

may 22 – 26, 2022



new orleans, la



Reuniting, Reflecting, & Reimagining

NWA
Annual



EDUCATION
and TRAINING
CONFERENCE
and EXHIBITS

Dear 2022 NWA Friends,

The National WIC Association ([NWA](#)) is the non-profit voice of the 12,000 public health nutrition service provider agencies and the over 6.3 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.

The 2022 NWA Education and Training Conference and Exhibits (National Conference) Hall is intended to further WIC staff through the display and demonstration of products and services. Exhibits should appeal to the professional interests of WIC Staff, focusing on products and services that are used by WIC Staff and the populations that we serve (Women, Infants and Children) to provide healthy and cost-effective items and to operate a professional WIC Clinic. Exhibit Management takes every possible measure to ensure that exhibitors follow NWA rules and regulations.

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.

The 2022 NWA National Conference will be held at the Sheraton New Orleans Hotel, New Orleans, Louisiana, May 22-26, 2022. The Exhibit Hall will be open Monday, May 23 – Wednesday, May 25. View the [showmap](#) for a current list of exhibitors and available booths.

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. Customized packages are available in addition to all of the listings found here!

We look forward to seeing you in New Orleans!

Laissez les Bon Temps Rouler!



Chandra M. Champion, MSSA, CNM
Director of Conference and Events

Please note: NWA no longer invites infant formula manufacturers to be Sustaining Partners, 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.

Introduction

The National WIC Association (NWA) invites you to participate as an exhibitor and/or sponsor at our 2022 Annual Education and Training Conference & Exhibits.

2022 Conference Location:

Sheraton New Orleans
500 Canal St
New Orleans, LA 70130
Main #: 504-525-2500

2022 Housing Location:

Sheraton New Orleans
500 Canal St
New Orleans, LA 70130
Main #: 504-525-2500

The negotiated room rate at the Sheraton New Orleans Hotel is \$158 per night (single/double) plus a nightly \$3 room-occupancy fee and tax currently set at 14.45%. There is an additional New Orleans & Company Tourism Support Assessment of 1.75% of each room rate, per room per night. The room reservation deadline is Monday, May 2, 2022.

Note: Tax rate may change without notice.

What is NWA?

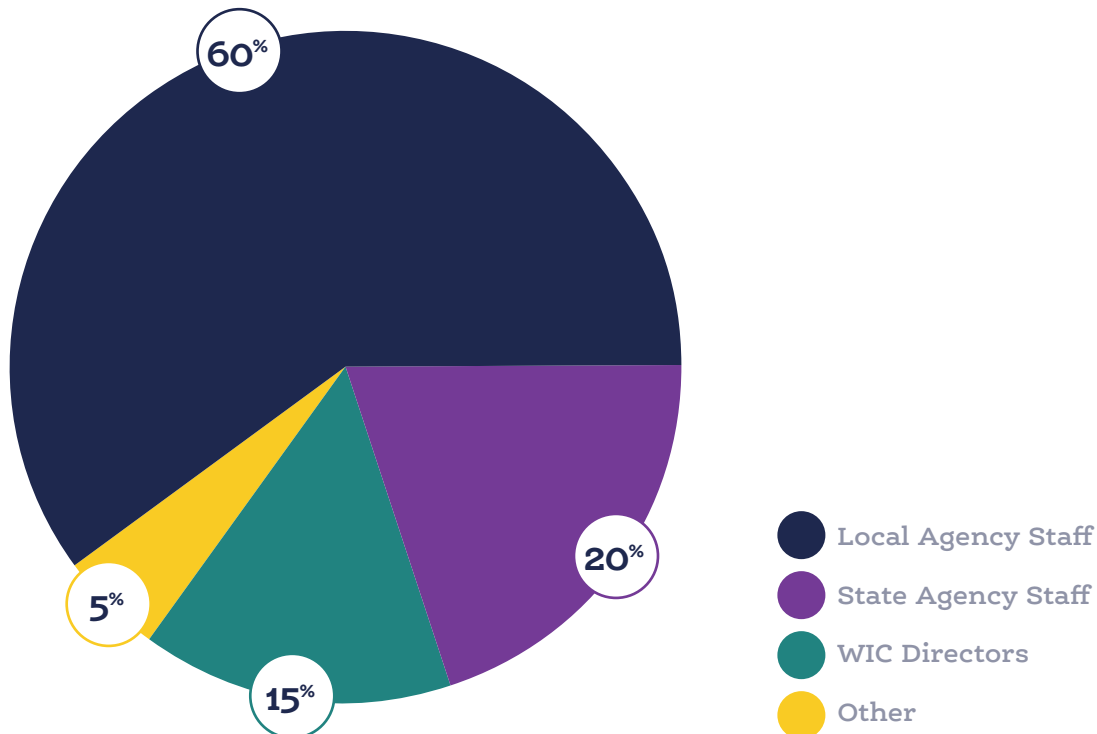
The National WIC Association (NWA) is the go-to voice of and for state and local level WIC leaders at the nation's more than 12,000 WIC locations across the country providing member-driven advocacy; education, guidance, and support to WIC staff; driving innovation to improve and strengthen WIC for the health of the nation's around 7 million women, infants, children, and their families. For more information about NWA, click [here](#).

What is the NWA Annual Education and Training Conference & Exhibits?

It is an opportunity for you to meet and build relationships with potential new clients and more - acquaint yourself with existing clients who use your products and services.

Among the over 500 WIC community members who are expected to attend this conference are key decision makers representing the US Department of Agriculture, the 90 state and ITO WIC agencies, and over 2,200 local WIC agencies from across the nation.

Who Attends This Conference



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.

By exhibiting and/or sponsoring at 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.

“Think Outside the Booth” (Sponsorship Opportunities)

NWA 2022 National WIC Association Annual Conference – Think Outside the Booth! By exhibiting at our conferences you receive more than just an exhibit booth, We make sure to provide our exhibitors with marketing activities that drive traffic to your booths and even offer sponsorship opportunities.

- We host an Opening Welcome Reception where exhibitors will be promoted
- We allot set times in the agenda where the only thing going are meet and greets with Exhibitors
- Our exhibitors are not seen as a side show at our conferences. We make sure our exhibitors are at the forefront of our minds when planning our conferences to ensure a great experience for both the attendee and exhibitor
- We offer Speaking Opportunities
- See [page 10](#) for further sponsorship opportunities and pricing

Past Exhibitors

ADK Strategy	Evenflo Feeding	Meredith Foundry 360	Rudi's Organic Bakery
Apple & Eve (Lassonde Pappas)	FIS	Miles Investigations Inc.	Rumble Tuff Breast Pumps
Ardo medical, Inc.	Fresh Baby / Nutrition Education Products	Milkies By Fairhaven Health	Scholastic Literacy Partnerships
ASPHN	FTS Solutions Inc	Mommie's Only Club	Skelly Skills
Asthma and Allergy Foundation of America (AAFA)	GCOM	Maternity Fashions	Solutran, LLC
B&G Foods	General Mills	Mom's Fresh Foods	Star Medical Specialties
baby gooroo	Gerber Products Company	Moonstone Press LLC	Supervalu
Balchem Corporation	Gold Learning Online Education	MyPlate Materials	Team Dynamics, LLC
Beech-Nut	Goode Foods	National Institute of Dental and Craniofacial Research (NIDCR)	Teletask, Inc.
Bravado Designs	Happy Baby Organics	National Peanut Board	Temple University Harrisburg
Brush Art Corporation	Harvest Hill Beverage Company	Noodle Soup	The J.M. Smucker Company / Jif Peanut Butter
Burger, Carroll & Associates, Inc.	Healthy Start EPIC	Novo Dia Group, Inc.	Three Sigma Software, A GCOM Company
CDC's "Learn the Signs. Act Early." Program	Healthy Together	Nurse Family Partnership	Touchstone Growth Partners
CDP	HemoCue America	Nursing Naturals Nursing Bras	U.S. Consumer Product Safety Commission
Chop Chop Family	Hohm Press & Kalindi Publishers	NWA Publications	Unimom/Zomee
CMA Consulting Services	Hygeia Breast Pumps	NY Enrichment Group	US Census Bureau
Coffective	Intouch Connections	Ocean Spray	USDA/FNS/OPS
Conduent	JPMA Inc.	Once Upon a Farm	Vaccinate Your Family-The Next Generation of Every Child by Two
CQuest	Juicy Juice	ONE - Online Nutrition Education/Nutrition Matters	Vanguard Promotions
Creative Bus Sales	Kellogg's	One Call Now By DigiConnect	Visualz (formerly LearningZoneXpress)
Cribs for Kids	LA Publishing, LLC	Pacific Ultra Soy	Vitamin Angels
Crystal Farms Cheese	Lactaid	Pacify	Wacom Technology
Dan Boozer Adjustment/DBA Investigations	Lactation Education Resources	Parmalat Milk	WaveGuide Studios
Danone North America	Lansinoh	Pepperidge Farm	Welch's
Dole Packaged Foods	Lassonde Pappas (Apple & Eve)	Perspective Enterprises	wichealth
Earth's Best Organic	Lil Libros	Pic Select Fresh Baby Food	WICShopper/WICSmart
EKF Diagnostics Inc. dba Stanbio Laboratory	LiquidGoldConcept, Inc.	Post Consumer Brands	Workman Publishing
Eunice Kennedy Shriver National Institute of Child Health and Human	Magnus	Public Service Network	Xpertcare, Inc.
	Masimo	Pyle & Associates	
	Medela LLC	Reflo Smart Cup	
		Riviana Foods, Inc.	



Exhibitor Schedule

Key Dates to Remember

April 22, 2022:

Exhibit Prospectus & Full Payment Due

May 2, 2022:

Hotel Reservations Cut-off Date

May 23, 2022:

Exhibitor Move-in & Set-up

April 22, 2022:

Exhibit Cancellation Date with 25%
Penalty

May 2, 2022:

Exhibitor Registration Deadline

May 25, 2022:

Exhibitor Tear-down & MoveOut

Note: If full payment is not received by April 22, 2022, NWA has the right to resell or reassign the exhibit booth to another exhibitor.

Exhibit Dates & Hours

Monday, May 23

10:00 am - 4:00 pm
Exhibitor Move-in and Set-up

5:00 pm - 6:00 pm
Exhibit Show Opens with the Opening
Reception

Tuesday, May 24

7:30 am - 9:00 am
Breakfast / Networking & Exhibits

10:30 am - 11:30 am
AM Break / Networking & Exhibits

12:30 pm - 2:00 pm
Lunch on your own

3:00 pm - 4:00 pm
PM Break / Networking & Exhibits

Wednesday, May 25

7:30 am - 9:00 am
Breakfast / Networking & Exhibits

10:30 am - 11:30 am
AM Break / Networking & Exhibits

12:30 pm - 2:00 pm
Lunch on your own/Networking &
Exhibits

2:00 pm - 5:00 pm
Exhibitor Teardown / Move out

Exhibitor Pricing

Exhibit Rates

Each 8' x 10' booth (80 sq ft) will receive two (2) complimentary Full Exhibitor (includes conference session access) personnel registrations that allow access to the NWA Exhibit Hall and to Education sessions.

Booth Type:

For Profit Booth Standard Booth: \$4,000

For Profit Bronze Booths: \$5,500

For Profit Gold Booths: \$6,700

For Profit Platinum Booths: \$8,000

Sustaining Partner Booth Standard Booth: \$3,000

Sustaining Partner Bronze Booths: \$4,500

Sustaining Partner Gold Booths: \$6,000

Sustaining Partner Platinum Booths: \$7,500

Non-Profit Sustaining Partner Booth: \$1,500

Non-Profit Booths: \$2,500

Business Council Partner Standard Booth: \$0

Business Council Partner Bronze Booth: \$3,000

Business Council Partner Gold Booth: \$4,500

Business Council Partner Platinum Booth: \$6,000

Additional Exhibitor Badges

Additional Exhibitor booth personnel, above the complimentary full registrations, can be purchased for \$200.00 each (this only allows access to the Exhibit Hall).

The number of additional passes that can be purchased is based on the booth package selected.

Please note: Only the company assigned to a booth may be represented in the exhibit hall.

Each booth includes:















- One 6'skirted table
- Two side chairs
- One wastebasket
- General area security and fire guard
- Listing in the conference mobile app
- Daily aisle maintenance
- Your very own unique QR code
- *Electrical, internet, telephone and additional equipment are **not included** and are available at additional cost.*

Note: In order to keep your costs lower, tables ordered from the decorator may not match the tables provided by the hotel.

Note: The protection of special valuable items are at the exhibitor's own expense



Exhibit Booth Packages

BADGES/REGISTRATIONS	PLATINUM	GOLD	BRONZE	STANDARD
Full Conference Registration	4	3	2	2
Additional floor badges	\$200/each <i>(can purchase up to 2)</i>	\$200/each <i>(can purchase up to 2)</i>	\$200/each <i>(can purchase up to 2)</i>	\$200/each <i>(can purchase up to 2)</i>
Max floor badges allowed	6	5	4	4
BOOTH SIZE				
	8' x 20' <i>(double)</i>	8' x 10'	8' x 10'	8' x 10'
CONFERENCE MATERIALS				
Conference bag insertion <i>(see page Sponsorship Item table details)</i>		\$1200	\$1200	\$1200
Acknowledgment in the on conference app				
Pre- & Post-conference attendee mailing list (.xls file)		\$250	\$250	\$250
Scavenger Hunt				
Virtual booth				

    INCLUDED

Exhibit Area Floor Plan














Interactive Floor Plan Link



PLATINUM
 GOLD
 BRONZE



Sponsorship Items

Sponsorship Item	Price	SIGNAGE AT SPONSORED EVENT	BAG INSERT	RECOGNITION ON CONFERENCE APP	COMPANY LOGO EXPOSURE
Board Chair's Exhibit Hall Opening Reception Co-Sponsor	\$15,000 (2 available)				
Continental Breakfast Tuesday	\$15,000				
Continental Breakfast Wednesday	\$15,000				
Plated Awards Breakfast Thursday (5 minute Podium Time)	\$20,000				
Audio/Visual (A/V)	\$7,500 (2 available)				Logo Projected in all sessions
Conference Bags	\$10,000				Logo on Bag beside NWA logo
Conference Bag Insert	\$1,200		NA		
Morning Beverage Break	\$5,000 (2 available)				
Afternoon Beverage Break	\$7,000 (2 available)				
Conference Lactation Suite	\$1,000				Sign outside of room
App Banner Advertisement	\$3,500/\$2,500 Sustaining Partner (3 slots available)				
App Sponsored Post	\$1,000/\$500 Sustaining Partner (12 slots available)				

 INCLUDED



Sponsorship Items

Sponsorship Item	Price	SIGNAGE AT SPONSORED EVENT	BAG INSERT	RECOGNITION ON CONFERENCE APP	COMPANY LOGO EXPOSURE
Individual Hand Sanitizer Stations*	\$2,500 (3 available)				Logo on station
Face Masks (Logo on Masks)	\$5,000				Logo on product
Exhibitor Learning Session*	\$4,500 (6 available)				
Yoga*	\$1,000 (3 available)				
General Session Sponsorship*	\$5,000 (2 available)				
Create Your Own Sponsorship <i>(For more information, please contact Dale. greenberg@conferencedirect.com)</i>	TBD				

***Individual Hand Sanitizer Stations**—Be the exclusive provider of hand sanitizer in the exhibit hall AND help keep our attendees healthy while promoting your company! This will allow for three exhibitors to place up to two hand sanitizer stations each in central locations throughout the conference. Multiple networking and meal functions guarantee that this attendee essential will be used throughout the conference.

***Exhibitor Learning Session**—By hosting your own exhibitor session, you can reach attendees in an educational manner. You get your own room for 60 minutes (45 minutes to present a topic of interest to attendees—not a sales pitch but a helpful discussion of your solution, involving participation by your clients—and 15 minutes for Q&A.) These session descriptions are listed in the mobile app. There will only be one exhibitor session per time slot.

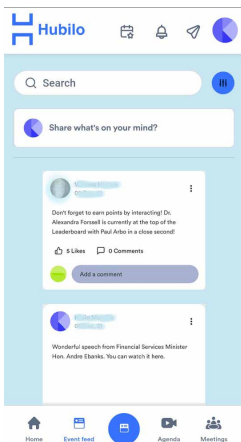
***Yoga**—How would you like to have your company’s name behind one our most anticipated non-conference related sessions? We offer morning yoga and this is a great opportunity to increase brand visibility to a larger audience and increase customer engagement.

***General Session**—The theme of this year’s conference is *NWA Celebration: Reuniting, Reflecting and Re-imagining!* Plenary sessions on this theme can involve your company speakers. Contact us for additional details.

App Sponsorship Opportunities

NWA has recently added a regular conference app for conference attendees! The app acts as a program book registrants can access on their phone/tablet (available for apple and android). NWA is offering two types of sponsorship opportunities on the app: Sponsored Posts and Sponsored Activity Stream. There are multiple sponsored post opportunities and only one activity stream sponsorship opportunity.

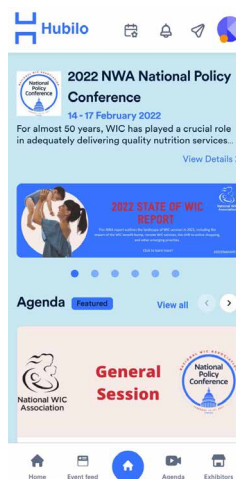
Please note: Regardless of your decision to sponsor the app, it will include a listing of all exhibitors and sponsors along with booth information and an interactive exhibit hall map. To enhance the experience, and help you each stand out, we will pull your logo either from our files (Business Council Partners) or from your company websites. If you would like us to remove your logo or if you would like to send us a particular version of your logo, please send your logo to Dale Greenberg at Dale.greenberg@conferencedirect.com with the subject line "Logo for Conference App". Logos must be at least 580x256px, JPG or PNG.



App Sponsored Post | 12 available | \$1,000/\$500 (Sustaining Partner)
Sponsored posts are displayed at the top of the attendee activity stream on the date/time of your choice (see options in the contract/registration section starting on page 9) and then are reposted twice more at the top of the stream in the following 30 minutes.

Each Sponsored Post contains:

- Your company name, booth number and logo
- A message at the top (max 140 characters)
- An image or logo (min 580 x 256)
- A call to action button with label (up to 30 characters including spaces and your target URL of choice)



Banner Advertisements | 3 available | \$3,500/\$2,500 (Sustaining Partner)
The NWA Annual Conference mobile app contains the entire conference program, exhibitors, and poster information in one convenient place! Attendees can use the mobile app to find sessions, review speaker bios, search for exhibitors, view the floorplan, see updates, and communicate with each other through social media. Place your custom banner ad on the exhibitor directory section of the NWA Annual Conference mobile app. Your custom graphics will appear on the directory pages for all attendees to see. The directory will have 3 banners ad that rotate.

Contract / Registration

National WIC Association reserves the right to reject applications for sponsorships, or to exhibit products and services at the NWA 2022 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 Annual Education and Training Conference & Exhibits in New Orleans, May 22-26, 2022. 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. Exhibitor understands that the balance is due on or before April 22, 2022. If you are submitting this application after April 22, 2022, the full exhibit fee is to accompany this application. Cancellations will not be refunded after April 27, 2022.

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 on the mobile app and on the NWA website:

Company Display Name:

Company Representative:

Contact Email:

Company Website:

Company Description:

100 word maximum



Contract / Registration

SECTION 2: Sustaining Partner (Join us!)

Interested in learning more about becoming a Sustaining Partner? Click [here](#) for more information. If you would like to join as a part of your exhibitor/sponsorship package, let the Conference Manager know.

SECTION 3: 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, invoices, and exhibit kit. We maintain one contact per exhibit. It is the responsibility of this contact to share information with their team members.

SECTION 4: Name(s) of **ONSITE** Exhibitor representatives. Refer to your selected booth type on [page 8](#) to see the number of included floor badges and conference registrations.

Please include unique emails for each representative as our system allows for one person per email address only.

PLEASE NOTE: For more information on NWA's exhibitor registration policy, please refer to the Tradeshow Exhibit regulations on [page 18](#)

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

Name:

Title:

Phone:

Unique E-mail:

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

Name:

Title:

Phone:

Unique E-mail:



Contract / Registration

Third Exhibit Hall Representative (\$200 additional or complimentary - see page 8):

Name:

Title:

Phone:

Unique E-mail:

Fourth Exhibit Hall Representative (\$200 additional or complimentary - see page 8):

Name:

Title:

Phone:

Unique E-mail:

Fifth Exhibit Hall Representative (\$200 additional or complimentary - see page 8):

Name:

Title:

Phone:

Unique E-mail:

Sixth Exhibit Hall Representative (\$200 additional or complimentary - see page 8):

Name:

Title:

Phone:

Unique E-mail:



Contract / Registration

SECTION 5: Preferred Exhibit Booth Location

Please refer to exhibit booth locations and numbers from the Exhibit Area Floor Plan (also available online at NWICA.org under EVENTS) or by contacting Dale Greenberg, the conference manager, at dale.greenberg@conferencedirect.com.

All other exhibit booths are awarded on a first-come, first-served basis. All opportunities remain available until completed applications and payments are received by the Conference Manager/NWA.

First Choice #

Second Choice #

Third Choice #

We do not wish to be next to or across from the below listed company(ies). Please note that the exhibit booths purchased prior to your request will not be relocated. You may discuss possible options with the Conference Manager.

Company #1:

Company #2:

SECTION 6: Please check the appropriate box(es) to indicate your selection(s).

Total Payment

Booth Package: \$

Sponsorship: \$

Mobile App Advertisement: \$

Additional floor badges: \$

Full conference registrations: \$

TOTAL AMOUNT DUE: \$



Contract / Registration

SECTION 7: Method of Payment

Please select payment method below.

Credit Card

Check

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

For checks, please make payments to:

National WIC Association

c/o 2022 NWA Annual Conference - Exhibits

2001 S Street Northwest, Suite 580

Washington, DC 20009

SECTION 8: 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 2022 Annual Education and Training Conference & Exhibits.

Primary Contact

Signature Date

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.

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 April 22, 2022. If you are submitting this application after April 22, 2022, the full exhibit fee is to accompany this application. Cancellations will not be refunded after April 27, 2022. NWA reserves the right to reassign booth spaces not paid for by April 22, 2022.

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.

COVID-19 Exhibitor Policies

Exhibitor staff MUST wear masks at all times, including during non-exhibitor hours and during move-in and move-out, unless Actively eating or drinking. Exhibitor(s) MUST finalize staff personnel by April 1, 2022 and all exhibitor staff must abide by the conference Covid-19 policies for attendance. No substitutions will be allowed

unless the booth staff becomes infected with Covid-19. High traffic areas will be cleaned daily. It is recommended that exhibitors sanitize their booth area regularly and have sanitizer at their booth.

Exhibitor Registration

The purchase of your booth package type determines your floor badges and registrations. Please refer to [page 8](#) 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. 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 April 27, 2022. 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, his/her name MUST be provided to Dale Greenberg prior to the registration cut-off date of May 2, 2022. 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 8](#) of this prospectus. 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.

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.*

Tradeshow Exhibit Regulations

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 pre-approved 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 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.

Security

The exhibitor is solely responsible for his or her own exhibit material and should insure his or her exhibit against loss or damage. NWA will employ reputable guards and will take reasonable precautions to safeguard the exhibit hall.

Liability

It is mutually agreed that NWA, Sheraton New Orleans, 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 his/her 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 Sheraton New Orleans, 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.

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.

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 2022 Annual Education and Training Conference & Exhibits, refunds will be made as follows:

A cancellation prior to or on April 27, 2022, is eligible for a refund less the non-refundable deposit. After April 27, 2022, 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 5:00 pm Monday, May 23, 2022, 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.