



*sparking the*  
**MOVEMENT**

**MEALS ON WHEELS**  
**ANNUAL CONFERENCE AND EXPO**  
**SEPTEMBER 1-3, 2015**

**SPONSORSHIP AND**  
**EXHIBITOR PROSPECTUS**

**Expo – Wednesday, September 2, 2015**  
**3:15 – 6:15 p.m.**

**Walt Disney Swan and Dolphin Resort, Orlando, FL**



## JOIN US AT THE 2015 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 at the upcoming 2015 Meals on Wheels Annual Conference and Expo. At a time of dramatic change in the demographic, technological and economic landscapes impacting the senior nutrition market, opportunities to create new partnerships and generate new business are at the top of our attendees' minds. Together, we can spark the Meals on Wheels movement.

At our 2014 Conference, Exhibitors connected with hundreds of attendees, whose programs have spent an average of nearly \$1.5 million each on goods and services. In fact, 87% of those attendees who participated in a follow-up survey indicated they were then considering purchasing Exhibitors' products.

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*“It's a fantastic show. We go to 30-40 shows a year throughout the country, and this is by far the best one we go to – both from the standpoint of the programs Meals on Wheels offers, but also for the opportunity to meet with these customers. The customers we see here are some of the best customers we have.”*

**- Ken Schauss, 2014 Exhibitor, Oliver Packaging and Equipment**

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**Don't miss out on the opportunity to put your products and services in the hands of the senior nutrition field's most influential decision-makers.**

## MEET YOUR NEW CUSTOMERS

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Meals on Wheels Annual Conference attendees are purchasing decision-makers for Meals on Wheels programs across the country, with annual budgets as large as \$14,000,000. In 2014, more than 500 industry representatives attended the Conference and over 90% of them rated the Expo favorably, saying it was a highlight of the Conference. And the best part? We expect this year's Conference to be even bigger and better.

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 other key food service staff;
- Financial, Communications, Marketing, Development and Volunteer Directors;
- Fellow Exhibitors, nonprofits and government agencies; and
- Our Association's Board and staff.

The Meals on Wheels network is comprised of thousands of senior nutrition leaders and professional staff. Those attending the Annual Conference and Expo are among the most highly engaged and enthusiastic. In 2014 these attendees represented organizations that cumulatively:

- Serve over 150,000 meals per day
- Operate nearly 100 kitchens across the country
- Work with more than 100,000 volunteers
- Own nearly 3,000 delivery vehicles
- Spend over \$200 million annually

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*“The Expo is a great opportunity to see what’s out there. Sometimes we don’t know of the new and different products so it’s a great way to learn.”*

- 2014 Conference Attendee

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## BENEFITS OF EXHIBITING

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Exhibitors will have dedicated Expo time on Wednesday, September 2, 2015 from 3:15 p.m. – 6:15 p.m. Since there are no other competing Conference activities scheduled during this time, this intensive block allows you to meet with Conference attendees without sacrificing your entire work week.

Exhibitor benefits include:

- The opportunity to provide product/service information, demonstrations and samples in a one-on-one setting to attendees;
- Access to the Conference attendee directory and mailing list before the Expo;
- One full Conference registration for each booth purchased with full access to all highly-ranked Conference workshops, keynote sessions and popular social events, including the special event dinner and keynote address;
- Participation in the hotel-sponsored reception with Conference attendees on Tuesday, September 1, 2015 at 5:45 p.m.;
- Communications to the entire Membership highlighting the Expo and participating Exhibitors;
- A license to use the Conference Exhibitor's logo on your website for a limited time before and after the Conference; and
- Chance to provide an item(s) in the raffle (held at the end of the Expo), for additional exposure and recognition.



## EXHIBITOR FEES AND REGISTRATION

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All Conference registrations must be completed [online](#). If you need assistance registering, please contact Sasha Dutton, Corporate Partnerships Manager, at [sasha@mealsonwheelsamerica.org](mailto:sasha@mealsonwheelsamerica.org) or 571-339-1622.

### 2015 BOOTH FEES

<b>Pre-Registration Rate</b>	\$1,500
<i>Only available to returning Exhibitors who pay booth fees by April 17, 2015.</i>	
<b>Early Bird Rate</b>	\$1,600
<i>Registered and paid in full by May 15, 2015.</i>	
<b>Regular Rate</b>	\$1,700
<i>Registered and paid in full between May 16, 2015 and July 31, 2015.</i>	

*Without prior approval, invoiced booth payments received after August 7, 2015, will be subject to a \$100 late fee. Booth assignments will be made by Meals On Wheels Association of America staff on a first-come, first-serve basis, with preference given to Conference Sponsors.*

**Nonprofit and government organizations qualify for a discount as well as additional benefits.**

#### **Pricing is as follows:**

- Returning Exhibitor Early Bird: \$1,150
- Early Bird: \$1,200
- Regular: \$1,300

Please contact Sasha Dutton for more information and to learn about additional nonprofit and government Exhibitor benefits at [sasha@mealsonwheelsamerica.org](mailto: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 signage.

**2015 Exhibitors will receive one full Conference registration for each booth purchased allowing you to network at several popular events. Take a look at the Agenda-at-a-Glance on the following page to see what events are offered at Conference.**

## AGENDA-AT-A-GLANCE

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### Tuesday, September 1, 2015

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|-------------------------|---|
| 8:30 a.m. – 9:00 a.m.   | Opening Breakfast   |
| 9:00 a.m. – 10:00 a.m.  | Opening by Ellie Hollander, President and CEO of Meals On Wheels America and Keynote Speech |
| 10:15 a.m. – 11:30 a.m. | Concurrent Sessions   |
| 11:45 a.m. – 1:15 p.m.  | Lunch and Business Meeting  |
| 1:30 p.m. – 2:45 p.m.   | Concurrent Sessions   |
| 3:00 p.m. – 4:00 p.m.   | Refreshment Break – Networking and Sponsor Spotlight  |
| 4:15 p.m. – 5:30 p.m.   | Concurrent Sessions   |
| 5:45 p.m. – 6:45 p.m.   | Opening Reception – open to all Exhibitors  |

### Wednesday, September 2, 2015

- |                        |                                      |
|------------------------|--------------------------------------|
| 7:15 a.m. – 8:15 a.m.  | Networking Breakfast                 |
| 8:30 a.m. – 11:45 a.m. | Intensive Workshops                  |
| 12:00 p.m. – 1:30 p.m. | Networking Lunch and Keynote Speaker |
| 1:45 p.m. – 3:15 p.m.  | Concurrent Sessions                  |
| 3:15 p.m. – 6:15 p.m.  | Expo and Raffle                      |
| 6:45 p.m. – 9:30 p.m.  | Special Event at Hotel               |

### Thursday, September 3, 2015

- |                         |                             |
|-------------------------|-----------------------------|
| 8:30 a.m. – 9:00 a.m.   | Breakfast in Breakout Rooms |
| 9:00 a.m. – 10:15 a.m.  | Concurrent Sessions         |
| 10:30 a.m. – 11:30 a.m. | Community Fair              |
| 11:30 a.m. – 12:30 p.m. | Closing Lunch with Event    |

## DON'T MISS THESE IMPORTANT DATES

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April 17, 2015	May 16, 2015	May 29, 2015	July 31, 2015
Deadline for discounted pre-registration and payment for <b>returning Exhibitors only</b>	Deadline for Early Bird registration and payment	Deadline for advertising in the Conference program booklet	Deadline for booth/ sponsorship registration and payment
August 7, 2015	September 1-3, 2015	September 2, 2015	
Hotel room block deadline	2015 Meals on Wheels Annual Conference	2015 Expo 3:15 p.m. – 6:15 p.m.	
		Expo hall open for setup beginning at 9:00 a.m.	

## HOTEL INFORMATION

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### RESERVATIONS:

To book our discounted pretax room rate of \$140/night (including complimentary Internet access and mandatory resort fee), visit [www.swandolphin.com/groupres/mow](http://www.swandolphin.com/groupres/mow).

Our Conference room block is limited, and rates expire August 7, 2015. Register EARLY! If you need to change a reservation, please contact the reservations department at 800-227-1500.



Walt Disney World Swan and Dolphin Resort

1500 Epcot Resorts Blvd.

Orlando, FL 32830

[www.swandolphin.com](http://www.swandolphin.com)

## BECOME A SPONSOR

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Gain greater exposure, benefits, and enhance your brand visibility by becoming a Sponsor of the Meals on Wheels Annual Conference! Sponsorships range from \$5,000 to \$50,000. Find the best fit for your company below:

### SPONSORSHIP LEVELS:

Title Sponsor	\$50,000	Silver Sponsor	\$7,500
Platinum Sponsor	\$25,000	Bronze Sponsor	\$5,000
Gold Sponsor	\$15,000	General Sponsor	\$3,500

### TITLE SPONSORSHIP: \$50,000

#### *One Available*

- Two complimentary 10'x10' exhibit booths;
- Five additional full Conference registrations (seven total);
- A welcome letter in the Conference program booklet from company leadership;
- Recognition in Conference materials, including the event website, program booklet, email announcements to Members and Conference attendees, event signage and social media recognition from the National Organization;
- Stand-alone email to Conference attendees two weeks prior to the Conference;
- Featured promotion and ability to speak at the Keynote Session;
- Exclusive logo placement on the Conference bags and ability 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 September 1 from 3:00 p.m. to 4:00 p.m.;
- Complimentary full-page advertisement in the Conference program booklet (front inside cover, in color); and
- A license to use the Conference Sponsor's logo on your website and in your marketing materials for a limited time before and after the Conference.

## **PLATINUM SPONSORSHIP: \$25,000**

### ***Four Available***

- One complimentary 10'x10' exhibit booth;
- Four additional full Conference registrations (five total);
- Featured promotion at the Business Luncheon, Opening Session, Special Event or Meet and Greet Reception;
- Recognition in Conference materials, including the event website, program booklet, email announcements to Members and Conference attendees, event signage and social media recognition from the National Organization;
- Ability 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 September 1 from 3:00 p.m. to 4:00 p.m.;
- Complimentary full-page advertisement in the Conference program booklet; and
- A license to use the Conference Sponsor's logo on your website and in your marketing materials for a limited time before and after the Conference.

## **GOLD SPONSORSHIP: \$15,000**

### ***Three Available***

- One complimentary 10'x10' exhibit booth;
- Three additional full Conference registrations (four total);
- Featured promotion at one of two breakfasts or the Community Fair (including signage at the event);
- Recognition in Conference materials, including the event website, program booklet, email announcements to Members and Conference attendees and social media recognition from the National Organization;
- Ability 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 September 1 from 3:00 p.m. to 4:00 p.m.;
- Complimentary half-page advertisement in the Conference program booklet; and
- A license to use the Conference Sponsor's logo on your website and in your marketing materials for a limited time before and after the Conference.

## SILVER SPONSORSHIP: \$7,500

### *Eight Available*

- One complimentary 10'x10' exhibit booth;
- Three additional full Conference registrations (four total);
- Featured promotion at a break (to reach all Conference attendees) or educational workshop (to reach specific targeted professionals);
- Special invitation to participate in the Sponsor Spotlight, held September 1 from 3:00 p.m. to 4:00 p.m.;
- Recognition in Conference marketing materials, including the event website, program booklet, and email announcements to Members and Conference attendees; and
- A license to use the Conference Sponsor's logo on your website and in your marketing materials for a limited time before and after the Conference.

## BRONZE SPONSORSHIP: \$5,000

### *Unlimited*

- One complimentary 10'x10' exhibit booth;
- Two additional full Conference registrations (three total);
- Special invitation to participate in the Sponsor Spotlight, held September 1 from 3:00 p.m. to 4:00 p.m.;
- Recognition in Conference marketing materials, including the event website, program booklet and email announcements to Members and Conference attendees; and
- A license to use the Conference Sponsor's logo on your website and in your marketing materials for a limited time before and after the Conference.

## ADVERTISE IN THE CONFERENCE PROGRAM BOOKLET

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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:

Inside Back Cover	\$850	Two-Page Spread	\$950
One Page	\$500	Half Page	\$400

**The deadline for advertising purchases is May 29, 2015.**

## PURCHASE ADDITIONAL REGISTRATIONS FOR YOUR TEAM

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Significantly increase your networking opportunities with key decision-makers by purchasing an additional full Conference registration. With each full Conference registration, you can attend all meals, workshops and events – see the Conference Agenda-at-a-Glance on page six.

Prices for additional full Conference registrations are as follows:

Before July 1, 2015	After July 1, 2015
<ul style="list-style-type: none"><li>• \$575 per person</li><li>• \$525 if purchasing two or more</li></ul>	<ul style="list-style-type: none"><li>• \$625 per person</li><li>• \$575 if purchasing two or more</li></ul>

Please note, each exhibit booth fee includes one full Conference registration. Additional registrations must be paid for separately.

## SEE YOU IN ORLANDO!

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We look forward to seeing you at the 2015 Meals on Wheels Annual Conference and Expo. Contact Sasha Dutton, at [sasha@mealsonwheelsamerica.org](mailto:sasha@mealsonwheelsamerica.org) or 571-339-1622, to lock in these opportunities today!

