



**Strengthen
Relationships**

Gain Exposure

Promote & Market

**Demonstrate
Commitment**

**Forge New
Connections**



NINAWC
2019 NATIONAL CONFERENCE
*Connecting Tradition and Culture for
Healthy Families*



2019 Conference: Sponsor & Exhibitor Information

HOSTED BY:



**Eastern Band of
Cherokee Indians
Cherokee, NC
July 9-11, 2019**

TABLE OF CONTENTS

- Introduction
- Dates & Schedule
- Exhibits/Advertising
- Exhibit Floorplan
- Sponsorships
- Event Registration



INTRODUCTION

NINAWC invites you to participate as an exhibitor or sponsor at the upcoming 2019 bi-annual conference. Our theme is: Blending Tradition with Nutrition for the Next Generation.

The 2019 conference is to be held at:

Harrah's Cherokee Casino Resort, 777 Casino Drive, NC 28719 Phone: 828-497-7777

Who is NINAWC?

NINAWC is a coalition representing over 45 Native American and Indian communities and their non-profit WIC organizations. These organizations provide services for women, children and infants. WIC associations are the front line of nutrition education and health care services for the nation's most vulnerable families.

Why Exhibit?

Exhibiting is a great way to introduce your products and services as well as a beneficial marketing platform. Get to know those who will use your product in a face to face way to truly send your message home. Make a decided impact by leveraging your benefits in a way that they'll remember.

Among the 250-300 expected attendees, 50% are key decision makers representing 400 clinics across the nation serving an average of 300 clients per clinic.

- Create new customer and client relationships with WIC decision makers from across the nation;
- Strengthen and build upon existing customer and client relationships;
- Increase visibility for your company/organization in a targeted market
- Promote and market your products and services;
- Reach prime target market segments for your products and services, and
- Demonstrate your commitment to promoting quality preventative public health nutrition for women, infants and children.



CONFERENCE HOST:

**Eastern Band of Cherokee Indians WIC Program
Kimberly Lambert and Deborah Lowe
Cherokee WIC Program**

CONFERENCE COORDINATION:

**Team Dynamics LLC
Susan Delle Shaffette, CGMP, CEO
susan@teamdynamicsweb.com 985-624-3514 ext. 1**

DATES & SCHEDULE

Key Dates to Remember

May 1, 2019:	Exhibit and advertising forms and full payment due
May 1, 2019:	Sponsor & Exhibitor advertising artwork files and/or logos due
June 30, 2019:	Hotel reservations – discounted room block cut-off date
July 1, 2019:	Event registration closes
July 8, 2019:	Exhibitor move-in and set-up
July 10, 2019:	Exhibitor tear-down and move out

Your final payment must be received by May 1, 2019. Exhibit payments not received by May 1st will cause the release of your exhibit space. Space will be offered to the next in line on the waiting list. Advertising not paid by May 1, 2019 will not be included in the conference program. For logos that are to appear on the conference registration website (as applicable), send as soon as possible for full advertising benefit. Applicable logos will go online when the account is paid.

Exhibit Dates and Hours

Monday, July 8th

Noon to 5pm Exhibitor Move-In and Set-Up

Tuesday, July 9th

9am-5pm Exhibits Open/Registration Desk Open

1pm Conference Opens

2:30-3pm Sponsored PM Break Option

Wednesday, July 10th

8am – 3pm Exhibits Open/Registration Desk Open

10:30-10:45am Sponsored AM Break Option

11:45am-1pm Exhibits Open/Networking/Attendees Have Lunch on Their Own

2-2:30pm Sponsored PM Break Option

3pm-4:30pm Exhibitor Tear Down

5:00pm Reception (Sponsors/Exhibitors Invited to Attend)

Thursday, March 23rd

8am – 5pm Registration Desk Open

10:30-10:45am Sponsored AM Break Option

11:45am-1pm Attendees Have Lunch on Their Own

2-2:30pm Sponsored PM Break Option

5:00pm Conference Close

EXHIBITS/ADVERTISING

Exhibit Tables – Limited Space!

You can join us at the NINAWC Conference as an exhibitor. Exhibit space rates are for all three days. You will be able to visit with attendees during Tuesday morning, breaks, lunch and between workshops. They will have a longer break in the afternoon specifically for visiting exhibits. You may have electricity and an internet connection for your booth space if you choose (WIFI service is free in conference areas.)

With each space rented, we will provide you with a 8-foot long skirted table, two chairs and if you tell us in advance, we can place you near an electrical outlet. You may have up to 2 people at your exhibit. *Registration to the conference is not included with exhibit space.* Please send your full color logo in a jpg or png format to the conference coordinator.

Exhibit spaces are \$500 each. A limited number of spaces are reserved for tribal organizations, contact the coordinator if you fit into this group. All reserved spaces must be approved by the conference host.

All exhibits must be in place by the opening of the conference. Your materials should not extend beyond the width of your exhibit table. Exhibitors must commit to being onsite until the move-out date/time. It is disruptive to have an exhibit being taken down during the event and you miss opportunities to talk with the attendees.

Advertising

Conference Program

You may choose to advertise the NINAWC conference program to expand your reach, extend your exposure after the event, or be the presence for your group if you cannot attend in person.

All advertisements must be received **in jpg or png format** by May 1, 2019. Full color advertisements are accepted. Please send your advertisement file as an attachment to Susan Shaffette, CGMP, Conference Coordinator, at susan@teamdynamicsweb.com.

Program Advertising Rates:

Full page (8.25 x 10.5")	\$400
Half page (7.25 x 4.74")	\$300
Quarter page (4.5 x 3.25")	\$200

Bag inserts \$200*

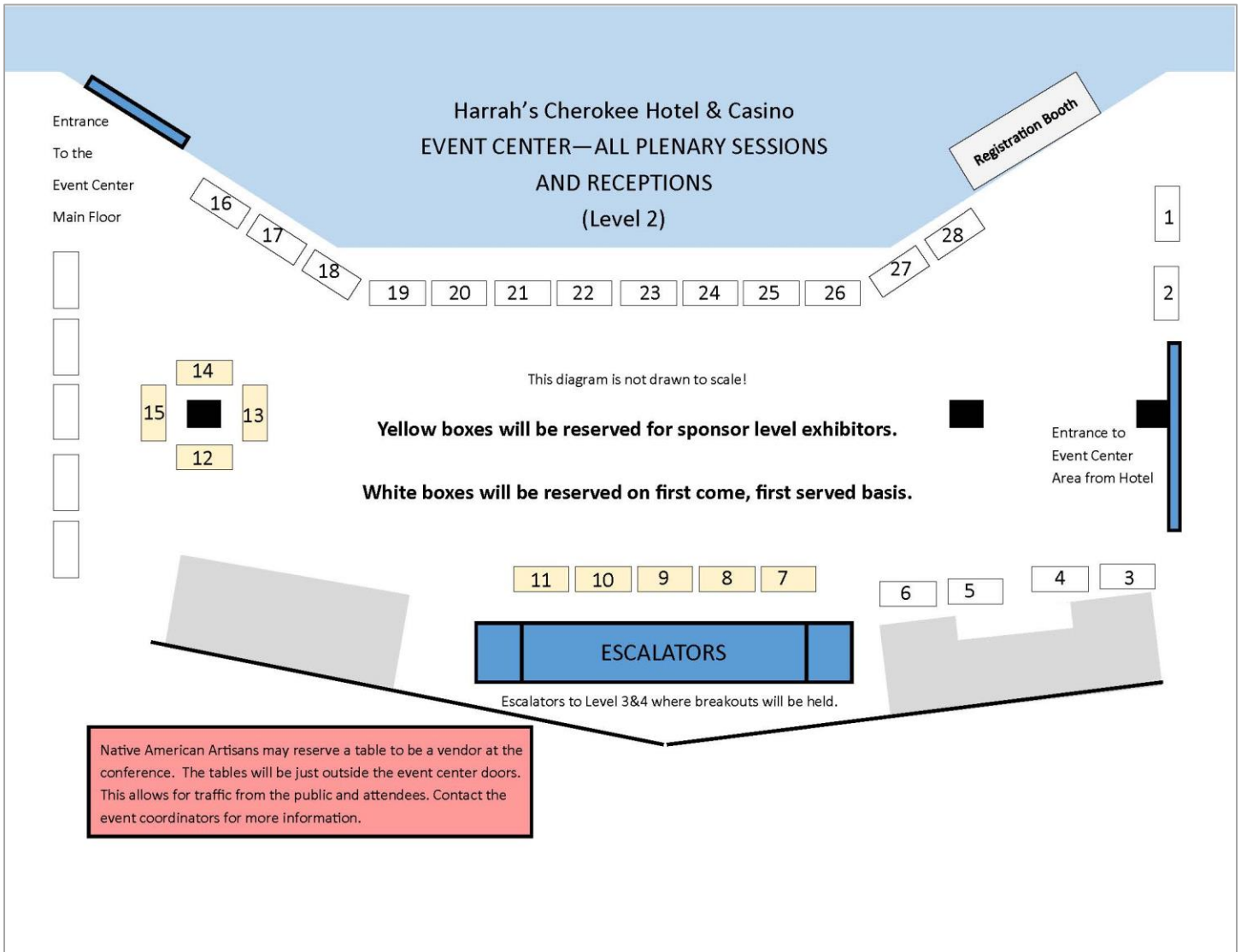
**Inserts are limited to a single item per bag. All inserts must be pre-approved. Call the conference office to discuss your insert item (985-624-3514 ext. 1).*

NINAWC reserves the right to refuse any advertisement or insert on any grounds, to the extent permissible by law.

Mailing List

The attendee mailing list will be available for purchase to those who sponsor, exhibit or advertise at the NINAWC conference. It will be distributed following the conference to allow for the most complete listing. The mailing list is \$200.

EXHIBIT FLOORPLAN







Please refer to this diagram when selecting your exhibitor space. We will do our best to place your organization in your first selection space. We will contact you if your listed choices are not available. As noted on the diagram, the spaces in yellow are reserved for sponsors. If you wish to become a sponsor, the information is on the next page.

SPONSORSHIPS

The conference coordinating team and planning committee are working hard to bring key experts in the field, cutting edge research and best practices to the NINAWC conference. This investment in professional education assists families across the country through the provision of staff who are up-to-date on policies, trends, and child well-being standards.

We hope that you will consider joining us as a sponsor. There are limited spaces available for the prime sponsor spots. These spots come with exhibit space in the main hallway. Exhibit spaces 1-2 are reserved for Platinum Sponsors and spaces 3-5 are reserved for Gold Sponsors. Please refer to the map on page 6.

	Platinum Level Sponsor	Gold Level Sponsor	Silver Level Sponsor	Bronze Level Sponsor
Logo and website link on conference website				
Logo on banners at the conference				
Exhibit table				
Advertisement in the conference program	 Full Page	 Full Page	 Half Page	 Quarter Page
Conference Attendance Registration	Four Full Registrations	Two Full Registrations	One Full Registration	One Full Registration
Cost of Sponsor Package	\$5,000 Only 2 available	\$3,500 Only 3 available	\$2,000 Only 10 available	\$1,000 Only 10 available

Additional Opportunity – Break Sponsorship \$2500

You may choose to sponsor one of the optional morning or afternoon refreshment breaks for conference attendees. As a sponsor, you will receive:

- Acknowledgement in printed conference materials
- Large signs in the break area during your sponsored break
- Option to work with the hotel catering group to showcase your product during your sponsored break (within budget and with planning committee approval of plan)

EVENT REGISTRATION

The National Indian and Native American WIC Coalition (NINAWC) reserves the right to determine what may or may not be featured at the NINAWC conference. WIC Program approved food items may be promoted with the exception of infant formula. This is a policy matter and we cannot accept exhibits or sponsorships for formula. If the company you represent offers more products than just infant formulas, you may participate as an exhibitor, but you may not bring materials, documents or samples pertaining to infant formulas.

If you are an exhibitor or sponsor, you are responsible for your transportation expenses and arrangements to and from the conference for your display and materials. This includes your signage, display, samples and educational materials. Hotel staff will assist with moving items that have been shipped and stored during the set up and take down time periods. Shipping of materials to the hotel will be coordinated through the hotel event staff. *Contact information for transporting your materials will be shared with contracted exhibitors and sponsors after deposits are received, as well as the hotel room block code for discounted sleeping rooms.*

A 50% deposit is due with this application. The remainder must be paid by May 1, 2019. If the event is full, your funds will be returned to you. If you cancel before May 1, 2019, 25% of your deposit will be refunded. After May 1, 2019, there are no cancellations or refunds.

Organization Name: _____

Primary Contact: _____ Title: _____

Address: _____ City: _____

ST: _____ Zip: _____ Email: _____

Phone: _____ Website: _____

Who is making reservation: _____ Date: _____

Signature: _____ Title: _____

Who will be onsite – two persons max per exhibit table, some sponsor spots are 4 persons:

1) First Name: _____ **Last Name:** _____

Cell Phone: _____ **Email:** _____

2) First Name: _____ **Last Name:** _____

Cell Phone: _____ **Email:** _____

3) First Name: _____ **Last Name:** _____

Cell Phone: _____ **Email:** _____

4) First Name: _____ **Last Name:** _____

Cell Phone: _____ **Email:** _____

Selection of Options for Sponsorship, Exhibits and Advertising:

Check All that Apply	Description	Price
	Exhibit Space – one 8 foot table and 2 chairs	\$500
	Program Advertising – Full Page	\$400
	Program Advertising – Half Page	\$300
	Program Advertising – Quarter Page	\$200
	Bag Inserts	\$200
	Mailing List <i>(this may only be ordered when at least one other item is selected)</i>	\$200
	Platinum Sponsor	\$5000
	Gold Sponsor	\$3500
	Silver Sponsor	\$2000
	Bronze Sponsor	\$1000
	PM Break Sponsor	\$2500

Total Due: \$ _____ 50% Deposit due with form: \$ _____

Exhibit Space Choice – Please refer to the map on page 6.

1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____

If you wish to discuss the exhibit locations or other matters, please call the Conference Coordinator.

PAYMENT

You will receive an invoice via email for the full amount, reflecting your paid deposit and the balance outstanding. If you wish to pay via credit card, please contact the Jennifer at Team Dynamics to provide the information that will be required to process your credit card (985-624-3514 ext. 4).

Please make your check payable to: Team Dynamics LLC.

Please mail your application & applicable fees to:

NINAWC Conference
C/O Team Dynamics LLC
2444 Rue Weller
Mandeville, LA 70448

Deadline is May 1, 2019

YOU MAY FAX YOUR FORMS TO: 985-778-0058 to reserve your exhibit or sponsor space!

Questions? Contact Susan Shaffette, Conference Coordinator at susan@teamdynamicsweb.com.