THE POWER OF COMMUNITY

30TH ANNUAL WIC CONFERENCE AND TRADE SHOW

MAY 9–12, 2022
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
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
BOOKMARKS ................................. 10,817
SPONSORS .................................... 16

PROFILE VIEWS ............................ 11,321
MESSAGES SENT ......................... 10,031
EXHIBITORS ............................... 27

CALIFORNIA WIC ASSOCIATION

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

<table>
<thead>
<tr>
<th></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 Exclusive</th>
<th>Silver $5,000</th>
<th>Bronze $2,500</th>
<th>Booth/Non-Profit $1,000/$500</th>
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</thead>
<tbody>
<tr>
<td>Login Page of Conference</td>
<td>Logo</td>
<td>Logo</td>
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<td>Main Rotating Platform Banner</td>
<td>Banner Ad</td>
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<tr>
<td>Virtual Booth</td>
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<tr>
<td>Sponsor Link on Website (until Aug 30, 2022)</td>
<td>Logo</td>
<td>Logo</td>
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<td>Event Feed Post (Pinned for 3 hours)</td>
<td>All days</td>
<td>All days</td>
<td>Four Days</td>
<td>Three Days</td>
<td>Two Days</td>
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<tr>
<td>CWA Magazine</td>
<td>Two Full Pages</td>
<td>One Full Page</td>
<td>1/2 page ad</td>
<td>1/2 page ad</td>
<td>Logo</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>
<td>NA</td>
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<tr>
<td>Branded Sponsor Table in the Networking Lounge</td>
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<td>Yes</td>
<td>Yes</td>
<td>NA</td>
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<tr>
<td>Dedicated Workshop Sessions or Track (1 Day)</td>
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<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
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<tr>
<td>Workshop Sponsor (Logo and link to booth)</td>
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<td>Three</td>
<td>Two</td>
<td>Two</td>
<td>NA</td>
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<td>Wellness Activity Sponsor (Logo and link to booth)</td>
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<td>Two</td>
<td>One</td>
<td>NA</td>
<td>Two</td>
<td>One Day</td>
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<tr>
<td>15 Minute Partner Talks (Pre-recorded)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Multiple brochure downloads, up to 10 video links, 10 product images hyperlinked</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Scavenger Hunt</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Access to Attendee Contact</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Logo/Name on Event Email Notifications</td>
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<td>Logo</td>
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<td>Name Listed</td>
<td>Name Listed</td>
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<tr>
<td>Promotion on CWA Social Media Pages (Must provide content)</td>
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<tr>
<td>Opportunity to donate a prize to the Scavenger Hunt</td>
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<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Data Analytics</td>
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<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<td>Registrant Welcome Packet Insert (Specs in descriptions)</td>
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<td>Yes</td>
<td>Yes</td>
<td>Flyer</td>
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<td>Logo on Conference Bag</td>
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<td>Full Conference Registrations</td>
<td>Unlimited</td>
<td>30</td>
<td>20</td>
<td>15</td>
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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.