



YEARS OF WIC

LEADERS IN NUTRITION

2024 MICHIGAN WIC TRAINING & EDUCATIONAL CONFERENCE

EXHIBITOR OPPORTUNITIES

MAY 9-10, 2024

Grand Traverse Resort — Acme, MI



MIWICCONFERENCE.COM

About the MICHIGAN WIC CONFERENCE

The Michigan Department of Health and Human Services – WIC Division is pleased to host our annual WIC Training and Educational Conference in-person at the Grand Traverse Resort. The 2024 WIC Training and Educational Conference brings together both internal and external experts to touch on current public health, outreach, communication and nutrition issues and provide unique and actionable tools for addressing these issues. The purpose of this event is to provide a rich learning experience for WIC staff statewide, so that they in turn may continue to provide excellent service to over 200,000 clients each month.



YOUR AUDIENCE

Meet the participants who make or influence the purchasing decisions about your products or services: nurses, health educators, dietitians, technicians, clerks, coordinators, and administrators.

Take this opportunity to form new relationships or renew established ones with your customers.

By participating in the Michigan WIC Training and Educational Conference, WIC Program staff and community will see your commitment to helping them serve at-risk families.



ADVERTISING

Each conference attendee will receive a high quality Participants' Guide to all of the scheduled events. Advertising space is available on the printed Participants' Guide and lunch screen.

Advertising Rate:

Banner Advertisement - \$300

Ad Specifications:

JPEG or PNG file format (recommended: 600 x 100px)

Email your color advertisement to:

schau@mphi.org by April 8, 2024.

DISTRIBUTION OF MARKETING MATERIALS

Unable to attend the conference?

Let us distribute your marketing materials for you. Send 500 copies of your materials or product samples to Grand Traverse Resort no more than five days prior to the conference.

Please note that you may incur additional freight charges.

Distribution Rate: \$200

REGISTRATION DEADLINE:
APRIL 8, 2024

Exhibitor PARTICIPATION

Attending the Michigan WIC Training and Educational Conference provides you with great value for your time and effort. There are four funding partner levels available: Platinum, Gold, Silver, and Bronze; you may also choose to participate in a specific aspect of the conference in exhibitor-only options listed below.

PLATINUM LEVEL

(\$3,000) includes:

- Recognition and banner ad in the conference materials
- Five complimentary registrations to attend the conference
- Listing on conference website
- Recognition during opening and closing remarks
- Recognition on rotating display during breakfast and lunch
- Exhibit booth (3 tables) with signage

GOLD LEVEL

(\$2,000) includes:

- Recognition and banner ad in the conference materials
- Four complimentary registrations to attend the conference
- Listing on conference website
- Recognition on rotating display during breakfast and lunch
- Exhibit booth (2 tables) with signage

SILVER LEVEL

(\$1,500) includes:

- Recognition and banner ad in the conference materials
- Three complimentary registrations to attend the conference
- Listing on conference website
- Recognition on rotating display during breakfast and lunch
- Exhibit booth (2 tables) with signage

BRONZE LEVEL

(\$1,000) includes:

- Recognition in the conference materials
- Two complimentary registrations to attend the conference
- Listing on conference website
- Recognition on rotating display during breakfast and lunch
- Exhibit booth table with signage

EXHIBITING:

Your exhibitor booth consists of:

- 6' x 3' covered and skirted table, with chairs
- Electricity available upon request
- Sign with your company's name
- One complimentary registration
- Ability to attend any of the sessions offered
- Networking with participants
- Opportunity to meet with state WIC staff

EXHIBITOR BOOTH OPTIONS:

- Booth only.....\$500
- Non-profit booth.....\$250
- State of MI booth.....\$100
- Additional booth staff.....\$95
- Additional table.....\$100

ADD-ONS:

- Reception Sponsor\$5000
Highlight your organization's partnership with WIC as the evening reception sponsor! (1 spot available)
- Break Sponsor\$3000
Provide the snacks at breaks by being a break sponsor! (2 spots available)



Custom exhibitor packages are available, please reach out to Sami at schau@mphi.org for more information.



Exhibitor PARTICIPATION

EXHIBIT HOURS

Exhibits will be open on Thursday, May 9 from 8:00 a.m. to 6:00 p.m. and Friday, May 10 from 7:30 a.m. to 12:00 p.m. Networking will take place before and after sessions.

ASSIGNMENT OF SPACE

Space will be assigned in the order in which registrations are received. Payment is due before the conference. You will receive an email confirming your exhibit space within two weeks of the conference. Additional tables are available for an additional charge of \$100 each (if space allows); unless otherwise requested, all exhibitors will receive one 6' x 3' table.

REGISTRATION DEADLINE:
APRIL 8, 2024

FEES & RESERVATIONS

To reserve exhibit space, complete the online form with payment. If sending a check, checks should be made payable to MPH. Please note: There are no refunds for cancellations or no-shows. Reserve early as space does sell out.

INSTALLATION & REMOVAL

The exhibit area will be open for installation on Wednesday evening from 4:00 p.m. to 6:00 p.m. and Thursday morning from 6:00 a.m. to 8:00 a.m. All exhibits should be operational by 8:00 a.m. on Thursday. Dismantling should NOT begin before 12:00 p.m. on Friday.

SHIPPING

Arrangements and expenses for the shipment of materials are the exhibitor's responsibility.

LIABILITY

Michigan Public Health Institute assumes no responsibility for any loss, injury, or damage occurring to an exhibitor or his/her property.

EXHIBITOR CHECK-IN

All exhibitors must register at the exhibitor area before setting up their exhibit. Tables will be assigned and packets provided upon check-in.

Please Note: No infant formula, weapons, alcohol, drugs, and/or drug paraphernalia may be sold or displayed by any exhibitor/vendor during the conference. Exhibit and vendor purpose or goals must not conflict with that of the conference. Displaying items that are culturally inappropriate or disrespectful is not acceptable.

Exhibitor SCHEDULE

Wednesday, May 8

- Exhibit set-up
4:00 p.m. - 6:00 p.m.
- State staff meet & greet
4:30 p.m. - 6:00 p.m.
State WIC staff will walk-through exhibit hall during set-up to meet with vendors.

Thursday, May 9

- Exhibit set-up
6:00 a.m. - 8:00 a.m.
- Exhibits open
8:00 a.m. - 6:00 p.m.
- Attendee breaks
10:45 a.m. - 11:00 a.m.
12:00 p.m. - 1:15 p.m.
2:15 p.m. - 2:30 p.m.
3:30 p.m. - 4:00 p.m.

Friday, May 10

- Exhibits open
7:30 a.m. - 12:00 p.m.
- Attendee breaks
9:30 a.m. - 9:45 a.m.
10:45 a.m. - 11:15 a.m.
- Exhibit tear down
12:00 p.m.



Overnight ACCOMMODATIONS

The host hotel for the 2024 Michigan WIC Training and Educational Conference is:

Grand Traverse Resort
100 Grand Traverse Village Blvd
Acme, MI 49610

Reservations: Toll Free (800) 968-7352

Tower guestroom \$179 (excluding applicable taxes and fees) available. Please note there is an additional \$20.95 per room per night resort fee. We are asking exhibitors to please utilize the Tower rooms so that the Hotel guestrooms are reserved for local agency attendees

Reservations must be made by **April 8, 2024**, to receive the special conference rates. To obtain the special overnight rate, you must call the Grand Traverse Resort to make your reservation and mention that you are with the 2024 WIC Conference.

Exhibitor attendees are responsible for their own individual room reservations and cost.

NOTE: The WIC Division will NOT pay for additional lodging or travel expense costs.



VISIT TRAVERSE CITY

In between nature and water, you'll find a community connected by both. Where we take care of each other and what's around us. Respect the land and water. Connect with friends. Celebrate everything else. Always the right time. Always the right place. Exactly where you should be – Traverse City.



Submission & PAYMENT

FORM SUBMISSION

Exhibitor spots are granted based on the discretion of the conference planning committee. The Exhibitor Registration form can be completed online by clicking the button below.

To ensure inclusion in the conference marketing materials, your registration must be received by **April 8, 2024**.

Please contact Sami Chau with any questions at schau@mphi.org.

PAYMENT INFORMATION

Fees for registration must be paid in full prior to the event date. Please note, there are no refunds for cancellations or no-shows. For questions regarding payment, please contact us at eandtreg@mphi.org or call (517) 324-8330.

PAYING BY CREDIT CARD

To pay via credit card please login to your account at eventsquid.com. More information is included in your confirmation email.

Please note: in order to protect your data, we are unable to process credit card payments over the phone.

PAYING BY CHECK

To make payments by check, make checks payable to Michigan Public Health Institute. Please note the HOST'S EIN/TAX ID and the CONFIRMATION NUMBER from the invoice on your check.

MAIL TO:

MPHI—WIC Conference
Attn: Accts Payable
2436 Woodlake Circle, Suite 300
Okemos, MI 48864

Please allow at least two weeks for the check to be received and processed. Once payment has been accepted you will receive a receipt of payment.

CLICK HERE FOR
EXHIBITOR REGISTRATION

QUESTIONS? CONTACT MPHI AT (517) 324-8330.

REGISTRATION DEADLINE: **APRIL 8, 2024**

