



Dear Sponsor or Exhibitor,

It is my pleasure to offer you the opportunity to become a Sponsor and/or Exhibitor of the **2012 California WIC Association Annual Conference, "PLATINUM PARTNERSHIPS: Expanding Your WIC Network,"** to be held at the JW Marriott Palm Desert in Palm Desert, California. This high-profile event will serve as a wonderful marketing platform for your company to promote its name, products and services.

This conference is an ideal opportunity to introduce, strengthen, or re-acquaint your brand or identity with a vibrant and growing WIC community. Thanks to federal policy changes implemented in 2009, over a million California households can now shop for a variety of fresh, frozen and canned fruits and vegetables, whole grain products, soy beverages, tofu, and baby foods as well as the cereal, eggs, milk, cheese and juice they already enjoy. The healthy foods we offer to California WIC participants are now completely aligned with the nutrition education, breastfeeding, and obesity prevention messages we share with them.

WIC is the Special Supplemental Nutrition Program for Women, Infants and Children, a successful federal program that ensures low-income women have healthy pregnancies and that young children grow up properly nourished. WIC is widely recognized as one of the nation's premier public health interventions, providing nutritious food, nutrition education, health care contacts and personal counseling to millions of young families. The California WIC program, by far the largest in the country, serves 1.5 million participants via 84 local agencies and 4,700 retail grocers – and increased federal funding is allowing us to grow! Since 1992, the **California WIC Association**, a non-profit membership organization, has partnered with the Department of Public Health WIC Division to provide major training and technical assistance opportunities for local staff via statewide and regional meetings.

Approximately 1,200 participants are expected to attend this year, including senior decision-makers from state and federal government, and executives and front line staff from every local WIC program in California. Nutrition, health and human service professionals who promote physical activity, breastfeeding, and maternal-child health will also attend the conference. Organizational and corporate sponsors of past events have included the California Department of Public Health WIC Division, General Mills, Kellogg's, Welch's and Kaiser Permanente.

As a **CWA 2012 Official Sponsor**, you will have the potential opportunity to reach 1.5 million consumers and 3,500 WIC employees in every California county. WIC's solid reputation as one of the best public investments ever devised would be an excellent match for your company/organization to publicly demonstrate its commitment to women, infants, and children. As a **CWA 2012 Trade Show Exhibitor**, your organization will benefit from the opportunity to increase visibility of your company's products or services, enhance your company image and credibility, and reinforce brand awareness among the key decision-makers, providers and related service representatives serving the WIC community.

Enclosed is a copy of the Sponsorship and Exhibitor Opportunities Packet, along with the Trade Show map for your review. Please consider this as a starting point to meet your goals and priorities. Space is limited – so contact us today! For more information on how to participate, contact the CWA Trade Show Manager, **Teresa Morris at 530-750-2280 or email at tmorris@calwic.org**.

We look forward to discussing this exciting opportunity with you!

Sincerely,

Laurie True
Executive Director
California WIC Association