

nutrition first

WIC Association of Washington State

Trade Show and Sponsorship Opportunities



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Dear Sponsor or Exhibitor,

It is my pleasure to offer you the opportunity to become a Sponsor and/or Exhibitor of the 2017 Nutrition First WIC Conference, to be held at the DoubleTree Hotel and Convention Center in SeaTac. This is the first time in over 5 years that a statewide WIC Conference has been held in Washington State, and marks the 1st year of featuring a tradeshow of this kind. Additionally, 2017 marks the 30 year Anniversary of Nutrition First – which started in 1987 as the Washington Association of Local WIC Agencies (WALWICA).

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 large and diverse WIC community.

The Washington WIC program serves over 280,000 participants via 62 local agencies, 700 individual retail stores, and numerous Farmer's Markets and Farm Stands throughout the state. WIC benefits are used to shop for a variety of fresh fruits and vegetables, whole grain products, soy beverages, tofu, baby foods, cereal, eggs, milk, cheese and juice. The healthy foods WIC offers to Washington participants are carefully aligned with high-quality nutrition, breastfeeding, and obesity prevention counseling and messaging. 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.

Nutrition First, formerly the Washington Association of Local WIC Agencies (WALWICA), was founded in 1987 by six WIC staff members who recognized the need to bring together the collective knowledge of a WIC professional to strengthen the quality of services provided to low-income women, infants, and children. In 2009, WALWICA adopted the name Nutrition First in order to better connect and partner with other individuals and organizations that shared our passion and our vision. Nutrition highlights the importance of nutrition in our work. The word "first" also signifies what our organization stands for: the beginning of life (conception, pregnancy, infancy, and early childhood) as well as a priority, the first thing to think about in terms of healthy outcomes and disease prevention. WALWICA/Nutrition First has provided numerous training opportunities to WIC staff in Washington State over the years and is thrilled to bring back Statewide WIC Conferences!

Approximately 500 participants are expected to attend this conference, including dietitians and other health and human service professionals who promote physical activity, nutrition, breastfeeding, and maternal-child health. The conference provides attendees with opportunities for professional development, networking with colleagues and information on how to best serve the needs of WIC participants. WIC's solid reputation as one of the best public investments ever devised is a result of thoughtful and strategic planning to provide stellar services.

Enclosed is a copy of the Sponsorship and Exhibitor Opportunities Packet. Please consider this as a starting point to meet your goals and priorities. 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 teresa.morris@ymail.com.

We look forward to discussing this exciting opportunity with you!

Sincerely,

Carolyn Conner, Executive Director Nutrition First

Nutrition First Board of Directors

**Larisa Harvey
Brooke Pugliese
Heather Eliason
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Jodi Kuhn**

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Lenora Star
Lezly Hughes
Rachel Patton
Emily Rodriguez
Rachel Markham
Nicole Carbine
Mara Andrus**

TRADE SHOW AND CONFERENCE INFORMATION

Conference Dates: Tuesday, October 24, 2017 through Wednesday, October 25, 2017

Exhibit Hall Access, Schedule, Information and Hours

Exhibitors Set Up: Tuesday, October 24, 2017 from 12:00 pm – 5:00 pm

Exhibit Start: Tuesday, October 24, 2017 from 5:30 pm – 7:30 pm *Welcome Reception Kick Off*

Exhibit End: Wednesday, October 25, 2017 from 7:30 am – 1:00 pm *Raffle prize winners will be posted at the Registration after 1pm*

Exhibit Dismantling: Wednesday, October 25, 2017 after 1:00 pm.

Exhibits must be dismantled and removed from exhibit area by 5:00 pm

Conference and Trade Show Location

Doubletree Hotel Seattle Airport

18740 International Blvd, Seattle, WA 98188

206.246.8600

Hotel Reservations

Nutrition First has a room block at the Doubletree Hotel Seattle Airport with a special group rate of \$155

To book your hotel reservation, please contact the hotel at 206.246.8600 and refer to the Nutrition First Conference.

SPONSORS

There are Emerald, Ruby and Diamond Sponsorships available ranging from \$2,500 to \$10,000. In addition, other sponsorship opportunities may be available. Sponsors must confirm participation by **TBD**. Please complete the online application form at: <https://form.jotform.com/70088802158155>

EXHIBITORS

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

- \$ 800 per booth for profit organizations
- \$ 400 per booth for non-profit organizations (booths located in the trade show)
- \$ 200 per booth for non-profit organizations (located outside of Grand Ballroom 3. Limited space available)

Preference for booth location will be based upon a first request, first paid basis. Exhibitor Applications must be returned with payment. Deadline to submit applications and payment is **by DATE**. 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 a confirmation letter. Signature on the trade show application constitutes a binding contract, if accepted by Nutrition First.

If you are unable to attend, but would like to participate, you can register as a Bag Insert Sponsor (\$800).

ADVERTISING

Full Page (black and white)	\$500
Half Page (black and white)	\$250
Quarter Page (black and white)	\$125

Conference & Trade Show
Sponsor & Benefits at a Glance

Sponsorship Levels	Diamond \$10,000	Ruby \$5,000	Emerald \$2,500
Conference Program Cover	Logo	Logo	Name Listed
Conference Banner	Logo	Logo	None
Logo on incentive item	Yes	Yes	No
Sponsor link on website	Logo	Logo	Name Listed
Thank You Sponsor Page	Logo	Logo	Name Listed
Conference Program	Full Page	Half Page	None
Access to attendee list	Yes	No	No
Welcome Remarks at Opening	Yes	No	No
Workshop Track Sponsor	Yes	No	No
Promotional Bag Insert	Yes	Yes	No
Booths	Two	One	One
Full Conference Badges	6	4	2
Exhibitor Only Badges	8	6	4

Please contact Teresa Morris for Customized Sponsorship Opportunities.

Diamond Sponsorship (\$10,000)

Company Recognition:

- Company name and logo on printed materials:
 - Cover of Conference Program
 - Conference Banner
 - Incentive
 - Sponsor link on Nutrition First website
 - Thank You Sponsor Page in Conference Program
- Full page ad in conference program
- Access to attendee list

Onsite Recognition:

- Welcome Remarks at Opening Plenary Session (five minutes)
- Workshop Track Sponsor
- One Promotional Bag Insert
- Two 8 x 10 exhibitor booths in Sponsor Reserved Area with permission to provide pre-packaged sample size promotion
- Six Full Conference Registrations
- Eight exhibitor badges

Ruby Sponsorship (\$5,000)

Company Recognition:

- Company name and logo on printed materials:
 - Cover of Conference Program
 - Conference Banner
 - Incentive
 - Sponsor link on Nutrition First website
 - Thank You Sponsor Page in Conference Program
- Half page ad in conference program

Onsite Recognition:

- One Promotional Bag Insert
- One 8 x 10 exhibitor booth in Sponsor Reserved Area with permission to provide pre-packaged sample size promotion
- Four Full Conference Registrations
- Six exhibitor badges

Emerald Sponsorship (\$2,500)

Company Recognition:

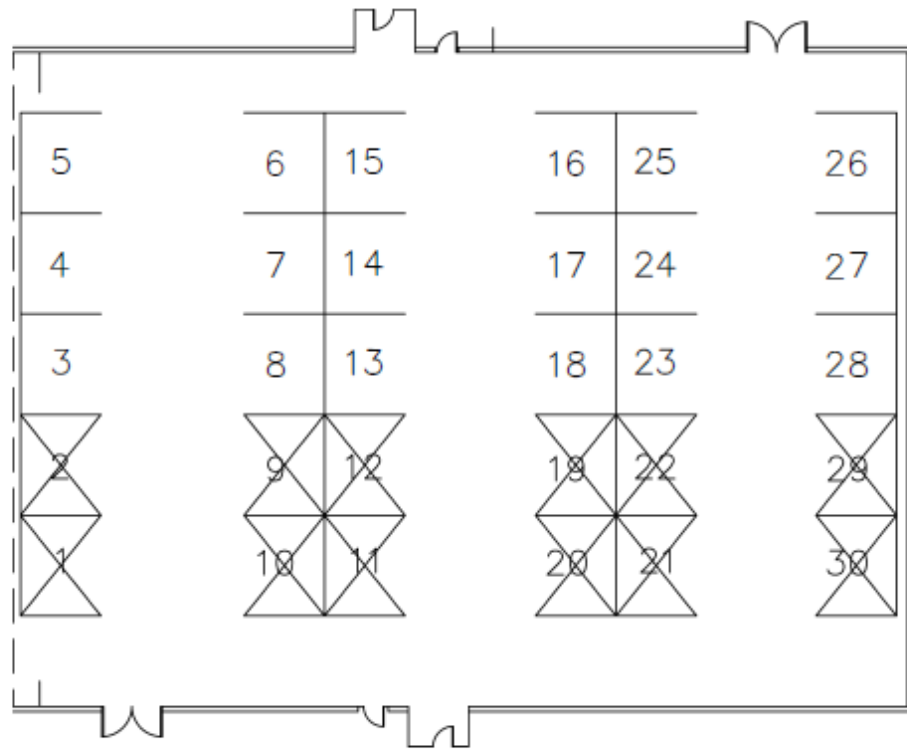
- Company name on printed materials:
 - Cover of Conference Program
 - Sponsor link on Nutrition First website
 - Thank You Sponsor Page in Conference Program
- Quarter page ad in conference program

Onsite Recognition:

- One 8 x 10 exhibitor booth in Sponsor Reserved Area with permission to provide pre-packaged sample size promotion
- Two Full Conference Registrations
- Four exhibitor badges

Please contact Teresa Morris, Trade Show Manager for any questions at 916.276.8283 or teresa.morris@ymail.com.

Nutrition First Annual Conference & Tradeshow
October 24-25, 2017
Grand Ballroom III
DoubleTree Seattle Airport
Seattle, Washington



X = Sponsor Spaces

EXHIBITOR RULES AND REGULATIONS

RULES

These rules and regulations governing the exhibits under the auspices of the Nutrition First 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 Nutrition First approval. Your company may offer raffle prizes at booth as well as participate in the our raffle drawing.

EXHIBIT DATES AND HOURS

The exhibit floor will open on Tuesday, October 24, 2017 from 5:30 pm to 7:30 pm, and on Wednesday, October 25, 2017 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 NUTRITION FIRST 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 exhibitor and sponsor application and payment is August 31, 2017.

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

NUTRITION FIRST reserves the right to relocate booths for the overall benefit of the convention.

EXHIBITOR REGISTRATION

The purchase of one 8'x10' booth space includes one registration ticket to all sessions, kick-off reception, and two exhibitor badges. Additional badges are \$25 each.

ADMISSION

NUTRITION FIRST 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, which will be posted in a password protected area of the Curtin Convention website (www.curtinconvention.com) along with summary show information to all confirmed exhibitors approximately six weeks before the trade 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 certain aspects of your exhibit handling. To help you understand the jurisdiction of the various Unions involved, we are furnishing you with the clauses pertaining to jurisdiction of the Union contract that ALL Convention Decorating and Drayage companies are signatory to.

SIGN, DISPLAY AND ALLIED CRAFTS UNION: Members of this Union have jurisdiction over all setup and dismantling of exhibits, including signs and lying of carpet. This does not apply to the unpacking and placement of your merchandise, i.e., items produced by you for sale that are to be displayed in your booth, or literature describing same. You may set up your exhibit display unit, if one person can do such in less than one half-hour, without the use of tools.

TEAMSTERS UNION: This Union has jurisdiction on 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 Hotel. 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. Aisles 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 heights of the sidewalls within 5' of the front of the exhibit space. Display material may not be higher than 42" above the sidewalls 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 NUTRITION FIRST staff; all requests must be submitted in writing prior to the Trade Show. **Requests must be submitted by 5:00 pm, Friday, October 6, 2017.**

LIABILITY

It is mutually agreed that NUTRITION FIRST and the Doubletree Seattle Airport 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

NUTRITION FIRST reserves the right to decline to approve all or any part of a proposed exhibitor, vendor, advertisement, or sponsor which in NUTRITION FIRST's judgment is inappropriate or contrary to NUTRITION FIRST's mission or its programs. Exhibitors, vendors, advertisements or products that are contrary to NUTRITION FIRST's mission or programs include, but are not limited to, those that (1) inhibit or are likely to inhibit NUTRITION FIRST's ability to carry out its mission; (2) inhibit or are likely to inhibit the

effectiveness of NUTRITION FIRST's programs; or (3) challenge NUTRITION FIRST's credibility or effectiveness. NUTRITION FIRST 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 NUTRITION FIRST 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 formula, bottles or nipples. This applies to any type of supplement for any age of infant, toddler or child. Exhibitors found in non-compliance will be asked to remove the materials. Companies representing breastfeeding related products will only be eligible to apply for exhibitor/sponsor space if they are WHO Code Compliant. Infant Formula Manufacturers will not be eligible as exhibitor/sponsors. 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 NUTRITION FIRST 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 2017 Nutrition First Conference and Exhibits, 50% will be refunded before a cancellation date of September 24, 2017. 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.