

# The 32nd Annual Conference & Trade Show

*Looking Forward*

WIC CELEBRATES

**50**

YEARS

May 6-10, 2024



## Sponsor and Exhibitor Opportunities Packet

FOR MORE INFORMATION PLEASE CONTACT:

**Teresa Morris**, Meeting Planner, California WIC Association  
916.572.0700 / 916.276.8283 / [tmorris@calwic.org](mailto:tmorris@calwic.org)



September 2024

Dear Sponsor or Exhibitor,

It is my pleasure to offer you the opportunity to be an Exhibitor or Sponsor of California WIC Association's Conference and Trade Show, to be held virtually, the week of May 6-10, 2024.

The CWA team has always been proud to represent, and work on behalf of the 84 WIC local agencies as their state WIC association. We all can be so proud of the California state and local agency staff. They navigated the COVID pandemic and infant formula crisis and remain vigilant for other emergencies such as climate events, always prioritizing participants. The dedicated resilient spirit, a hallmark of the WIC program, is more evident than ever. WIC services are provided with compassionate care, and staff look forward to more time for what they love, helping with breastfeeding, supporting healthy nutrition, and providing resources for the many needs of young families.

The 84 WIC local agencies, provide services via technologies, and in-person, in about 500 clinics located in every county, from the most remote to the densely populated areas of California, in community and Native American health centers, county and city health departments, non-profit organizations, and hospitals, providing a statewide infrastructure with deep reach into communities. As the state's largest nutrition and lactation workforce, highly skilled in use of multiple technologies, the program has incorporated modernizations focused on human centered design, while also dealing with, as in most industries, workforce shortages.

Thriving and just surviving in California has become challenging for young families who have a range of health and social needs. To be successful in providing WIC services and supporting families, many partners are needed. Healthy foods, outstanding education materials, lactation supplies, and technology partners are key for WIC educational and support interactions, shopping experiences and data management.

California WIC also plays a key role in our state's historic effort to improve health care through the CalAIM initiative, investing in wellness and prevention at a population health level, while simultaneously addressing costly chronic disease. Health plans, and health technology partners – health and community information exchanges, and electronic health records companies are increasingly connected with WIC. New benefits for perinatal care, community health workers, doulas and food as medicine services also intersect with WIC care and need a workforce of culturally competent nutrition and lactation experts.

Our virtual conference and trade show platform enables us to bring together state and national experts, which is otherwise outside our reach. A top priority for us is providing flexibility and affordability for frontline staff who represent the rich diversity of California. We are proud to offer an outstanding curriculum and professional development opportunities needed for continuing education in lactation, nutrition, and nursing care.

This past year's conference included 1,400 attendees, 31 trade show booths and 35 sessions. Conference and Trade Show information is available on the conference platform for 60 days following the live event.

Please review this Sponsorship and Exhibitor Opportunities Packet for more information on how to participate in our Annual Conference. Please contact Teresa Morris at 916.276.8283 or email at [tmorris@calwic.org](mailto:tmorris@calwic.org).

Sincerely,

Karen Farley  
Executive Director

## Trade Show and Conference Information

Conference Dates- May 6-10, 2024

### DEMOGRAPHICS

Objectives: This annual conference will serve as a high-profile and memorable event showcasing innovations, best practices and model programs; an educational platform on recent developments and advances in health, nutrition and customer service; and an avenue for WIC-related companies and organizations to promote its brand products and services among the attendees of the conference, 3,000 WIC employees, and potentially among the one million WIC participants served in California.

Primary Target Audience: Over 1,000 WIC providers and public health professionals from local, state and federal programs from throughout California. Secondary target audiences include keynote speakers, presenters, trade show exhibitors, and 3,000 WIC employees and nearly one million WIC participants.

### SPONSORS AND EXHIBITORS

We have virtual exhibit booths available for \$1,000 and a discounted rate of \$500 for 501c3 non-profit organizations. In addition, companies and organizations have the opportunity to become a CWA 2024 Conference Sponsor at Presenting, Diamond, Platinum, Gold, Silver or Bronze levels. Please refer to the Sponsorship Levels & Benefits Grid. The deadline to confirm participation is **April 6, 2024**. To confirm your company's participation as an exhibitor or sponsor, please complete the application form. For questions, please contact Teresa Morris at 916.276.8283 or by email to [tmorris@calwic.org](mailto:tmorris@calwic.org).



CALIFORNIA  ASSOCIATION

## JOIN US FOR THE 32ND ANNUAL CONFERENCE MAY 6-10, 2024

Once again returning as a virtual conference in 2024. This format continues to be an effective way for us to make training, information and vendor information available to more WIC friendly conference attendees.

ATTENDEES ..... 1392

BOOTH VISITS ..... 7500

SPONSORS ..... 9

EXHIBITORS ..... 22

PRODUCT VIEWS ..... 4066

VIDEO VIEWS ..... 2189

\*Above numbers from California WIC Association 2023 Annual Conference

## SPONSORSHIP LEVELS AND BENEFITS

	Presenting \$100,000 Exclusive	Diamond \$50,000 Exclusive	Platinum \$25,000 One per industry	Gold \$10,000 Exclusive	Silver \$5,000	Bronze \$2,500	Booth/Non- Profit \$1,000/\$500
<b>Login Page of Conference</b>	Logo	Logo	Logo	Logo	NA	NA	NA
<b>Main Rotating Platform Banner</b>	Banner Ad	Banner Ad	Banner Ad	Banner Ad	NA	NA	NA
<b>Virtual Booth</b>	Listed In Top Section of Trade Show	Listed In Top Section of Trade Show	Listed In Top Section of Trade Show	Listed In Top Section of Trade Show	Listed In Top Section of Trade Show	Listed In Top Section of Trade Show	Yes
<b>Sponsor Link on Website (until June 30, 2024)</b>	Logo	Logo	Logo	Logo	Name Listed	Name Listed	NA
<b>Event Feed Post (Pinned for 3 hours)</b>	All days	All days	Four Days	Three Days	Two Days	One Day	NA
<b>CWA Magazine</b>	Two Full Pages	One full Page	1/2 page ad	1/2 page ad	Logo	Name Listed	NA
<b>Welcome Remarks at Opening Session (5 min)</b>	Yes	Yes	Yes	NA	NA	NA	NA
<b>Dedicated Workshop Sessions or Track (1 Day)</b>	Yes	NA	NA	NA	NA	NA	NA
<b>Workshop Sponsor (Logo and link to booth)</b>	NA	Three	Two	Two	NA	NA	NA
<b>Wellness Activity Sponsor (Logo and link to booth)</b>	Two	Two	One	NA	One	One Day	NA
<b>15 Minute Partner Talks (Pre-recorded)</b>	Yes	Yes	Yes	Yes	Yes	Yes	NA
<b>Multiple brochure downloads, up to 10 video links, 10 product images hyperlinked</b>	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<b>Scavenger Hunt</b>	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<b>Access to Attendee Contact</b>	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<b>Promotion on CWA Social Media Pages (Must provide content)</b>	Three	Three	Two	Two	One	NA	NA
<b>Opportunity to donate a prize to the Scavenger Hunt</b>	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<b>Data Analytics</b>	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<b>Registrant Welcome Bag Insert (Specs in descriptions)</b>	Yes	Yes	Yes	Yes	Flyer	Flyer	NA
<b>Logo on Conference Bag</b>	Logo	Logo	Logo	Logo	NA	NA	NA
<b>Full Conference Registrations</b>	Unlimited	30	20	15	10	8	4



## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### \$5,000 WELCOME PACKET SPONSOR

- Small insert (flyer or item weighing 8 oz max, must fit into conference bag) and flyer in welcome packet mailed to all registrants
- Virtual Exhibit Booth

## SPONSORSHIP BENEFITS DESCRIPTIONS

**Login Page of Conference-** Gold Sponsors and above will receive their logo on the login page of the virtual conference platform.

**Main Rotating Platform Banner** - Gold Sponsors and above will receive a logo or ad in the banner recognition throughout the virtual conference platform.

**Virtual Booth-** All exhibitors and sponsors will receive a virtual booth to market their product and/or services.

**Sponsor Link on Website until June, 2024** - Gold Sponsors and above will have their company logo with a link to their company website

**Event Feed Post** - Company can provide a post that will be at the top of the conference feed for three hours during the conference.

**CWA Magazine Spring Conference Edition-**Company will be recognized in our Spring Newsletter-Conference Edition

**Welcome Remarks-** Company representative will have five minutes to speak at the Conference Opening Plenary Session

**Dedicated Workshop Sessions or Track** - Company will have their own dedicated sessions and or track/day

**Workshop Sponsor-** Company logo and link to booth on workshop session

**Wellness Activity Sponsor-**Company Logo and link to booth on Wellness activity session

**15 Minute Partner Talks-** Company can provide Pre-Recorded presentations that will be played during parts of the conference; must provide recording by April 6, 2024.

**Booth Marketing Materials** - Company can provide up to 10 brochures, up to 10 video links and 10 product images hyperlinked

**Scavenger Hunt-** Company may provide a question for the Trade Show Scavenger Hunt

**Attendee Contact Information-** Company will receive attendee contact names and email addresses post conference

**Event Email Notifications-** Logo or name will be in the footer of direct email notifications to registrants

**Social Media Promotion** Company will be promoted on the CWA Facebook Page prior to conference, must provide content by April 6, 2024.

**Prize Donation** - Company has the opportunity to provide a donation for the Trade Show Scavenger Hunt

**Data Analytics** - Company will be provided data analytics post conference

**Registrant Welcome Packet Insert** – Company opportunity to provide a small promotion item (item weighing 8 oz max, must fit into conference bag) or flyer for the welcome packet mailed to registrants

**Logo on Conference Bag** – Company logo on the conference bag

**Full Conference Registrations-** Registration will include all days of the conference

## CONFERENCE AND TRADE SHOW RULES

### PURPOSE

The trade show is an opportunity to engage with WIC staff and public health professionals for educational and informational purposes. Exhibitors are also permitted to sell products and are responsible for the transactions and any fiscal or tax liabilities. Your company may offer raffle prizes and participate in the CWA Trade Show Raffle Drawing.

### EXHIBIT DATES AND HOURS

The virtual conference will take place May 6-10, 2024 with dedicated trade show times each day, for attendees to visit your virtual booth.

### VIRTUAL BOOTH

All virtual booths will have a company logo and the option to provide up to 10 video links and/or pdf flyers that can be used throughout the conference week. Your booth will remain active on the conference platform for 60 days after the conference, and materials posted during the live event will be available for attendees to review.

### EXHIBIT SPACE AND DEADLINES

Deadline to submit sponsor application and payment is April 6, 2024.

### RESTRICTIONS

CWA reserves the right to decline to approve all or any part of a proposed exhibitor, vendor, advertisement, or sponsor which in CWA's judgment is inappropriate or contrary to CWA's mission or its programs. Exhibitors, vendors, advertisements or products that are contrary to CWA's mission or programs include, but are not limited to, those that (1) inhibit or are likely to inhibit CWA's ability to carry out its mission; (2) inhibit or are likely to inhibit the effectiveness of CWA's programs; or (3) challenge CWA's credibility or effectiveness. CWA reserves the right to require vendor materials to be removed. No refunds will be provided.

### BREASTFEEDING FRIENDLY CONFERENCE

Exhibitor agrees not to display, promote, give away samples or coupons, or show pictures, images or videos, or links to, formula or nutritional supplements, bottles or nipples, for any age- infant, toddler or child. The only exception is for information on therapeutic formula, available by prescription only. Attendees' information cannot be provided to other companies or later linked to ads or information about infant, pediatric, toddler, or child formula or nutritional supplements, bottles, or nipples. Exhibitors found in non-compliance will be asked to remove the materials and potentially their entire booth from the conference. Exhibitor refunds will not be honored for non-compliance.

### CANCELLATIONS

In the event an exhibitor finds it necessary to cancel its participation in the 2024 California WIC Annual Conference Trade Show, 50% will be refunded before a cancellation date of March 30, 2024. There will be no refunds after this date. All cancellations must be in writing. Postmarks will be used to determine eligibility.

### FAILURE TO OCCUPY SPACE

The exhibitor is required to submit all virtual booth materials by March 30, 2024. Materials submitted after this date may result in materials not being uploaded to the virtual booth for the start of the conference. Any space not occupied will be forfeited by exhibitor without a refund.