WIC Association of New York State

Thriving Together

48th Annual Conference

Sponsor & Exhibitor Opportunities

April 27–29, 2027



About WICANYS

WICANYS **strengthens local WIC agencies through collaboration, professional development, and advocacy** for funding, program improvements, and policies that expand access to WIC's life-changing nutrition and health services.

The WIC Association of New York State (WICANYS) is a not-for-profit organization representing 85 local WIC agencies serving families across New York State.

Each year, our Annual Conference convenes WIC directors, registered dietitians, nutritionists, lactation consultants, clerical staff, vendor managers, and state partners to strengthen practice, share innovations, and support the workforce serving women, infants, and children.

The 2027 conference will be held virtually, expanding access while maintaining rigorous standards for professional education.

Conference Audience

- WIC Directors and Program Leaders
- Registered Dietitians and Nutritionists
- IBCLCs and Lactation Support Staff
- Public Health Professionals
- Vendor Management and Administrative Staff
- State and Partner Agency Representatives

Estimated Attendance



150–300 participants

Continuing Education



CDR CPEUs + IBLCE CERPs
(pending approval)



Virtual Exhibitor Opportunities

Exhibitor/ Sponsor Registration Deadline: **March 3, 2027**

Virtual Exhibitor Package

$750
For-Profit Organizations

$400
Nonprofit Organizations

Includes:

- Virtual exhibitor booth customizable with your company's video(s), images, documents and links.
- Listing on the conference platform showcasing your company logo and description (up to 75 words).
- Login access to your virtual booth for one (1) booth staff person before, during, and up to 30 days following the conference.
- Exhibitor participation is strictly separate from CE programming.

Attendee Registration Rates

$260
WICANYS Member

$300
Non-Member

Registration includes access to all live virtual sessions, CE-eligible programming (pending approval), conference materials, and on-demand access for a limited period following the conference.



Sponsorship Opportunities

Sponsorship opportunities are designed to **provide visibility outside of educational sessions** and to support conference accessibility.

Opening Session Sponsor Acknowledgment (Non-CE)

The conference opening session will not offer CDR CPEUs or IBLCE CERPs. Sponsors may be acknowledged during this session through:

- Sponsor name listed on opening session acknowledgment slide (no logo)
- Brief verbal acknowledgment by the conference moderator (10–15 seconds)

Sponsors will not deliver welcome remarks or speak during the opening session.

No sponsor remarks or branding occur within CE-eligible sessions.

Community Sponsor

$1,000

Includes all Virtual Exhibitor benefits, plus:

- Sponsor name listed (no logo) on rotating slide display during the conference.
- Sponsor name listed on opening session acknowledgment slide (no logo)
- Sponsor name listed (no logo) on conference website.
- One (1) complimentary conference registration.

Supporting Sponsor

$2,000

Includes all Community Sponsor benefits, plus:

- Verbal acknowledgment of sponsor support during the opening session by the moderator.
- Featured sponsor listing on conference platform.
- One (1) social media recognition post.
- One (1) additional complimentary conference registration.
- Attendee opt-in contact list (pre and post-conference).

Sustaining Sponsor

$3,500

Includes all Supporting Sponsor benefits, plus:

- Inclusion in pre-conference marketing email sent by WICANYS.
- Pre-recorded 60-second video played prior to the opening session.
- One (1) additional social media recognition post.
- One (1) additional complimentary conference registration.

Exhibitor/Sponsor Registration Deadline: **March 3, 2027**

Continuing Education Integrity & Sponsor Firewall

WICANYS is committed to maintaining the integrity and independence of continuing education activities in accordance with CDR and IBLCE requirements.

Accordingly:

- Sponsors and exhibitors do not influence educational content, speaker selection, learning objectives, or evaluation.
- Sponsor names, logos, or promotional materials do not appear within CE-eligible sessions.
- All CE activities are planned, reviewed, and delivered independently by WICANYS.
- Marketing and educational activities are clearly separated by format and scheduling.
- Sponsorship supports the conference infrastructure and access to education but does not imply endorsement of products or services.

Breastfeeding-Friendly Conference Policy

In alignment with WIC values and breastfeeding protection standards:

Exhibitors and sponsors may not display, promote, or link to:

- Infant formula or nutritional supplements (except therapeutic formula by prescription)
- Bottles, nipples, or breastmilk substitutes

WICANYS reserves the right to remove non-compliant materials without refund.

General Terms

- All sponsor and exhibitor materials are subject to review and approval.
- WICANYS reserves the right to decline any participation inconsistent with its mission.
- All participation fees support conference access and education for the WIC workforce.

WIC Association of New York State

Contact Information

For sponsorship and exhibitor inquiries:

WIC Association of New York State (WICANYS)

info@wicanys.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 info@wicanys.org.

Paying by Check is Preferred.

Please make checks payable to
WIC Association of NYS, Inc.

mail to:
418 Broadway # 8360
Albany, NY 12207

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.

Credit card payments will also be accepted; however, a processing fee will apply to all credit card transactions. Credit card payment instructions will be provided upon registration or invoicing.