

# 45<sup>th</sup> ANNUAL CONFERENCE

**Exhibitor & Sponsorship Prospectus**

April 15-17, 2024

CROWNE PLAZA ALBANY  
THE DESMOND HOTEL

**ALBANY**  
NEW YORK



# About

The WIC Association of NYS is a not-for-profit organization whose mission is to support and enhance the delivery of WIC services through education, training and advocacy. WIC (The Special Supplemental Nutrition Program for Women, Infants and Children), offers nutrition education, breastfeeding support, referrals and a variety of nutritious foods to income-eligible pregnant, breastfeeding or postpartum women, infants and children up to age five to promote and support good health. WIC provides nutritious foods such as milk, cheese, soy milk, iron fortified cereal, fruits and vegetables (fresh, frozen or canned), whole grain (breads, tortillas and pastas), beans, tofu, brown rice, eggs, 100% fruit juice, peanut butter, canned fish (tuna, sardines, pink salmon), infant formula, infant cereal and baby foods. WIC also provides breast pumps to eligible breastfeeding mothers.

## Sponsor Coordinator

Lindsey Collier

Site Solutions Worldwide

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## Who Attends?

This conference will provide an opportunity for you to meet with staff and consumers from local WIC agencies from across New York State, representatives from the New York State Department of Health WIC Program as well as others. The conference serves as an excellent venue for networking with other professionals and for displaying your updated products and services. The conference typically attracts over 300 attendees including WIC Directors, dietitians, nutritionists, nurses, WIC clerical and vendor management staff and NYS Department of Health staff.

# SPONSORSHIP OPPORTUNITIES

SPONSOR INCLUSIONS	Silver Sponsor \$5,000	Gold Sponsor \$7,000
Exhibit Booth	1 Booth	1 Booth
# of conference passes	2	4
Company logo placed on conference registration site, website and thank you to our sponsor slides/signage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Company logo on all marketing emails promoting the conference	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Company profile with 75 word description, logo and link to company site on the website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Access to conference attendee list with contact information - post conference	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Supply a flyer, brochure or small promo item in conference bag	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Company logo on the digital agenda/program	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Opportunity to give welcome remarks for a Session and introduce speaker		<input checked="" type="checkbox"/>
Recognition as a meal sponsor (breakfast or lunch)		<input checked="" type="checkbox"/>

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# ADDITIONAL SPONSORSHIPS

## **RECEPTION SPONSOR** (1 opportunity)

Sponsor the Reception at the at the 2024 Annual Conference. Your company will be recognized as the sponsor on meeting signage and have the opportunity to speak at the reception (5 minutes). Display company materials at a high top table near food and beverage. Standard exhibit table at 50% off.

**\$4,000.00**

## **BREAK SPONSOR** (2 opportunities)

Sponsor a break at the at the 2024 Annual Conference. Your company will be recognized as the sponsor on meeting signage. Display company materials at a high top table near food and beverage. Standard exhibit table at 50% off.

**\$3,500.00**

## **REGISTRATION SPONSOR** (1 opportunity)

Showcase your company logo as the Conference Registration Sponsor. This sponsorship includes a standard exhibit booth, the company logo on the conference registration website, the opportunity to supply the conference registration desk with promotional materials to go inside the Conference bag plus your company logo on all registration signage!

**\$3,500.00**

## **RECHARGING STATIONS** (1 opportunity)

Recharging stations are capable of charging all types of cell phones. These sleek units offer the charging ability, as well as providing signage for sponsors.

**\$2,500.00**

## **LACTATION SUITE SPONSOR** (1 opportunity)

Show support for our nursing mothers by providing them with a private room. Display promotional materials in the room. Recognition on the website and signage. Table available for marketing materials.

**\$2,000.00**

## **REGISTRATION BAG INSERT**

Ensure you are in the forefront of the attendees mind by inviting them to visit your booth, or promote your product with a promotional insert or item in the official WIC NY attendee bag.

**\$500.00**

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# THE WIC PROGRAM IS CELEBRATING 50 YEARS OF SERVICE



## ANNIVERSARY SPONSORSHIP

**\$8,500**

### ANNIVERSARY SPONSORSHIP INCLUDES

- Exhibit Booth
- 4 Complimentary Conference Passes
- Company logo placed on conference registration site, website and thank you to our sponsor slides/signage
- Company logo on all marketing emails promoting the conference
- Company profile with 75 word description, logo and link to company site on the website
- Access to conference attendee list with contact information - post conference
- Supply a flyer, brochure or small promo item in conference bag
- Company logo on the digital agenda/program
- Opportunity to give welcome remarks during the anniversary toast
- Signage by the anniversary cake

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# EXHIBITOR OPPORTUNITIES

**\$1,500**  
**Standard Exhibitor**

## INCLUDES

- Standard exhibit table location
- 6' skirted table, chairs & waste basket
- Exhibitor identification sign
- One (1) conference pass
- 75-word company profile
- Purchase attendee list at 50%

## EXHIBITOR ADD ONS

### CONFERENCE ATTENDEE LIST

Access to conference attendee list with contact information - post conference

~~\$1,000.00~~  
**\$500.00**

### ADDITIONAL EXHIBITOR PASS

**\$250.00**

### LOGO ADDED TO THE DIGITAL AGENDA/PROGRAM

**\$200.00**

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