



September 2021

Dear Sponsor or Exhibitor,

It is my pleasure to offer you the opportunity to be an Exhibitor or Sponsor of California WIC Association's 30th Conference and Trade Show, to be held virtually, the week of May 9-12, 2022.

The CWA team has always been proud to represent, and work on behalf of, the 84 WIC local agencies as their state WIC association. The output of effort, and dedication, by state and local staff, in the face of challenges, has never been greater. The WIC staff is standing up to the pandemic, racism, threats to immigrant and low-income families, fires, drought, homelessness, and perplexing program challenges. Efforts to more widely use technologies, adding remote options for WIC services, embracing modernizations and innovations and ensuring outstanding nutrition and breastfeeding support, have been successful responses to these unprecedented challenges.

By conference time, May 9-12, 2022, we hope there will be lasting progress on getting past COVID outbreaks, but that is unclear and the economic and personal loss is still unfolding especially for those disproportionately affected, Black, Indigenous and people of color. The future of WIC can remain bright if we not only work on program modernizations, such as technologies, but also inclusive policies and practices. The CWA conference provides a platform to address this wide range of critical topics.

The 2021 conference and trade show included 1,676 attendees, twice that of 2019, and 16 sponsors and 27 exhibitors. With the high attendance, about half of the total state WIC workforce, that is a lot more exposure for exhibitors, more equitable for WIC staff, and without travel it is a cost and time savings for everyone. The attendees and exhibitors found the conference platform easy to use and we are happy to be able to provide exhibitors more data about contacts than we were able to provide in-person. Another plus is, trade show exhibits and materials remain on the conference platform, available to attendees, for 60 days following the live event.

The conference provides attendees with opportunities for continuing education credits, professional development, and networking with colleagues and vendors. We welcome 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, and wellness consultants.

Attached is a copy of the Sponsorship and Exhibitor Opportunities Packet. For more information on how to participate, contact Teresa Morris at 916.276.8283 or email at tmorris@calwic.org.

Sincerely,

Karen Farley
Executive Director

Trade Show and Conference Information

Conference Dates- May 9 – 12, 2022

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 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 2022 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 **Friday, April 1, 2022**. 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.



MEETING THE CHALLENGE TO STAY CONNECTED! 2021 VIRTUAL CONFERENCE

Once again presenting our conference virtually. Our attendees have embraced this technology and the opportunities it provides for interaction!

REGISTERED ATTENDEES	1,676	PROFILE VIEWS	11,321
BOOKMARKS	10,817	MESSAGES SENT	10,031
SPONSORS	16	EXHIBITORS	27

CALIFORNIA  ASSOCIATION

JOIN US! THE POWER OF COMMUNITY, 30TH ANNUAL CWA CONFERENCE MONDAY, MAY 9 - THURSDAY MAY 12, 2022

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
Login Page of Conference	Logo	Logo	Logo	Logo	NA	NA	NA
Main Rotating Platform Banner	Banner Ad	Banner Ad	Banner Ad	Banner Ad	NA	NA	NA
Virtual Booth	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
Sponsor Link on Website (until Aug 30, 2022)	Logo	Logo	Logo	Logo	Name Listed	Name Listed	NA
Event Feed Post (Pinned for 3 hours)	All days	All days	Four Days	Three Days	Two Days	One Day	NA
CWA Magazine	Two Full Pages	One full Page	1/2 page ad	1/2 page ad	Logo	Name Listed	NA
Welcome Remarks at Opening Session (5 min)	Yes	Yes	Yes	NA	NA	NA	NA
Branded Sponsor Table in the Networking Lounge	Yes	Yes	Yes	NA	NA	NA	NA
Dedicated Workshop Sessions or Track (1 Day)	Yes	NA	NA	NA	NA	NA	NA
Workshop Sponsor (Logo and link to booth)	NA	Three	Two	Two	NA	NA	NA
Wellness Activity Sponsor (Logo and link to booth)	Two	Two	One	NA	Two	One Day	NA
15 Minute Partner Talks (Pre-recorded)	Yes	Yes	Yes	Yes	Yes	Yes	NA
Multiple brochure downloads, up to 10 video links, 10 product images hyperlinked	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Scavenger Hunt	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Access to Attendee Contact	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Logo/Name on Event Email Notifications	Logo	Logo	Logo	Name Listed	Name Listed	NA	NA
Promotion on CWA Social Media Pages (Must provide content)	Three	Three	Two	Two	One	NA	NA
Opportunity to donate a prize to the Scavenger Hunt	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Data Analytics	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Registrant Welcome Packet Insert (Specs in descriptions)	Yes	Yes	Yes	Yes	Flyer	Flyer	NA
Logo on Conference Bag	Logo	Logo	Logo	Logo	NA	NA	NA
Full Conference Registrations	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

WIC WORKSITE WELLNESS SPONSORSHIPS

Have your presence seen all year round! We worked hard to enhance and revitalize our WIC Worksite Wellness Program! This program, available to over 3000 WIC Agency staff statewide, supports, promotes, and incentivizes mental and physical wellness in our community.

\$5,000 Wellness Program Sponsorship

Logo on Monthly WIC Worksite Wellness Newsletter and program promotional materials for one-year
Logo and link on WIC Worksite Wellness page of CWA Website
Logo on Wellness Wednesdays Webinars
Opportunity to provide a pre-recorded Wellness activity during the Virtual Annual Conference
Bronze Level Sponsorship Benefits

\$2,500 Wellness Challenge Sponsorship

Weekly Challenge occurring during April 2022
Logo and link on WIC Worksite Wellness page of CWA Website
Logo and link on promotional materials and communications
Opportunity to announce winners during the Virtual Annual Conference
Opportunity to provide Wellness activity during the Virtual Annual Conference
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 August 30, 2022- 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
- Branded Sponsor Table** in the Networking Lounge- Virtual networking table with company logo will be placed in the Networking Lounge
- 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 20, 2022
- 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 20, 2022
- 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 9-12, 2022, 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 1, 2022.

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 2022 California WIC Annual Conference Trade Show, 50% will be refunded before a cancellation date of April 1, 2022. 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 April 20, 2022. Materials submitted after April 20 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.