

2018 MEALS ON WHEELS ANNUAL CONFERENCE AND EXPO SPONSORSHIP AND EXHIBITOR PROSPECTUS

ANNUAL CONFERENCE
AUGUST 28 - 30, 2018

MEALS ON WHEELS EXPO
AUGUST 29, 2018

**THE WESTIN CHARLOTTE
CHARLOTTE, NC**





JOIN US AT THE 2018 MEALS ON WHEELS ANNUAL CONFERENCE AND EXPO!

Does your company have a product or service that could enable the nationwide Meals on Wheels network to reach more seniors in need, enhance the quality of service, operate more efficiently or cut costs?

We invite you to attend the premier annual gathering of hundreds of local Meals on Wheels program leaders and decision-makers from across the country. As trends in foodservice, senior health and independence, and the nonprofit sector continue to evolve, now is the time to create valuable partnerships and generate new business with Meals on Wheels!

Year over year, we continue to see both satisfaction and connections grow, with 92% of 2017 Exhibitors making new B2B connections with Meals on Wheels programs and over 90% of attendees rating high satisfaction with the Expo.

Don't miss out on the opportunity to showcase your unique products and services to this passionate and committed network!

MEET YOUR NEW CUSTOMERS

The Meals on Wheels network is comprised of thousands of organizations that are serving more than just meals to our nation's homebound senior population. The most engaged and enthusiastic Meals on Wheels program leaders, often decision-makers for their operations, attend our Conference and Expo each year.

**IN 2017,
MEALS ON WHEELS
AMERICA MEMBERS:**



Exhibiting provides the opportunity to display your products and services to a captive audience of:

- CEOs, Executive Directors and Board Members of on-the-ground, independent Meals on Wheels programs
- Registered Dietitians, Nutrition Services Directors and key foodservice staff
- Financial, Communications, Development and Volunteer Directors
- Meals on Wheels America staff
- Fellow Exhibitors, nonprofits and government agencies

“The Expo is one of the highlights of the Conference as I’m able to see a variety of products and demos as well as talk to companies that come every year and meet new ones.”

-2017 Conference Attendee





BENEFITS OF EXHIBITING

This year's Expo will be split into **two dedicated time blocks** on Wednesday, August 29: during lunch from 11:30 a.m. - 1:00 p.m. and again during a special reception from 5:00 - 6:30 p.m. This format is designed to provide Exhibitors with quality opportunities to interact with attendees who are focused on learning more about the products and services you provide.

EXHIBITING COMES WITH A WIDE RANGE OF BENEFITS, INCLUDING:

- 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 after the Expo*
- One full Conference registration (a \$500 value) for each booth purchased that allows you to attend all highly-ranked Conference sessions, keynotes and networking events
- Invitation for all Exhibitors (with or without full Conference registrations) to participate in the hotel-sponsored reception with Conference attendees on Tuesday, August 28, 2018 at 5:00 p.m.
- Advertising your company's participation in the Expo through conference communications prior to and during Conference
- Communication to all of the Meals on Wheels America 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 the online Expo floor plan
- A license to use the 2018 Conference Exhibitor logo for up to three months before and up to three months after the Conference
- Option to provide an item(s) in the raffle (held during the Expo Reception) for additional exposure and recognition

**This list does not include email addresses*

EXHIBITOR FEES

We will only accept exhibit booth purchases completed online at www.mealsonwheelsamerica.org/expo. You can select to pay via credit card or check. Please do not mail registration forms. If you need assistance registering, please contact expo@mealsonwheelsamerica.org or 571-339-1620.

2018 BOOTH FEES

RETURNING EXHIBITOR RATE	\$1,500	Only available to returning exhibitors who pay booth fees by April 20, 2018.
EARLY-BIRD RATE	\$1,600	Processed and paid in full by May 18, 2018.
REGULAR RATE	\$1,700	Processed and paid in full after May 18, 2018. Deadline to register is July 31, 2018.

Without prior approval, invoiced booth payments received after August 3, 2018, 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 & GOVERNMENT BOOTH FEES

RETURNING EXHIBITOR RATE	\$1,150	Only available to returning exhibitors who pay booth fees by April 20, 2018.
EARLY-BIRD RATE	\$1,200	Processed and paid in full by May 18, 2018.
REGULAR RATE	\$1,300	Processed and paid in full after May 18, 2018. Deadline to register is July 30, 2018.

Please contact Melanie Barber to receive this special discounted price and to learn about additional nonprofit and government Exhibitor benefits at expo@mealsonwheelsamerica.org or 571-339-1620.

BOOTH(S) INCLUDE:

- 10'x10' booth with draped back and side walls
- One 6' table with two chairs and a wastebasket
- Booth identification sign



IMPORTANT DATES

- APRIL 20** Returning Exhibitor Rate expires
- MAY 18** Early Bird Rate expires
- JUNE 15** Deadline to purchase advertising in the Conference Program Booklet
- JULY 26** Discounted room block at The Westin Charlotte expires
- JULY 31** Deadline for Exhibitor and Sponsorship payment
- AUGUST 27** Pre-Conference Events begin
- AUGUST 28** First full day of Conference
- AUGUST 29** 2018 Meals on Wheels Expo
- AUGUST 30** Conference ends

CONFERENCE AGENDA

2018 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 for a frequently updated list of events and sessions.

BECOME A CONFERENCE SPONSOR

With hundreds of decision-makers in attendance, your company has the opportunity to 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 available. **Find the best fit for your company below:**

TITLE SPONSORSHIP



\$50,000

1 AVAILABLE

SOLD!

Our Title Sponsor will enjoy premium exposure at the Meals on Wheels Annual Conference and Expo that will keep its brand front and center and engage hundreds of senior nutrition professionals from across the country. This year, we're proud to announce Valley Services as our 2018 Title Sponsor.

PLATINUM SPONSORSHIP

\$25,000

6 AVAILABLE

As a Platinum Sponsor of the Meals on Wheels Annual Conference and Expo, you will receive prominent recognition throughout the week, including sponsorship at one major event, visible booth placement at the Expo, and additional brand exposure in marketing and signage. At this level of sponsorship, you will receive benefits and access to a wide range of Meals on Wheels America activities throughout the year.

GOLD SPONSORSHIP

\$15,000

5 AVAILABLE

Support the Meals on Wheels Annual Conference and Expo by sponsoring at the Gold level and enjoy increased exposure at events such as meals, receptions, and lounge areas, among other opportunities throughout the week.

SILVER SPONSORSHIP

\$7,500

3 AVAILABLE

Support the Meals on Wheels Annual Conference and Expo by sponsoring at the Silver level and sponsor refreshment breaks and complimentary WiFi, along with other important opportunities for brand exposure.

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. Your company will be recognized by a group of influential senior nutrition professionals through brand exposure throughout the event.

Interested in engaging with us not only at Conference, but year-round? Reach out to Melanie Barber, expo@mealsonwheelsamerica.org or 571-339-1620, for more information on how to access potential new customers throughout the year.

SPONSORSHIP BENEFITS

TITLE	SOLD!	PLATINUM	GOLD	SILVER	BRONZE	EXHIBITOR
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COMMUNICATIONS & PUBLICATIONS						
Standalone email from CEO two weeks before Conference	DEDICATED					
Recognition in marketing mailer to potential attendees	TOP TIER LOGO RECOGNITION					
Recognition in emails to attendees	PRIORITY PLACEMENT WITH LOGO	SECONDARY PLACEMENT WITH LOGO	NAME ONLY	NAME ONLY	NAME ONLY	
Logo published in official Conference Program Book & quick guide	PROMINENT PLACEMENT	●	●	●	●	
Color ad in Conference Program Book	FULL PAGE	FULL PAGE	1/2 PAGE	1/2 PAGE		
Recognition in Membership e-newsletter prior to and six months following Conference	EDITORIAL COVERAGE/ PRIMARY RECOGNITION	SECONDARY RECOGNITION	●	●	●	
Recognition on Meals on Wheels Leadership Academy Twitter account (@MOWAcademy)	●	●	●	●	●	
Recognition on Conference microsite	TOP TIER LOGO RECOGNITION	SECONDARY RECOGNITION	●	●	●	
License to use 2018 Sponsor logo for 2 months before & after	●	●	●	●	●	

VISIBILITY DURING CONFERENCE						
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 or play video during a Keynote session	●					
Featured promotion during one of the following: Keynote Session, Expo Reception, Meet & Greet Reception, or 2018 Conference App		●				
Featured promotion during one of the following: Networking Breakfast, Expo Lunch, Closing Lunch, or complimentary WiFi			●			
Featured promotion during one of the following: refreshment break or charging station/tech area				●		
Logo displayed throughout Conference space	PRIORITY PLACEMENT	SECONDARY PLACEMENT	●	●	●	
Inclusion of company description and logo in app	●	●	●	●	●	●
Exhibit space including one 10'x10' booth, 2 chairs, 6' table and trash can	FIRST SELECTION	●	●	●	●	●
Inclusion of company including online Expo floor plan	PRIORITY PLACEMENT	SECONDARY PLACEMENT	THIRD PLACEMENT	FOURTH PLACEMENT	FIFTH PLACEMENT	GENERAL PLACEMENT
Option to provide raffle items for Expo	●	●	●	●	●	●

ADDITIONAL BENEFITS						
Featured recognition during a track of webinars through 2018	CUSTOMIZED FOR YOUR COMPANY	SINGLE WEBINAR AVAILABLE				
License to use the Meals on Wheels America logo for one year	●					
License to use 2018 Expo logo for two months before & after conference	●	●	●	●	●	●
Access to Conference attendee directory/mailling list	●	●	●	●	●	●



ADVERTISE IN THE CONFERENCE PROGRAM BOOKLET

Gain visibility by advertising in our Conference Program Booklet, distributed to all Conference attendees at registration. Pick the best promotional placement for your company from the options provided below. All ads appear in color.

CONFERENCE PROGRAM ADS

TWO-PAGE SPREAD	\$950
ONE PAGE	\$500
HALF PAGE	\$400

*The deadline for advertising purchases is June 15, 2018.
Ads must be received by July 13, 2018 to be included.*



HOTEL INFORMATION AND ADDITIONAL REGISTRATIONS

THE WESTIN CHARLOTTE

601 South College Street
Charlotte, NC 28202

RESERVE DISCOUNTED ROOMS

The Westin Charlotte offers a relaxed hotel retreat in the heart of the city’s bustling uptown district. Our discounted Conference room block is limited and rates will expire on July 26 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.

Our discounted group rates are available for stays between Saturday, August 25 and Saturday, September 1 if you’d like to extend your trip. The rates below do not include state and local taxes. Complimentary in-room WiFi is included.

	SINGLE RATE	DOUBLE RATE	TRIPLE RATE	QUAD RATE
Per night, starting at	\$159	\$159	\$179	\$199

Attendees are responsible for making their own reservations via our group rate webpage online or by calling 1-866-837-4148. In order to receive the special group rate over the phone, you must mention that you are with the Meals on Wheels Annual Conference.

Visit www.mealsonwheelsamerica.org/conference to book your stay today!

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 visiting 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.



SEE YOU IN CHARLOTTE!

We look forward to seeing you at the 2018 Meals on Wheels Annual Conference and Expo. Contact expo@mealsonwheelsamerica.org or 571-339-1620 to lock in these opportunities today!



MEALS on WHEELS
AMERICA

