

CWA EDUCATION DAY

October 5, 2026
SACRAMENTO



Connect with WIC Leaders
Face-to-Face
During Education Day

Sponsorship Opportunities

The California WIC Association is offering a rare opportunity to connect directly with the decision-makers who shape WIC services across California. The California WIC Association's Fall Education Day brings together around 150 Directors and senior leaders from all 83 local WIC agencies serving approximately one million Californians each month.

We are offering you a unique opportunity to inform, engage, and educate these decision-makers about your products and programs.

With only **four spots available per opportunity**, these packages offer unmatched visibility and credibility with California's WIC leaders. Register [here](#).

Reserve your
✓ spot today!



Vendor Showcase Sponsorship

\$12,500 | 4 Available

- All Vendor Table benefits
- 12-minute spotlight presentation to attendees
- Social media promotion from CWA
- Logo on attendee giveaway



Vendor Table Opportunity

\$3,000 | 4 Available

- Set up a materials table (6ft) outside the training room to connect one-on-one throughout the day
- Opportunity to provide an attendee raffle prize(s)

Why it matters: This is your chance to showcase your work, build relationships, and gain valuable feedback from the people implementing WIC across California.

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The California WIC Association Education Day runs from 8:00am–5:00pm, on Monday, October 5, 2026. All activities will take place at the [Double Tree Hotel](#) in Sacramento. Questions? Contact Holly Healy at hhealy@calwic.org or visit calwic.org.



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 EVENT

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, 50% will be refunded before a cancellation date of September 11, 2026. There will be no refunds after this date. All cancellations must be in writing.



FAILURE TO OCCUPY SPACE

Any space not occupied will be forfeited by exhibitor without a refund.