

Innovating the WIC Participant Experience

Re:Connect

2023 NWA WIC Technology, Innovation, and Vendor
Management Conference

Portland, OR | September 27 - 29, 2023



National WIC Association

Introduction

The National WIC Association (NWA) invites you to participate as an exhibitor and/or sponsor at our 2023 NWA WIC Technology and Innovation Conference and Exhibits! Implementing innovative technology and managing program integrity can be complex, but together we can find solutions that provide flexibility and choice for WIC participants and support WIC practitioners to recruit and retain eligible families with high quality vendor services. Please note: This conference will be held in-person only.

2023 Conference Location

Hyatt Regency Portland At The
Oregon Convention Center
375 NE Holladay St
Portland, OR 97232
Main #: [\(971\) 222-1234](tel:9712221234)

2023 Housing Location

Hyatt Regency Portland At The
Oregon Convention Center
375 NE Holladay St
Portland, OR 97232
Main #: [\(971\) 222-1234](tel:9712221234)
[Click here to make reservations](#)

Who Attends This Conference?



State WIC agency staff



Researchers



Local WIC agency staff



Technologists



Vendor WIC staff from local and state agencies



Exhibitor Schedule

Key Dates to Remember

August 30, 2023

Exhibitor Application and Full
Payment Due

August 30, 2023

Exhibit Cancellation Date with
25% Penalty. No refunds after
this date.

August 30, 2023

Hotel Reservation Cut-off Date

August 30, 2023

Exhibitor Registration Deadline

September 26, 2023

Exhibitor Move-in and Set-up

September, 28, 2023

Exhibitor Tear-down & Move-
out

Note: If full payment is not received by August 30, 2023, NWA has the right to resell or reassign the exhibit booth to another exhibitor

Exhibit Dates and Hours*

Tuesday, September 26

5:00 PM - 8:00 PM
Exhibitor Move-in &
Set-up

Wednesday, September 27

8:00 AM - 5:00 PM
Exhibit Hall Open
Breakfast and 2 breaks

5:00 AM - 6:30 PM
Welcome Reception

Thursday, September 28

7:30 AM - 4:00 PM
Exhibit Hall Open
Breakfast and 2 breaks

4:00 PM - 6:00 PM
Exhibitor tear-down

**Schedule subject to change.*

Sponsor/Exhibitor Packages

Booth/Sponsorship Package	Platinum	Gold	Bronze	Standard
Booth Size	8' x 20' (double)	8' x 10'	8' x 10'	8' x 10'
What is included in each package:				
Two (2) Full Exhibitor personnel registrations that allow access to the NWA Exhibit Hall and to Education sessions. <i>*Exhibitors may purchase up to 2 additional floor passes at \$200 each.</i>	✓	✓	✓	✓
Acknowledgement on the conference app	✓	✓	✓	✓
Acknowledgment as sponsor on Conference Signage in exhibit hall	✓ Large font	✓ Medium font	✓ Small font	
Acknowledgment as sponsor on Conference Signage in exhibit hall Looping slides in concurrent sessions	✓ Large font	✓ Medium font	✓ Small font	
Additional Complimentary Floor Passes* <i>*no access to educational sessions</i>	2*	1*		
Bag Insert <i>*Insert provided by sponsor</i>	✓			
Pre and Post-Conference Attendee email list <i>*Opt-ins only</i>	✓			
Logo on website – hyperlinked to company website	✓ Large logo	✓ Medium logo	✓ Small logo	

*total number of Exhibitor personell passes may not exceed 4 total

Sponsor/Exhibitor Packages

Learn about Partnership [here](#). Benefits include discounts on booths.

Each booth includes:

- One 6' skirted table
- Two side chairs
- One waste basket
- General area security and fire guard
- Listing in the conference mobile app
- Daily aisle maintenance
- Lead retrieval via the conference app
- **NOT included:** *electrical, internet, telephone and additional equipment; These are available at additional cost.*

Sponsor/Exhibit Pricing

Business Council Partners

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

NWA Partner Rates ONLY [Click here to explore partnership opportunities.](#)

Partner Booth **Standard** Booth: \$3,000
Partner **Bronze** Booths: \$4,500
Partner **Gold** Booths: \$6,000
Partner **Platinum** Booth: \$7,500
Supporting Partner **Standard** Booth: \$2400
Non-Profit/Small Business Partner **Standard** Booth: \$1,500

Non-Partner

For Profit Booth **Standard** Booth: \$4,000
For Profit **Bronze** Booths: \$5,500
For Profit **Gold** Booths: \$6,500
For Profit **Platinum** Booths: \$8,000
Non-Profit/Small Business (non-partner)
Standard Booth: \$2,500

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.

Sponsorship Items

Welcome Reception Co-Sponsor

Non-partner: \$16,000
Partner: \$15,000

- Signage at sponsored event
- Bag insert
- Recognition on conference app

Continental Breakfast Wednesday

Non-partner: \$16,000
Partner: \$15,000

- Signage at sponsored event
- Bag insert
- Recognition on conference app

Continental Breakfast Thursday

Non-partner: \$16,000
Partner: \$15,000

- Signage at sponsored event
- Bag insert
- Recognition on conference app

Conference Bag Insert

Non-partner: \$750
Partner \$650

- Conference bag insert (650 copies provided by sponsor)

Conference Lactation Suite

Non-partner: \$1,500
Partner: \$1,000

- Signage outside of room

Conference Bag Logo

Non-partner: \$11,000
Partner: \$10,000

- Bag insert
- Recognition on conference app
- Logo on beside NWA logo

Morning Beverage Break

Non-partner: \$5,500
Partner: \$5,000

Afternoon Beverage Break

Non-partner: \$8,000
Partner: \$7,000

App Sponsored Post

Non-partner: \$1,000
Partner: \$500

Exercise*

Non-partner: \$6,500
Partner: \$5,000

App Banner Advertisement

Non-partner: \$3,500
Partner: \$2,500

Exhibitor Learning Session*

Non-partner: \$5,500
Partner: \$4,500

Pre- & Post-conference attendee mailing list (.xls file)

Non-partner: \$500
Partner: \$400

Create Your Own Sponsorship

If you are interested in a sponsorship opportunity not listed. Please email exhibits@nwica.org

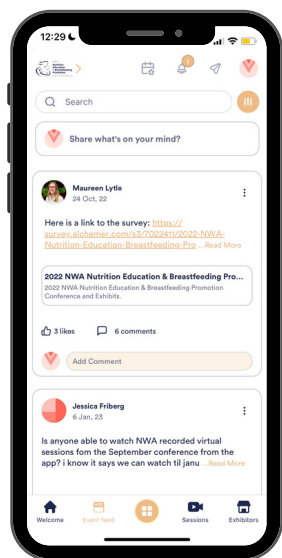
*Exhibitor Learning Session: By hosting your own exhibitor session, you can reach attendees in an educational manner. You get your own room for 60 minutes (45 minutes to present a topic of interest to attendees— not a sales pitch but a helpful discussion of your solution, involving participation by your clients—and 15 minutes for Q&A.) These session descriptions are listed in the mobile app. For a copy of parameters for presentations, email membership@nwica.org. Slots are limited.

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

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. 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 Exhibits Manager at exhibits@nwica.org with the subject line "Logo for Conference App". Logos must be at least 580x256px, JPG or PNG.

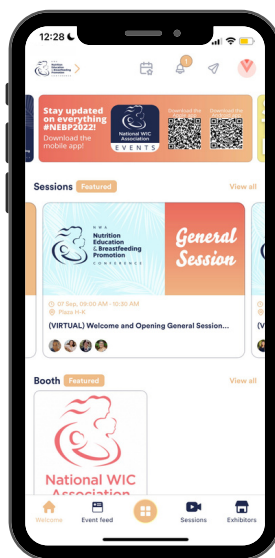


App Sponsored Post |
12 available | \$1,000
\$500 Partner

Pin sponsored posts to the top of the attendee activity stream for 30 minutes on the date/time of your choice 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)



Banner Advertisements |
3 available | \$3,500
\$2,500 Partner

The NWA Events 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, see updates, and communicate with each other through social media. Place your custom banner ad on the exhibitor directory section of the 2023 NWA WIC Technology, Innovation, and Vendor Management Conference mobile app. Your custom graphics will appear on the directory pages for all attendees to see.

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 August 30, 2023. If you are submitting this application on or after September 1, 2023, the full exhibit fee is to accompany this application. Cancellations will not be refunded after August 30, 2023. NWA reserves the right to reassign booth spaces not paid for by September 1, 2023.

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 August 30, 2023. NWA reserves the right to reassign booth spaces not paid for by August 30, 2023. 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.

COVID-19 Policy All Exhibitors must be vaccinated to participate in the Conference with exception for medical and religious waivers. For more information visit our [conferences policies page](#).

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 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.

Tradeshow Exhibit Regulations

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.

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.

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 Hyatt Regency Portland At The Oregon Convention Center, 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

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 2023 Annual Education & Training Conference & Exhibits, refunds will be made as follows:

A cancellation prior to or on August 30, 2023, is eligible for a refund with 25% penalty. After August 30, 2023, 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 Tuesday, September 26, 2023, 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.