

# 2017 MEALS ON WHEELS ANNUAL CONFERENCE AND EXPO

## SPONSOR AND EXHIBITOR PROSPECTUS

**ANNUAL  
CONFERENCE**  
AUGUST 29 - 31, 2017

**EXPO**  
WEDNESDAY, AUGUST 30  
3:30-6:30 P.M.

**SHERATON DENVER DOWNTOWN HOTEL  
DENVER, CO**





# JOIN US AT THE 2017 MEALS ON WHEELS ANNUAL CONFERENCE AND EXPO!

Attend the premier gathering of senior nutrition professionals and enjoy the opportunity to present your products and services at the upcoming Meals on Wheels Annual Conference and Expo in Denver. As we continue to see new trends in the senior nutrition market and work to integrate our services into the healthcare system, opportunities to create meaningful, innovative, and impactful partnerships and generate new business will be at the top of our Conference attendees' minds.

Last year, Exhibitors left energized, and 92% said they made new connections with Meals on Wheels programs that will benefit them. Even more promising, 90% of Exhibitors anticipate they will now be working with more Meals on Wheels programs.

**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.**

## MEET YOUR NEW CUSTOMERS

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Meals on Wheels Annual Conference attendees are key purchasing decision-makers for Meals on Wheels programs across the country. **In 2016, more than 700 industry representatives attended the Conference and more than 90% 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
- 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 2016, these attendees represented a network that cumulatively:

- Served nearly 100 million meals
- Spent over \$1 billion each year



**“The Expo is always a highlight for me as I make great connections and discover new opportunities!”**

-2016 Conference Attendee

## BENEFITS OF EXHIBITING

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Exhibitors will benefit from dedicated Expo time on Wednesday, August 30 from 3:30 - 6:30 p.m. The Expo will be the only Conference activity scheduled during this time, allowing you to meet with the majority of Conference attendees all focused on learning more about the services you and your fellow Exhibitors provide.

### 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 sessions, keynotes and popular networking events, including the special event dinner.
- Invitation for all Exhibitors (with or without full Conference registrations) to participate in the hotel-sponsored reception with Conference attendees on Tuesday August 29 at 6:00 p.m.
- Visibility in communications to Conference attendees promoting the Expo and your company prior to Conference
- Communication to the entire 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
- A license to use the Conference Exhibitor's logo for up to two months before and up to two months after the Conference
- 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*

**“Our booth was so busy! Lots of highly engaged attendees!”**

-2016 Exhibitor

# EXHIBITOR FEES AND REGISTRATION

We will only accept Conference registrations completed online at [www.mealsonwheelsamerica.org/expo](http://www.mealsonwheelsamerica.org/expo). Please do not mail registration forms. If you need assistance registering, please contact [expo@mealsonwheelsamerica.org](mailto:expo@mealsonwheelsamerica.org) or 571-339-1620.

## 2017 BOOTH FEES

<b>PRE-REGISTRATION RATE</b>	<b>\$1,500</b>	Only available to returning Exhibitors who pay booth fees by April 21, 2017
<b>EARLY BIRD RATE</b>	<b>\$1,600</b>	Registered and paid in full by May 14, 2017
<b>REGULAR RATE</b>	<b>\$1,700</b>	Registered and paid in full after May 14, 2017 Deadline to register is July 28, 2017

*Without prior approval, invoiced booth payments received after August 6, 2017, will be subject to a \$100 late fee. Booth assignments will be made by Meals on Wheels America staff on a first-come, first-served basis with preference given to Conference Sponsors.*

## NONPROFIT AND GOVERNMENT ORGANIZATION RATE

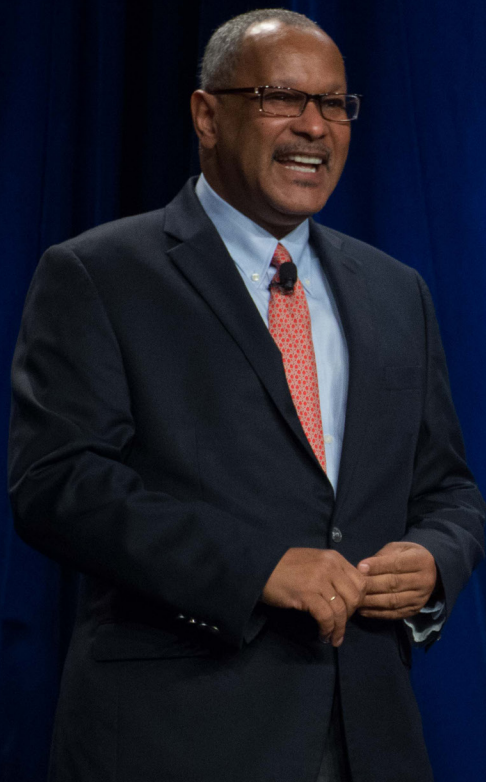
Nonprofit and Government Organizations qualify for a discount, as well as additional benefits

<b>PRE-REGISTRATION RATE</b>	<b>\$1,150</b>
<b>EARLY BIRD RATE</b>	<b>\$1,200</b>
<b>REGULAR RATE</b>	<b>\$1,300</b>

*Please contact Meals on Wheels America for more information and to learn about additional nonprofit and government Exhibitor benefits at [expo@mealsonwheelsamerica.org](mailto:expo@mealsonwheelsamerica.org) or 571-339-1620.*

### BOOTH(S) INCLUDE:

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



## IMPORTANT DATES & PRELIMINARY CONFERENCE AGENDA

### CONFERENCE AGENDA

2017 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](http://www.mealsonwheelsamerica.org/conference) for a frequently-updated list of events and sessions.

### IMPORTANT DATES

<b>APRIL 21</b>	Deadline for discounted pre-registration and payment for <u><a href="#">returning Exhibitors only</a></u>
<b>MAY 14</b>	Deadline for Early Bird registration and payment
<b>MAY 26</b>	Deadline for advertising in the Conference program booklet
<b>JULY 28</b>	Deadline for Exhibitor booth/sponsorship payment
<b>AUGUST 4</b>	Hotel room block deadline (if not already filled)
<b>AUGUST 29-31</b>	2017 Meals on Wheels Annual Conference

# 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 with additional opportunities for purchase. **Find the best fit for your company below:**

## TITLE SPONSORSHIP **SOLD!**

**\$50,000**



Our Title Sponsor will enjoy premium exposure at the Meals on Wheels Annual Conference and Expo that will keep its brand front and center throughout the entire event. We're proud to announce Valley Services as our 2017 Title Sponsor.

## PLATINUM SPONSORSHIP

**\$25,000**

**7 AVAILABLE**

Enjoy prominent exposure as a Platinum Sponsor of the Meals on Wheels Annual Conference and Expo where you can receive recognition at some of the biggest events of the week, including the opening reception, the second keynote and on the Conference App.

## GOLD SPONSORSHIP

**\$15,000**

**6 AVAILABLE**

Support Meals on Wheels Annual Conference and Expo by sponsoring at the Gold level. Enjoy recognition and increased exposure at full meals, receptions, community fair, and lounge areas among other opportunities.

## SILVER SPONSORSHIP

**\$7,500**

**9 AVAILABLE**

Support Meals on Wheels Annual Conference and Expo by sponsoring at the Silver level. Enjoy recognition at a variety of learning events and refreshment breaks, among other opportunities.

## BRONZE SPONSORSHIP

**\$5,000**

**UNLIMITED**

With support from our Bronze Sponsors, Meals on Wheels America is able to offer additional educational tracks, breaks, and networking opportunities. Get your company recognized by a group of influential senior nutrition professionals this year.

# SPONSORSHIP BENEFITS

TITLE	SOLD!	PLATINUM	GOLD	SILVER	BRONZE	EXHIBITOR
<b>COMMUNICATIONS &amp; PUBLICATIONS</b>						
Stand-alone email from CEO two weeks before Conference	DEDICATED					
Recognition in the Save the Date postcard & email	TOP TIER LOGO RECOGNITION					
Company information in new Member orientation packets year round	●					
Logo published in official Conference program book	PROMINENT PLACEMENT	●	●	●	●	
Color ad in Conference program book	FULL PAGE	3/4 PAGE	1/2 PAGE	1/4 PAGE		
Company information in eNews article after Conference & 6 months following	EDITORIAL COVERAGE/ PRIMARY RECOGNITION	SECONDARY RECOGNITION	●	●	●	
Company included in Conference email campaigns	PRIORITY PLACEMENT WITH LOGO	SECONDARY PLACEMENT WITH LOGO	NAME ONLY	NAME ONLY	NAME ONLY	
Acknowledged as a sponsor in social media broadcasts using Twitter @MOWAcademy	●	●	●	●	●	
Hyperlink to website on Conference home page (website)	TOP TIER LOGO RECOGNITION	SECONDARY RECOGNITION	●	●	●	
License to use Expo logo for 2 months before & after	●	●	●	●	●	

<b>VISIBILITY DURING CONFERENCE</b>						
Logo on Conference tote bags	●					
CEO letter to Members in tote bag	●					
Full Conference registration (all events included)	7 AVAILABLE	5 AVAILABLE	4 AVAILABLE	3 AVAILABLE	2 AVAILABLE	1 AVAILABLE
Promotional insert in Conference tote bag	●	●				
Featured promotion and opportunity to speak at/introduce keynote	●					
Featured promotion at the special event	●	●				
Featured promotion during one of the following: general session, networking luncheon, closing event, app, two drink tickets per attendee	●	●				
Featured promotion during one of the following: opening luncheon, meet & greet reception, lounge areas, charging station/tech support area	●		●			
Featured promotion during one of the following: refreshment break, lightening learning session	●			●		
Opportunity to introduce an educational session	FIRST SELECTION	SECONDARY SELECTION	THIRD SELECTION	●	●	
Logo displayed in Conference registration area and entrance to exhibit hall	PRIORITY PLACEMENT	SECONDARY PLACEMENT	●	●	●	
Inclusion of company description and logo in app	●	●	●	●	●	●
Exhibit space including one 10'x10' booth, 2 chairs, table, electricity and trash can	FIRST SELECTION	●	●	●	●	●
Inclusion of company including description and logo in Exhibitor Directory	PRIORITY PLACEMENT	SECONDARY PLACEMENT	THIRD PLACEMENT	FOURTH PLACEMENT	FIFTH PLACEMENT	GENERAL PLACEMENT
Sponsorship of refreshment table in exhibit hall				●		
Option to provide raffle items for Expo	●	●	●	●	●	●

(cont'd on p.9)



SPONSORSHIP BENEFITS (CONTINUED)	TITLE	SOLD!	PLATINUM	GOLD	SILVER	BRONZE	EXHIBITOR
<b>ADDITIONAL BENEFITS</b>							
Recognition on Member Central for 1 year (Aug-Aug)	LEAD RECOGNITION						
Pop up on Member Central (once new website is available)	CUSTOMIZED FOR YOUR COMPANY		LIMITED TIME AVAILABLE				
Featured recognition during a track of webinars through 2017	CUSTOMIZED FOR YOUR COMPANY		SINGLE WEBINAR				
Invitation to exclusive VIP content	CUSTOMIZED FOR YOUR COMPANY						
License to use the Meals on Wheels America logo for 1 year		●					
License to use Proud Sponsor Badge 2 months before & after		●	●	●	●	●	●
Access to the Conference attendee directory/mailling list		●	●	●	●	●	●



## ADVERTISE IN THE 2017 CONFERENCE PROGRAM

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:

### CONFERENCE PROGRAM ADS

<b>TWO-PAGE SPREAD</b>	<b>\$950</b>
<b>ONE PAGE</b>	<b>\$500</b>
<b>HALF PAGE</b>	<b>\$400</b>

*The deadline for advertising purchases is May 26, 2017*



## ADDITIONAL REGISTRATIONS AND HOTEL INFORMATION

### SHERATON DENVER DOWNTOWN HOTEL

1550 Court Place  
Denver, CO 80202

### RESERVE DISCOUNTED ROOMS

**Our discounted Conference room block is limited and rates will expire on August 4 or sooner if the block has filled.** Our room block typically fills up very quickly, so it is important to reserve your rooms early if you'd like to stay where the Conference is taking place.

ROOMS	SINGLE RATE	DOUBLE RATE	TRIPLE RATE	QUAD RATE
2 QUEENS	\$155	\$155	\$175	\$195
KING	\$145	\$145	\$165	\$185

You can [book your stay online](#) or by calling 1-888-627-8405.  
Be sure to mention the group discount code "2017 Annual Conference MOWA."

### 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 these events by visiting [www.mealsonwheelsamerica.org/conference](http://www.mealsonwheelsamerica.org/conference). 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 by contacting [expo@mealsonwheelsamerica.org](mailto:expo@mealsonwheelsamerica.org).



# SEE YOU IN DENVER!

We look forward to seeing you at the 2017 Meals on Wheels Annual Conference and Expo. Contact [expo@mealsonwheelsamerica.org](mailto:expo@mealsonwheelsamerica.org) or 571-339-1620 to lock in these opportunities today!



**MEALS on WHEELS**  
AMERICA

