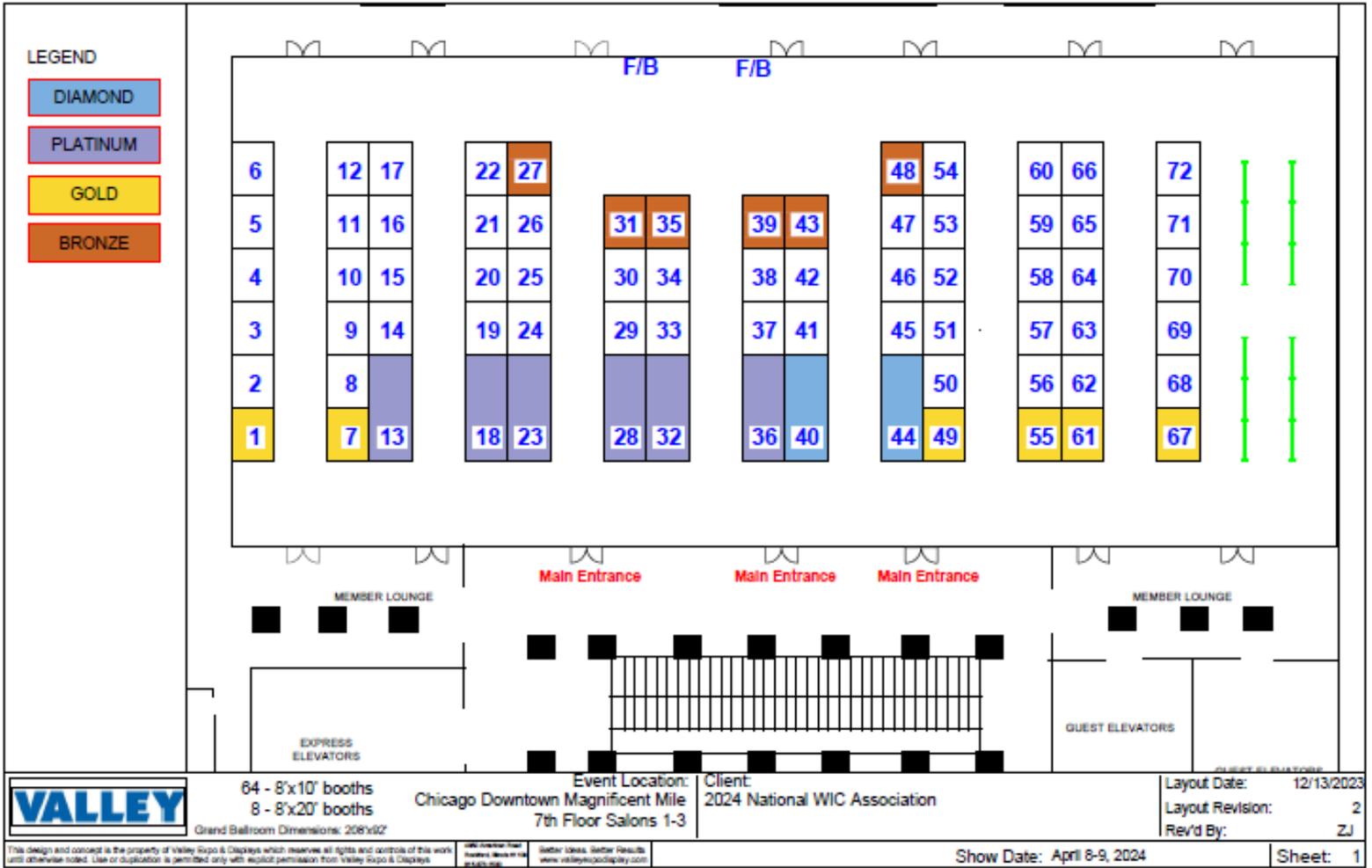
Your logo will be placed on the attendee lanyards for all attendees to wear around their neck and clipped to their conference badge! Attendees can't miss it. Co-Branded.

**Registration Sponsorship**..... \$4,000

Your logo will be placed on the registration landing page for all attendees to see as they register for the 2024 conference! Your company branding will also be displayed onsite in the registration area.



# Exhibitor Area Floor Plan





# 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 this Nutrition Education and Breastfeeding Promotion 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 – 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 March 8, 2024. If you are submitting this application on or after March 9, 2024, the full exhibit fee is to accompany this application. Cancellations will not be refunded after March 8, 2024. NWA reserves the right to reassign booth spaces not paid for by March 9, 2024.

## 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.

**Cancellation Policy** Cancellations will not be refunded after March 8, 2024. NWA reserves the right to reassign booth spaces not paid for by March 8, 2024.

## Exhibitor Registration

The purchase of your booth package type determines your floor badges and registrations. Please refer to **page 3** of this prospectus. Additional exhibitor floor badges may be purchased for \$200/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](mailto: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 \$200/person as indicated on **page 3** 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

## 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.

## 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.

## Liability

It is mutually agreed that NWA, the Hyatt Regency Portland At The Oregon Convention Center, 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.

## Indemnification

To the extent permitted by law, NWA, the Chicago Marriott Downtown Magnificent Mile, 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.

## 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.

## 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.



# Tradeshow Exhibit Regulations

## **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 NWA 2024 Annual Education & Training Conference & Exhibits, refunds will be made as follows:

A cancellation prior to or on March 8, 2024, is eligible for a refund with 25% penalty. After March 8, 2024, there will be no refunds. All cancellations must be confirmed in writing. Postmarks or email dates will be used to determine eligibility.

## **Failure to Occupy Space**

Any booth space not occupied by 8:00 pm on Sunday, April 7, 2024, will be forfeited by exhibitor without refund. NWA will not be responsible for any expenses incurred.

## **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.