

2020 MEALS ON WHEELS VIRTUAL CONFERENCE AND EXPO EXHIBITOR AND SPONSOR PROSPECTUS

September 1 – 3, 2020

Pre-Conference Events Beginning August 31

Since 1974, Meals on Wheels America has hosted an annual convening of experts and leaders from senior nutrition programs across the country for in-person learning, inspiring keynotes and networking events designed to connect, align and reinvigorate the network. The public health and safety of our attendees, sponsors, exhibitors, speakers, staff, and most importantly the high-risk population that is counting on Meals on Wheels during this uncertain time and always, has led us to reimagine our Conference in a new and virtual way.

And since we've eliminated the need to travel amid a challenging year for everyone involved, we expect that more senior nutrition professionals will be able to participate than ever before, generating even greater exposure for Exhibitors and Sponsors!

ABOUT THE MEALS ON WHEELS NETWORK

Meals on Wheels operates in virtually every community in America through a network of more than 5,000 independently-run local programs. While the diversity of each program's services and operations may vary based on the needs and resources of their communities, they are all committed to supporting seniors to live healthier and more nourished lives in their own homes. Together, we galvanize the resources of local community organizations, businesses, donors, sponsors and more than two million volunteers – bolstered by foundational funding from the federal Older Americans Act – into a national safety net for seniors.

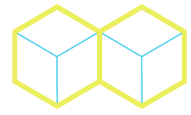
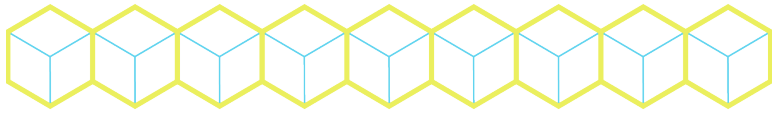
At the core of the Meals on Wheels service is a nutritious meal, companionship and a watchful eye on the health and safety of our seniors. For those who have trouble getting around, we bring the service to them. For those who can still venture out into their communities, we serve in gathering places, such as senior centers and community facilities.

ABOUT OUR ATTENDEES

In 2019, Meals on Wheels America welcomed more than 550 senior nutrition professionals – 60% being in executive leadership roles – from more than 300 programs for an in-person gathering. With a 94% attendee satisfaction rating, here's what attendees had to say about our latest gathering:

- "I enjoyed having the opportunity to expand my knowledge on managing non-profits. I was able to learn new ideas of how to work more efficiently and make better use of the assets in my community."
- "I felt I belonged to something bigger than our program. I learned a lot to apply to my program and I came back invigorated."
- "I believe it to be one of the best conferences in that it addresses concerns that apply to our diverse group. I honestly cannot say enough about it."

With the support of our generous Sponsors, we will be opening the virtual Conference to the entire Meals on Wheels America Membership of more than 4,000 staff and leaders representing roughly 1,100 organizations at no cost to them. We expect participants will include CEOs, board members, chefs, dietitians, operations executives, volunteer coordinators, and marketing and fundraising professionals.



2020 CONFERENCE FOCUS AREAS

This year's virtual programming will focus on the network's most pressing challenges and opportunities:

- **MEALS ON WHEELS IN THE TIME OF COVID-19**

We continue to be in awe of the resiliency, determination and leadership of the network through this challenging and uncertain time, and the awareness for Meals on Wheels' vital role in this ongoing crisis has never been greater. Join us to reflect on one of the most challenging times for Meals on Wheels in recent history, share innovations and adaptations that will become the "new normal" way of operating and explore how to maintain and leverage this heightened awareness as we work to secure the funding and resources necessary to serve an increased number of vulnerable seniors.

- **RACIAL DISPARITIES AND SOCIAL DETERMINANTS OF HEALTH**

Recent acts of police brutality, civil unrest and the increased momentum of the Black Lives Matter movement have further underscored the racial injustice and systemic barriers that Black, Indigenous, and People of Color face in this country. The better we understand racial disparities in food security, healthcare and our culture as a whole, the more effectively and inclusively we can address senior hunger and isolation in America and the more equitably we can run our organizations.

- **EMERGING AND EVOLVING OPPORTUNITIES TO SERVE MORE SENIORS**

Opportunities to integrate Meals on Wheels into the healthcare ecosystem are constantly shifting as the world around us changes rapidly. Sessions will focus on the continued need to adapt existing models, expand on our *More Than a Meal@* service offering – comprised of nutrition, safety, socialization and community connections – and measure outcomes to improve care.

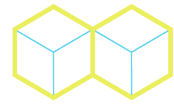
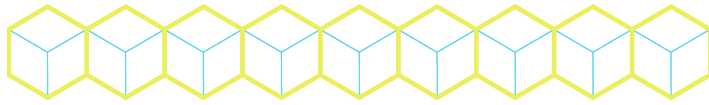
Learn more at www.mealsonwheelsamerica.org/conference.

VIRTUAL CONFERENCE SPONSORSHIPS AND EXHIBITOR OPPORTUNITIES

Our Sponsors and Exhibitors are integral to providing the Meals on Wheels network with a valuable convening that continues to raise the bar. In a virtual setting, there are many exciting new benefits and impactful opportunities for Sponsors and Exhibitors without the hassle of travel logistics, added expenses or time spent away from "the office." Our virtual event platform offers more ways to generate leads and track impressions showcasing a real ROI on your investment. If you are looking to gain brand exposure within the senior nutrition network and build relationships with professionals working in this sector, the Meals on Wheels Virtual Conference is the perfect place to connect! Here's what you'll gain:

- Access to your target market and quality sales leads
- Quality brand awareness and exposure
- Opportunities to cultivate customer relationships
- Greater ROI than other advertising methods
- An insider's look into what's happening in the Meals on Wheels network

For more information, please contact Jennifer Pellegrini, Senior Corporate Relations Manager, at 571.339.1620 or jennifer.pellegrini@mealsonwheelsamerica.org.



PARTICIPATION LEVELS AND BENEFITS

TITLE SPONSORSHIP: \$50,000 *SOLD!*

Our Title Sponsor will enjoy premium exposure at the Virtual Meals on Wheels Conference and Expo that will keep its brand front and center throughout Conference. This year we're proud to announce TRIO Community Meals as our 2020 Title Sponsor. A few of their significant featured benefits include:

- Standalone recognition in marketing communications before, during and after Conference
- Standalone recognition on Conference microsite and Virtual Conference platform
- Ability to provide welcome email to all attendees
- Announced as Title Sponsor in event press release with ability to provide quote
- Receive full Membership Mailing list
- Prominent recognition during all plenary events with verbal acknowledgement in CEO remarks
- Opportunity to provide remarks or video during opening and closing plenary events
- Featured Sponsor and host of 30-minute Lightning Learning Session on topic of your choice
- Ability to host one live 30-minute demonstration webinar during Conference
- Prominent position in our Virtual Expo Hall, accessible to all attendees from August 2020 – August 2021
- All the benefits provided to Exhibitors (see next page), including lead generation, 1:1 appointment scheduler, access to metrics and attendee contact information
- Ability to provide thank you message to attendees post-Conference

PLATINUM SPONSORSHIP: \$25,000

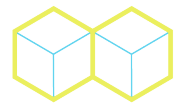
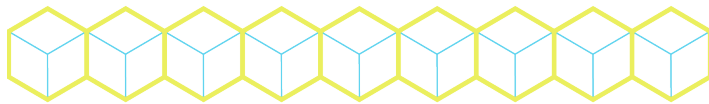
A few of the significant Platinum Sponsorship benefits include:

- Prominent recognition in marketing communications before, during and after Conference
- Prominent recognition on Conference microsite and Virtual Conference platform
- Recognition during all plenary events
- Featured Sponsor of 30-minute Lightning Learning Session
- Ability to host one live 30-minute demonstration webinar during Conference
- Prominent position in our Virtual Expo Hall, accessible to all attendees from August 2020 – August 2021
- All of the benefits provided to Exhibitors (see next page), including lead generation, 1:1 appointment scheduler, access to metrics and attendee contact information

GOLD SPONSORSHIP: \$15,000

A few of the significant Gold Sponsorship benefits include:

- Prominent recognition in marketing communications before, during and after Conference
- Prominent recognition on Conference microsite and Virtual Conference platform
- Visual recognition during all plenary events



- Featured Sponsor of one networking event
- Ability to host one live 30-minute demonstration webinar during Conference
- Top-tier position in our Virtual Expo Hall, accessible to all attendees from August 2020 – August 2021
- All of the benefits provided to Exhibitors (see below), including lead generation, 1:1 appointment scheduler, access to metrics and attendee contact information

SILVER SPONSORSHIP: \$6,500

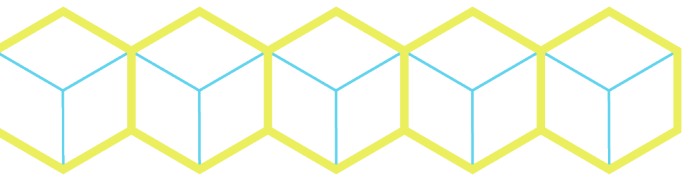
A few of the significant Silver Sponsorship benefits include:

- Recognition in marketing communications before, during and after Conference
- Recognition on Conference microsite and Virtual Conference platform
- Visual recognition during all plenary events
- Featured with other Silver Sponsors during Conference breaks between sessions
- Ability to share one live 30-minute demonstration webinar shared with two other Silver Sponsors (each company will have 10 minutes to present) during Conference
- Company showcased in our Virtual Expo Hall, accessible to all attendees from August 2020 – August 2021
- All of the benefits provided to Exhibitors (see below), including lead generation, 1:1 appointment scheduler, access to metrics and attendee contact information

EXHIBITOR: \$1,000

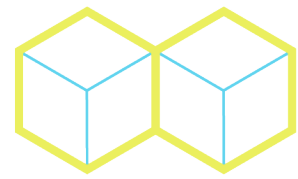
A few of the significant Exhibitor benefits include:

- General Expo marketing communications before, during and after Conference
- Dedicated technology support
- Company showcased in our Virtual Expo Hall, accessible to all attendees from August 2020 – August 2021 including the following features:
 - Inclusion of Company logo, description and website
 - Showcase products and services through video and collateral
 - Inclusion of staff contact information and ability to connect and chat within the platform
 - Inbound meetings (attendees can sign up for a meeting time with you based on your schedule)
 - Generated connections (get a list of people you should meet based on attendee profile selections)
 - Lead generation report and ROI metrics
- Ability to provide one raffle item (Exhibitor responsible for sending item to winner)
- Attendee contact mailing list (no emails) after Conference



VIRTUAL MEALS ON WHEELS CONFERENCE

AUGUST 31 – SEPTEMBER 3, 2020



VIRTUAL CONFERENCE BENEFITS

RECOGNITION ON CONFERENCE PROMOTIONAL MICROSITE

- Logo with URL at the bottom of every page
- Company name listed by sponsorship level at the bottom of every page
- General Exhibitor announcement and details

RECOGNITION IN CONFERENCE MARKETING AND COMMUNICATIONS

- Promotional postcard to 1,100 senior nutrition programs*
- Title sponsor welcome email to registered attendees
- Pre-event marketing emails to ~6,000 senior nutrition professionals
- Informational emails to registered attendees
- Emails to registered attendees promoting the virtual expo hall

RECOGNITION IN PRESS RELEASE

- Announced as Sponsor in event press release
- Ability to provide quote

RECOGNITION ON SOCIAL MEDIA

- 1 tweet (from @_MealsonWheels) thanking sponsor
- 1 tweet (from @MOWLearning) for Sponsored Webinar (Expo live demos)
- 1 tweet (from @MOWLearning) for Sponsored Session

VIRTUAL GOODY BAGS

- Ability to include promotional items such as digital coupons, or digital swag prior to Conference to registered attendees

CONFERENCE ACCESS

- Ability to have up to 8 staff registered to attend Conference events and engage with attendees
- Ability to have up to 4 staff registered to attend Conference events and engage virtually with attendees

TITLE
PLATINUM
GOLD
SILVER
EXHIBITOR



TITLE	PLATINUM	GOLD	SILVER	EXHIBITOR
● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●

VIRTUAL CONFERENCE BENEFITS CONT.

RECOGNITION IN VIRTUAL CONFERENCE PLATFORM

Landing page banner	● ● ● ● ●
Landing page Sponsor section (ranked by level)	● ● ● ● ●
Virtual Expo Hall	● ● ● ● ●

RECOGNITION DURING PLENARY SESSIONS

Featured Sponsor of opening and closing General Sessions with opportunity to provide remarks or video (3 minutes)	● ● ● ● ●
Verbal acknowledgement in CEO remarks	● ● ● ● ●
Visual recognition during all General Sessions	● ● ● ● ●

RECOGNITION DURING BREAKOUT SESSIONS

Sponsorship of one dedicated Lightning Learning Session	● ● ● ● ●
» Ability to develop content, lead session, design materials	● ● ● ● ●
» One push notification to attendees driving them to attend	● ● ● ● ●
» Receive list of attendees of session afterwards	● ● ● ● ●
Sponsorship of one Concurrent Session (within existing Agenda)	● ● ● ● ●
» One push notification to attendees driving them to attend	● ● ● ● ●
» Recognition in event description, presentation slides and verbal remarks	● ● ● ● ●
» Receive list of attendees of session	● ● ● ● ●
Logo included on Sponsor Recognition slide during breakout sessions without a dedicated sponsor; listed by level	● ● ● ● ●

RECOGNITION DURING NETWORKING EVENTS

Sponsorship of one of our breakout networking events with ability to to select the topic that best aligns with business interest	● ● ● ● ●
» Ability to host networking event and share welcoming remarks	● ● ● ● ●
» Receive list of attendees of event	● ● ● ● ●

RECOGNITION DURING ATTENDEE ENGAGEMENT BREAKS (3 15-minute breaks throughout)

Group Level Sponsorship of each break with verbal and visual logo recognition	● ● ● ● ●
Ability to provide one raffle item with company recognition	● ● ● ● ●

MEALS ON WHEELS EXPO

VIRTUAL EXPO HALL EXPERIENCE

Virtual Expo Hall promoted via email to attendees before and during event	● ● ● ● ● ●
Virtual Expo Hall promoted via push notification during event	● ● ● ● ● ●
Booth visibility ordered by sponsorship level	● ● ● ● ● ●
Detailed company profile that includes logo, description, website, contact information, digital collateral of choice, video placement and more	● ● ● ● ● ●
Ability to schedule inbound meetings (attendees can schedule a meeting with your open appointments times)	● ● ● ● ● ●
Live chat with attendees	● ● ● ● ● ●
Generated connections (get a list of people you should meet based on attendees' profile selections)	● ● ● ● ● ●

DEDICATED PRODUCT/SERVICE DEMONSTRATION WEBINAR

Ability to host a 30-minute live webinar for up to 50 attendees to showcase product/ service, engage attendees in Q&A, etc.	● ● ● ● ● ●
Ability to share a 30-minute live webinar for up to 50 attendees with two other sponsors; each receiving 10 minutes to present	● ● ● ● ● ●
Promoted with push notification prior to concurrent block	● ● ● ● ● ●
Receive list of attendees	● ● ● ● ● ●

POST CONFERENCE BENEFITS

CONTINUED ACCESS AND EXPOSURE

Virtual Expo Hall to remain available to attendees for one year (August 2020 – August 2021)	● ● ● ● ● ●
Ability to communicate directly with attendees within the Conference platform for one year (August 2020 – August 2021)	● ● ● ● ● ●
Virtual Expo Hall promoted via email to all attendees prior to event	● ● ● ● ● ●
Ability to host one post-Conference informational webinar open to the entire Meals on Wheels America Membership	● ● ● ● ● ●
Title Sponsor Thank You email to registered attendees	● ● ● ● ● ●
Access to full Meals on Wheels America Membership mailing list (1,100 program contacts)	● ● ● ● ● ●
Access to Attendee mailing list (no emails)	● ● ● ● ● ●

METRICS

Receive lead tracking details and a ROI metrics report from virtual Conference platform (Swapcard)	● ● ● ● ● ●
Ability to add one (1) survey question to attendee satisfaction survey	● ● ● ● ● ●