



2016 MEALS ON WHEELS ANNUAL CONFERENCE AND EXPO

SPONSORSHIP AND EXHIBITOR PROSPECTUS

ANNUAL CONFERENCE – AUGUST 31 TO SEPTEMBER 2, 2016

EXPO – THURSDAY, SEPTEMBER 1; 3:15-6:15 P.M.

GAYLORD OPRYLAND RESORT & CONVENTION CENTER

NASHVILLE, TENNESSEE



JOIN US AT THE 2016 MEALS ON WHEELS ANNUAL CONFERENCE AND EXPO

There's no better opportunity to present your products and services to the largest gathering of senior nutrition leaders in the country than the upcoming Meals on Wheels Annual Conference and Expo in Nashville, TN. At a time of dramatic change and evolution in the senior nutrition market, opportunities to create efficient partnerships and generate new business will be at the top of our Conference attendees' minds.

Just last year, Exhibitors connected with attendees who spent an average of over \$1.5 million on goods and services annually; 88% of those attendees who participated in a follow-up survey reported that they were considering purchasing Exhibitors' products after meeting with them.

**DON'T MISS OUT ON THIS YEAR'S EXPO — WHERE YOU'LL
SHOWCASE YOUR PRODUCTS AND SERVICES TO THE SENIOR
NUTRITION FIELD'S MOST INFLUENTIAL DECISION-MAKERS.**

“The Expo gave me great insight as to what’s available to our programs.”

— 2015 Conference Attendee



MEET YOUR NEW CUSTOMERS

Meals on Wheels Annual Conference attendees are key purchasing decision-makers for Meals on Wheels programs across the country. In 2015, more than 700 industry representatives attended the Conference and nearly 95% of them rated the Expo favorably.

Exhibiting at the Expo gives you the opportunity to display your products and services to a captive audience of:

- CEOs, Executive Directors and Board Members of local Meals on Wheels programs;
- Registered Dietitians, Nutrition Services Directors and key food service staff;
- Financial, Communications, Development and Volunteer Directors;
- Meals on Wheels America staff; and
- Fellow Exhibitors, nonprofits and government agencies.

The Meals on Wheels network is comprised of thousands of senior nutrition leaders. Of those leaders, the most engaged and enthusiastic Members attend the national Annual Conference and Expo. In 2015, these attendees represented organizations that cumulatively:

- Served over 210,000 meals per day;
- Worked with more than 168,000 volunteers;
- Drove over 85,000 miles each day; and
- Spent over \$220 million each year.

“Between the large attendance and their overall positive energy, this Expo was a huge success.”

— 2015 Exhibitor



BENEFITS OF EXHIBITING

Exhibitors will benefit from dedicated Expo time on Thursday, September 1, 2016 from 3:15 p.m. – 6:15 p.m. The Expo will be the only Conference activity scheduled during this time, allowing you to meet with over 95% of Conference attendees without sacrificing your entire work week.

EXHIBITOR BENEFITS INCLUDE:

- Opportunity to provide product/service information, demonstrations and samples in a one-on-one setting to attendees;
- Access to Conference attendee directory and mailing list before the Expo*;
- One full Conference registration for each booth purchased that allows you to attend all highly-ranked Conference workshops and popular social events, including the Special Event and Keynote Events;
- Invitation for all Exhibitors (with or without full Conference registrations) to participate in the hotel-sponsored reception with Conference attendees on Wednesday, August 31, 2016 at 5:30 p.m.;
- Visibility in communications to Conference attendees promoting the Expo and your company prior to Conference;
- Communication to all of Membership highlighting the Expo and participating Exhibitors;
- Inclusion of company description, contact, logo and booth location in the Conference app;
- Inclusion of company description, contact, logo and booth location in an Exhibitor Directory that is shared via email and via USB drive in all Conference bags;
- A license to use the Conference Exhibitor's logo for up to two months before and up to two months after the Conference; and
- Option to provide an item(s) in the raffle (held at the end of the Expo) for additional exposure and recognition.

**This list does not include email addresses*

EXHIBITOR FEES AND REGISTRATION

We will only accept Conference registrations completed online at www.mealsonwheelsamerica.org/expo; please do not mail registration forms. If you need assistance registering, please contact Meals on Wheels America's Corporate Partnerships Manager Sasha Dutton at sasha@mealsonwheelsamerica.org or 571-339-1622.

2016 BOOTH FEES

Pre-Registration Rate	1,500
<i>Only available to returning Exhibitors who pay booth fees by April 29, 2016.</i>	
Early Bird Rate	1,600
<i>Registered and paid in full by May 13, 2016.</i>	
Regular Rate	1,700
<i>Registered and paid in full after May 15, 2016. Deadline to register is July 29, 2016.</i>	

Without prior approval, invoiced booth payments received after August 7, 2016, will be subject to a \$100 late fee. Booth assignments will be made by Meals on Wheels America staff on a first-come, first-serve basis with preference given to Conference Sponsors.

NONPROFIT AND GOVERNMENT ORGANIZATION RATE

Pre-Registration Rate	1,150
<i>Only available to returning Exhibitors who pay booth fees by April 29, 2016.</i>	
Early Bird Rate	1,200
<i>Registered and paid in full by May 13, 2016.</i>	
Regular Rate	1,300
<i>Registered and paid in full after May 15, 2016. Deadline to register is July 29, 2016.</i>	

Please contact Sasha Dutton for more information and to learn about additional nonprofit and government Exhibitor benefits at sasha@mealsonwheelsamerica.org or 571-339-1622.

BOOTH(S) INCLUDE:

- 10'x10' booth with draped back and side walls;
- One 8' table with two chairs and a wastebasket; and
- Booth identification sign.



IMPORTANT DATES AND PRELIMINARY CONFERENCE AGENDA

CONFERENCE AGENDA-AT-A-GLANCE

2016 Exhibitors will receive one full Conference registration for each booth purchased – allowing you to network at each of these popular events. Visit www.mealsonwheelsamerica.org/conference-agenda for the most up-to-date schedule.

IMPORTANT DATES

APRIL 29, 2016 - Deadline for discounted pre-registration and payment for returning Exhibitors only

MAY 13, 2016 - Deadline for Early Bird registration and payment

MAY 27, 2016 - Deadline for advertising in the Conference Program Booklet

AUGUST 1, 2016 - Hotel room block deadline

JULY 31, 2016 - Deadline for Exhibitor booth/sponsorship payment

AUGUST 31 – SEPTEMBER 2, 2016 - 2016 Meals on Wheels Annual Conference

SEPTEMBER 1, 2016 - 2016 Expo; 3:15 - 6:15 p.m. Expo hall open for set-up beginning at 9:00 a.m.

BECOME A CONFERENCE SPONSOR

Gain greater exposure and enhance your brand visibility by becoming a Sponsor of the Meals on Wheels Annual Conference and Expo! We offer sponsorships ranging from \$5,000 to \$50,000. Find the best fit for your company below.

Each of these packages list the standard benefits for each level. If there are specific benefits not listed here, contact Sasha Dutton for further creative thinking and discussion.

TITLE SPONSORSHIP

50,000

One Available

- Two complimentary exhibit booths (two 10'x10' booths);
- Five additional full Conference registrations (seven total);
- A welcome letter included in the Conference program booklet from your company;
- Recognition in Conference materials, including the event website, program booklet, email announcements to all Meals on Wheels America Members and Conference attendees, event signage and social media recognition;
- Stand-alone email to Conference attendees two weeks prior to the Conference;
- Featured promotion and opportunity to speak at the opening Keynote Event;
- Exclusive logo placement on Conference registration bags and opportunity to place marketing materials or a promotional item (supplied in advance by Sponsor) in those bags;
- Special invitation to participate in the Sponsor Spotlight – held during breakfast on August 31 from 8:00 a.m. to 9:30 a.m.;
- Complimentary full-page advertisement in the Conference Program Booklet (front inside cover, in color); and
- A license to use a customized Conference Sponsor logo on your website and in your marketing materials for a limited time before and after the Conference showcasing your support.

PLATINUM SPONSORSHIP

25,000

Six Available

- One complimentary exhibit booth (one 10'x10' booth);
- Four additional full Conference registrations (five total);
- Featured promotion through one of the following opportunities: Keynote Event by the Ad Council and Anomaly, networking luncheon (before the business meeting), closing luncheon and Chef's Demo; Special Event: Bluebird Café Experience and Dinner; sole Sponsor of the Conference app or Sponsor of two complimentary drink tickets per attendee;
- Recognition in Conference materials, including the event website, program booklet, email announcements to all Meals on Wheels America Members and Conference attendees, event signage and social media recognition;
- Opportunity to place marketing materials or a promotional item (supplied in advance by Sponsor) in the Conference registration bags;
- Special invitation to participate in the Sponsor Spotlight – held on August 31 during breakfast from 8:00 a.m. to 9:30 a.m.;
- Complimentary full-page advertisement in the Conference Program Booklet; and
- A license to use a customized Conference Sponsor logo on your website and in your marketing materials for a limited time before and after the Conference showcasing your support.

GOLD SPONSORSHIP

15,000

Seven Available

- One complimentary exhibit booth (one 10'x10' booth);
- Three additional full Conference registrations (four total);
- Featured promotion through one of the following opportunities: opening day luncheon in the breakout rooms, breakfast on the third day, the Community Fair, the Meet and Greet reception, the site visit, the reception during the Expo, or lounge areas/hydration stations (including on site signage);
- Recognition in Conference materials including the event website, program booklet, email announcements to all Meals on Wheels America Members and Conference attendees, event signage and social media recognition;
- Opportunity to place marketing materials or a promotional item (supplied in advance by Sponsor) in the Conference registration bags;
- Special invitation to participate in the Sponsor Spotlight – held on August 31 during breakfast from 8:00 a.m. to 9:30 a.m.;
- Complimentary half-page advertisement in the Conference Program Booklet; and
- A license to use a customized Conference Sponsor logo on your website and in your marketing materials for a limited time before and after the Conference showcasing your support.



SILVER SPONSORSHIP

7,500

Nine Available

- One complimentary exhibit booth (one 10'x10' booth);
- Two additional full Conference registrations (three total);
- Featured promotion at one of the following events: a refreshment break (to reach all Conference attendees) or educational track (to reach specific targeted professionals), including the newly-added Healthcare Boot Camp (two sessions);
- Special invitation to participate in the Sponsor Spotlight – held on August 31 during breakfast from 8:00 a.m. to 9:30 a.m.;
- Recognition in Conference materials including the event website, program booklet, email announcements to all Meals on Wheels America Members and Conference attendees, event signage and social media recognition; and
- A license to use a customized Conference Sponsor logo on your website and in your marketing materials for a limited time before and after the Conference showcasing your support.

BRONZE SPONSORSHIP

5,000

Unlimited

- One complimentary exhibit booth (one 10'x10' booth);
- One additional full Conference registration (two total);
- Special invitation to participate in the Sponsor Spotlight – held on August 31 during breakfast from 8:00 a.m. to 9:30 a.m.;
- Recognition in Conference materials including the event website, Program Booklet, email announcements to all Meals on Wheels America Members and Conference attendees, event signage and social media recognition; and
- A license to use a customized Conference Sponsor logo on your website and in your marketing materials for a limited time before and after the Conference showcasing your support.



ADVERTISE IN THE MEALS ON WHEELS CONFERENCE PROGRAM BOOKLET

Gain visibility by advertising in our Conference Program Booklet, which will be distributed to all Conference attendees at registration. Pick the best promotional placement for your company from the options provided below:

Two-Page Spread	950
One Page	500
Half Page	400

The deadline for advertising purchases is May 27, 2016.



ADDITIONAL REGISTRATIONS AND HOTEL INFORMATION

GAYLORD OPRYLAND RESORT & CONVENTION CENTER

2800 Opryland Drive
Nashville, TN 37214

RESERVE DISCOUNTED ROOMS

To learn more about booking our discounted room rate of \$139 for single/double occupancy traditional rooms and \$204 for single/double occupancy premium/atrium rooms (+ state and local taxes), visit www.mealsonwheelsamerica.org/conference-hotel.

Our discounted Conference room block is limited and rates will expire on August 1, 2016 or sooner if the block has filled. Last year, our room block filled up very quickly so it is important to reserve your room(s) early if you'd like to stay where the Conference is taking place.

PURCHASE ADDITIONAL CONFERENCE REGISTRATIONS FOR YOUR TEAM

Significantly increase your networking opportunities with key decision-makers by purchasing additional full Conference registrations. With each full Conference registration, you can attend all meals, workshops and events. Learn more about what these events are by checking out the Agenda-at-a-Glance at www.mealsonwheelsamerica.org/conference-agenda. Each Exhibitor booth fee includes one full Conference registration; additional registrations must be paid for separately.

You can purchase additional full Conference registrations for \$500 per person.



SEE YOU IN NASHVILLE!

We look forward to seeing you at the 2016 Meals on Wheels Annual Conference and Expo. Contact Sasha Dutton at sasha@mealsonwheelsamerica.org or 571-339-1622 to lock in these opportunities today!

FOLLOW MEALS ON WHEELS ONLINE

