SPONSOR & EXHIBITOR OPPORTUNITIES PACKET

2020 Annual Conference & Trade Show

April 5-8, 2020
Town & Country Resort & Convention Center
San Diego, California

FOR MORE INFORMATION PLEASE CONTACT:
Teresa Morris, Meeting Planner
California WIC Association
916.572.0700 / 916.276.8283
tmorris@calwic.org
Dear Sponsor or Exhibitor,

It is my pleasure to offer you the opportunity to become a Sponsor and/or Exhibitor of the 2020 California WIC Association Annual Conference, to be held at the Town and Country Resort and Convention Center in San Diego, California.

Since 1992, the California WIC Association, a non-profit membership organization, has provided major training and technical assistance opportunities for local and state WIC staff and partners.

WIC is the Special Supplemental Nutrition Program for Women, Infants and Children, widely recognized as one of the nation's successful 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 over one million participants via 83 local agencies and approximately 4,000 retail grocers across California.

By conference time, April 5-8, conversion from paper WIC checks to California WIC EBT shopping cards will be completed. California WIC shoppers also have an app to not only select WIC foods while they shop, but also track their benefits, locate stores, WIC sites, use educational resources and more. This is a historic event for California and the WIC program!

Exciting years are ahead for WIC as local agencies are providing more electronic options such as texting, online education is available and videoconferencing for education and support is being piloted.

Approximately 1,000 participants are expected to attend this year, including nutrition, health and human service professionals who promote physical activity, nutrition, breastfeeding, and maternal-child health. The conference provides attendees with opportunities for continuing education credits, professional development, networking with colleagues and information on how to best serve the needs of WIC participants. The Trade Show includes major food manufacturers and distributors, breastfeeding and infant care manufacturers, educational materials publishers, grocers, health plans, technology and data managers, health and social service organizations, wellness consultants and state divisions for health and wellness.

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 reacquaint your brand or identity with a large and diverse WIC community.

Hundreds of thousands of California households use their WIC benefits to shop for fresh, frozen and canned fruits and vegetables, whole grain products, soy beverages, tofu, yogurt and baby foods as well as cereal, eggs, milk, cheese, beans and juice, among other products.

The healthy foods WIC offers to California participants are carefully aligned with high quality nutrition, breastfeeding, and obesity prevention counseling and messaging. These efforts make a difference as breastfeeding rates have increased and obesity rates have slowed. WIC works!

Enclosed is a copy of the Sponsorship and Exhibitor Opportunities Packet. Information is in the Exhibitor Opportunities Packet. Space is limited at the trade show – so contact us today! For more information on how to participate, contact Teresa Morris at 916.276.8283 or email at tmorris@calwic.org.

We look forward to discussing this exciting opportunity with you!

Sincerely,

Karen Farley
Executive Director California WIC Association
Conference & Trade Show Details

TRADING SHOW AND CONFERENCE INFORMATION
Conference Dates:
Pre Conference: Sunday, April 5, 2020
Conference: Monday, April 6, 2020 through Wednesday, April 8, 2020

Exhibit Hall Access, Schedule, Information and Hours
Exhibitors Set Up: Monday, April 6, 2020 from 12:00 pm – 5:00 pm
Exhibit Start: Monday, April 6, 2020 from 5:15 pm – 7:45 pm
Welcome Reception Kick Off
Exhibit End: Tuesday, April 7, 2020 from 7:30 am – 1:00 pm
Raffle prize winners will be posted at the Registration after 3 pm
Exhibit Dismantling: Tuesday, April 7, 2020, 1:00 – 4:00 pm.
Exhibits must be dismantled and removed from exhibit area by 4:30 pm.

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: Approximately 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 one million WIC participants.

ADVERTISING – We have added advertising opportunities!

Inside Front Cover (color) ....................... $1,500
Inside Back Cover (color) ......................... $1,200
Full Page (black and white) .................... $1,000
Half Page (black and white) ................. $600
Quarter Page (black and white) ............. $350

SPONSORS
Sponsorship Levels and Benefits: Companies and organizations have the opportunity to become a CWA 2019 Conference Sponsor at Presenting, Diamond, Platinum, Gold, Silver or Bronze levels. In addition, there are exclusive benefits and other sponsorship opportunities available. There are reserved exhibit booth spaces solely for Sponsors of the conference. The deadline to confirm Sponsorships so that your company can be included on the “Registration Brochure” is Friday, November 29, 2019. All other Sponsors must confirm participation by Friday, March 2, 2020.
For more information or to confirm your company’s participation as a Sponsor, please complete the application form or contact Teresa Morris at 916.276.8283 or by email to tmorris@calwic.org.

EXHIBITORS
Companies and organizations have the opportunity to purchase a booth space(s) at the following prices:

• $1,500 per booth for profit organizations
• $750 per booth for non-profit organizations

Exhibit booths come with two badges per booth. Additional badges can be purchased for $25 each. There are a limited number of booth spaces – please refer to the enclosed map for more details about the layout at the Town and Country Resort. Preference for booth location will be based upon a first paid, first assigned basis within exhibit level. Exhibitor Applications must be returned with payment. Deadline to submit applications and payment is by Friday, March 2, 2020. Reservations for booth space will not be accepted over the telephone.

All applications are subject to the terms, conditions, rules and regulations governing the conference. Approved applications will be sent an authorized confirmation form. Signature on the trade show application constitutes a binding contract, if accepted by CWA.
### 2020 Spring Conference & Trade Show
Exhibitor/Sponsorship Levels & Benefits

<table>
<thead>
<tr>
<th>Exhibitor/Sponsorship Level &amp; Benefits</th>
<th>Presenting $100,000 *Exclusive</th>
<th>Diamond $50,000 *Exclusive</th>
<th>Platinum $25,000 *One per industry</th>
<th>Gold $10,000</th>
<th>Silver $5,000</th>
<th>Bronze $2,500</th>
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</thead>
<tbody>
<tr>
<td>Registration Brochure</td>
<td>logo</td>
<td>logo</td>
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<tr>
<td>Cover of Conference Program</td>
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<tr>
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<tr>
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<tr>
<td>Sponsor link on website</td>
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<tr>
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<td>logo</td>
<td>logo</td>
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</tr>
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<td>Advertising in Conference Program</td>
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<td>full page</td>
<td>full page</td>
<td>1/2 page ad</td>
<td></td>
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<tr>
<td>CWA Magazine - Spring Conf Edition</td>
<td>2 pages</td>
<td>full page</td>
<td>1/2 page</td>
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<tr>
<td>Welcome Remarks at Opening Session (5 min)</td>
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<td>yes</td>
<td>yes</td>
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<tr>
<td>Dedicated Workshop Track</td>
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<td>Workshop Track Sponsor</td>
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<td>Physical Activity Sponsor</td>
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<tr>
<td>Spring Conference Promotional Insert</td>
<td>2 ($3,000 value)</td>
<td>1 ($1,500 value)</td>
<td>1 ($1,500 value)</td>
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<tr>
<td>Booth - Sponsor reserved location</td>
<td>5 booths ($7,500 value)</td>
<td>3 booths ($4,500 value)</td>
<td>2 booths ($3,000 value)</td>
<td>1 booth ($1,500 value)</td>
<td>1 booth ($1,500 value)</td>
<td>1 booth ($1,500 value)</td>
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Other Sponsorship opportunities are on page 6.
Presenting Sponsor: $100,000 (exclusive)

Company Recognition:
- Company name and logo on printed materials:
  - Registration brochure
    (confirmed by Friday, November 29, 2019)
  - Cover of Conference Program
  - Trade Show Banner and Conference Banner
  - Incentive gift item
  - Sponsor link on California WIC Association website
  - Thank You Sponsor Page in Conference Program
- 2 full page ads in conference program
- 2 full page ads in CWA Magazine; Special Conference Edition
- One year CWA membership

Onsite Recognition:
- Welcome Remarks at Opening Plenary Session
  (five minutes)
- Welcome Remarks and Photo Opportunity at Trade Show Opening
- Dedicated Workshop Track
- Workshop Track and Physical Activity Sponsor
- Two Promotional Inserts

Expo Booth:
- Five 8 x 10 exhibitor booths in Sponsor Reserved location with permission to distribute products and promotional materials
- 20 Full Conference plus Pre-Conference Registrations and Badges
Diamond Sponsor: $50,000 (exclusive)

Company Recognition:
- Company name and logo on printed materials:
  - Registration brochure
  (confirmed by Friday, November 29, 2019)
  - Cover of Conference Program
  - Trade Show Banner and Conference Banner
  - Incentive gift item
  - Sponsor link on California WIC Association website
  - Thank You Sponsor Page in Conference Program
- Full page ad in conference program
- Full page ad in CWA Magazine; Special Conference Edition
- One year CWA membership

Onsite Recognition:
- Welcome Remarks at Opening Plenary Session
  (five minutes)
- Welcome Remarks and Photo Opportunity at Trade Show Opening
- Workshop Track and Physical Activity Sponsor
- One Promotional Insert

Expo Booth:
- Three 8 x 10 exhibitor booths in Sponsor Reserved location with permission to distribute products and promotional materials
- Ten Full Conference Registrations and Badges (including Pre-Conference)

Platinum Sponsor $25,000 (one per industry)

Company Recognition:
- Company name and logo on printed materials:
  - Registration brochure
  (confirmed by Friday, November 29, 2019)
  - Cover of Conference Program
  - Trade Show Banner and Conference Banner
  - Incentive gift item
  - Sponsor link on California WIC Association website
  - Thank You Sponsor Page in Conference Program
- Full page ad in conference program
- Half page ad in CWA Magazine; Special Conference Edition
- One year CWA membership

Onsite Recognition:
- Welcome Remarks at Opening Plenary Session
  (five minutes)
- Photo Opportunity at Trade Show Opening
- Workshop Track Sponsor
- One Promotional Insert

Expo Booth:
- Two 8 x 10 exhibitor booths in Sponsor Reserved location with permission to distribute products and promotional materials
- Six Full Conference Registrations and Badges (including Pre-Conference)
Gold Sponsor: $10,000

Company Recognition:
- Company name and logo on printed materials:
  - Registration brochure (confirmed by Friday, November 29, 2019)
  - Cover of Conference Program
  - Trade Show Banner
  - Conference Banner
  - Incentive gift item
  - Sponsor link on California WIC Association website
  - Thank You Sponsor Page in Conference Program
- Half page ad in conference program
- Quarter page ad in CWA Magazine; Special Conference Edition
- One year CWA membership

Onsite Recognition:
- Photo Opportunity at Trade Show Opening
- Workshop Track Sponsor
- One Promotional Insert

Expo Booth:
- One 8 x 10 exhibitor booth in Sponsor Reserved location with permission to distribute products and promotional materials
- Four Full Conference Registrations and Badges (including Pre-Conference)

Silver Sponsor: $5,000

Company Recognition:
- Company name printed on materials:
  - Trade Show Banner
  - Sponsor link on California WIC Association website
- Company logo printed on Thank You Sponsor Page in Conference Program
- Company logo printed in CWA Magazine, Special Conference Edition
- One year CWA membership

Onsite Recognition:
- Physical Activity Sponsor

Expo Booth:
- One 8 x 10 exhibitor booth in Sponsor Reserved location with permission to distribute products and promotional materials
- Two Full Conference Registrations and Badges (including Pre-Conference)
Bronze Sponsor: $2,500

Company Recognition:
- Company name printed on materials:
  - Trade Show Banner
  - Sponsor link on California WIC Association website
  - Thank You Sponsor Page in Conference Program
- Company name listed in CWA Magazine;
  Special Conference Edition
- One year CWA membership

Expo Booth:
- One 8 x 10 exhibitor booth in Sponsor Reserved location with permission to distribute products and promotional materials
- Two Full Conference Registrations and Badges (including Pre-Conference)

Other Sponsorship Opportunities

$4,000 Level Sponsorships
Conference Beverage and Snack Break (one)
- Company name and logo on table signage, ¼ page ad in conference program; Sponsor provides CWA approved snack, hotel provides beverage
- Recognition in program

$2,000 Level Sponsorship
Mother/Baby Room
- Company name and logo on room signage; brochures and samples (subject to CWA approval) can be provided in Mother/Baby Room
- Recognition in program

$2,000 Level Sponsorship
Movie Night
- Company name and logo on table signage, ¼ page ad in conference program; Sponsor provides CWA approved snack, hotel provides beverage
- Recognition in program

$1,500 Bag Insert
- Company can provide one incentive item for conference bags
- Recognition in program
Advertising Fees

Inside Front Cover (color) ..................................... $1,500
Inside Back Cover (color) ...................................... $1,200
Full Page (black and white) ................................. $1,000
Half Page (black and white) ................................. $600
Quarter Page (black and white) ........................... $350
California WIC Association
2020 Annual Conference and Trade Show
Town & Country Resort
Town & Country/San Diego Room
April 6-7, 2020

X = SPONSORS

CWA 2020 ANNUAL CONFERENCE & TRADE SHOW
EXHIBITOR RULES & REGULATIONS

RULES
These rules and regulations governing the exhibits under the auspices of the California WIC Association (CWA) are part of the agreement for space.

PURPOSE
The exhibit program is for educational and informational purposes only. Retail sales on the exhibit floor are permissible, upon CWA approval. Your company may offer raffle prizes at booth as well as participate in the CWA Trade Show Raffle Drawing.

EXHIBIT DATES AND HOURS
The exhibit floor will open on Monday, April 6, 2020 from 5:15 pm to 7:45 pm, and on Tuesday, April 7, 2020 from 7:30 am to 1:00 pm.

EXHIBIT SALES
Exhibitors are permitted to sell items at the trade show; however, taxes are the responsibility of the exhibiting company. All items need to be approved by CWA prior to the conference. Exhibitors must display their sales permit or apply for a temporary one if they do not already have one.

BOOTH SIZES
All booths are 8′ x 10′. Each booth includes 7″ x 44″, two-line ID sign (maximum of 44 characters); one 6′ draped table; two side chairs; one wastebasket and two complimentary exhibitor badges. Additional badges are $25 each.

EXHIBIT SPACE AND DEADLINES
Deadline to submit sponsor application and payment, so that it can be included on the “Registration Brochure”, is Friday, November 29, 2019. All other sponsors and exhibitors must submit application and payment by 5:00 pm Friday, March 6, 2020.

Application must be returned with payment and first, second and third booth preference choices. Preference for booth location will be based upon a first paid, first assigned basis with exhibit level. Reservations for booth space will not be accepted over the telephone.

SPONSORS: Exhibit booth spaces have been reserved exclusively for sponsors on the diagram provided in this packet. Please indicate these booth spaces on your application.

EXHIBIT SPACE RELOCATION
CWA reserves the right to relocate booths for the overall benefit of the convention.

EXHIBITOR REGISTRATION
The purchase of one 8′ x 10′ booth space includes one registration ticket to all sessions and Monday evening kick-off reception, and two exhibitor badges. Additional badges are $25 each.

ADMISSION
CWA shall have sole control over all admission policies at all conference events. Badges must be worn at all times; badge swapping among personnel is strictly prohibited.

TRADE SHOW DECORATOR
The official Trade Show decorator is Curtin Convention & Exposition Services, Inc., 2269 Chestnut Street, Suite 628, San Francisco, CA 94123. Phone: (415) 883-7818 Fax: (415) 883-1755.

Booth furnishings, carpet, electrical service, audio/visual and technology services, plant/floral arrangements, additional signage, exhibit display rentals, prop rentals, freight handling services, and labor to set up and dismantle Display Units can be ordered and paid via Curtin OnLine, or on the forms provided in the Exhibitor Service Kit. All items need to be approved by CWA prior to show.

UNION RULES AND JURISDICTION
Union Regulations
To assist you in planning for your participation in this Trade Show, we are certain you will appreciate knowing in advance that Union labor will be required for the operation of all material handling equipment, all unloading and reloading, and the handling of empty containers. An Exhibitor may move material that is hand carryable by one person (per company) in one trip without the use of dollies, hand trucks, or other mechanical equipment. *Multiple trips are not permitted.

Safety
Standing on Chairs, Tables or other Rental Furniture is PROHIBITED. This Furniture is not engineered to support your standing weight. Curtin is not responsible for liability caused by standing on or any other improper use of Curtin furniture or equipment. If assistance is required in assembling your booth, please order Labor on the DISPLAY ORDER FORM and the necessary ladders and tools will be provided.

SHIPPING AND STORAGE
The exhibitor agrees to ship display materials, at his/her own risk and expense. Due to limited storage space at Town and Country Resort. All shipments needs to be directed to the Advance Warehouse no later than 72 hours prior to show move-in. Special handling fees and services are outlined in the Exhibitor Service Kit. If shipments cannot be delivered by the Advance Warehouse deadline, please call Dianna Curtin at Curtin Convention at 415.883.7818 or dianna@curtinconvention.com.

USE OF SPACE
Exhibitors shall arrange their exhibits so that they do not obstruct other exhibits. Aisle must be kept clear; exhibits should be arranged so that attendants will be inside assigned space. Display material or equipment at the side of the booth shall not exceed the height of the sidewalks within 5′ of the front of the exhibit space. Display material may not be higher than 42″ above the sidewalks in the back 5′ of the exhibit space. All material used for decoration, i.e., paper, cardboard, cloth, etc. shall be a flame-retardant type. 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 in writing by CWA staff; all requests must be submitted in writing prior to the Trade Show. Request must be submitted by 5:00 pm, Friday, March 6, 2020.

LIABILITY
It is mutually agreed that CWA and Town and Country Resort shall not be liable to an exhibitor for any damage to or for the loss or destruction of an exhibit or the property of exhibitor or injuries to his/her person resulting from any cause. All claims for any such loss, damage, or injury are expressly waived by exhibitor.

RESTRICTIONS
CWA reserves the right to decline to approve all or any part of a proposed exhibitor, vendor, advertisement in CWA’s, or sponsor which in CWA’s opinion is incompetent or contrary to CWA’s mission or 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 a vendor leave the event should there be an issue with security or inappropriate behavior.

No refunds will be provided.

All exhibitor materials must conform to national, state and local fire and safety codes. Any cooking with heat MUST be approved by CWA prior to show. Open flames are strictly prohibited. No exhibitor may broadcast music of any kind on the exhibit floor. No exhibits will have excessive noise or displays that interfere with other exhibits.

BREASTFEEDING FRIENDLY CONFERENCE
Exhibitor agrees not to display, promote, give away samples or show pictures of infant, toddler or child. The only exception is for printed information on therapeutic formula, bottles or nipples. This applies to any type of supplement for any age of infant, toddler or child. The only exception is for printed information on therapeutic formula, available by prescription only. Exhibitors found in non-compliance will be asked to remove the materials. Exhibitor refunds will not be honored.

RIGHTS OF TRADE SHOW MANAGEMENT
Should any emergency arise, of any nature, prior to the opening show date which would prevent its scheduled opening, destruction or damage of the exhibit area by fire, wind storm, strikes, acts of God, etc., or a declaration of any emergency by the Government, it is expressly agreed that CWA may retain as much of the payment for exhibit space as is necessary to cover the expenses incurred by the association up to the time of such emergency. All points not covered by these rules are subject to the judgment of the Trade Show Management.

CANCELLATIONS
In the event an exhibitor finds it necessary to cancel its participation in the 2020 California WIC Annual Conference Trade Show, 50% will be refunded before a cancellation date of March 6, 2020. 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
Any space not occupied will be forfeited by exhibitor without a refund.

CWA 2020 ANNUAL CONFERENCE & TRADE SHOW

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