

# 2019 MEALS ON WHEELS ANNUAL CONFERENCE AND EXPO

## SPONSORSHIP AND EXHIBITOR PROSPECTUS

ANNUAL CONFERENCE  
AUGUST 27 - 29, 2019

MEALS ON WHEELS EXPO  
AUGUST 28, 2019

SHERATON DALLAS HOTEL  
DALLAS, TX





# JOIN US AT THE 2019 MEALS ON WHEELS ANNUAL CONFERENCE AND EXPO!

**We invite you and your company 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. Showcase your products and services that could enable the nationwide Meals on Wheels network to reach more seniors in need, enhance the quality of service and operate more efficiently.

As our annual gathering continues to grow, companies like yours can benefit from the exposure with new connections. Don't miss out on the opportunity to share your unique products and services with this passionate and committed network!

*"The attendees are always really great, and it's especially great to meet them considering our services can be beneficial to their work. We get so much traffic at our booth. The attendees that we already work with are supportive of our outreach to new potential clients."*

- 2018 Conference Exhibitor

## 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.

After the 2018 Conference and Expo,  
**97% of Exhibitors found that the Conference was beneficial to their company,  
with 88% expecting to gain new business following the event.**

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 exhibiting companies, nonprofits and government agencies

*"I really enjoyed my first time attending the Meals on Wheels Annual Conference and Expo. I definitely learned a few things that I will bring back to my program. I also felt a great sense of belonging to something bigger and that helps keep us going!" - 2018 Conference Attendee*



## BENEFITS OF EXHIBITING

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This year's Expo will take place on Wednesday, August 28 from 3:00 – 6:00 p.m., including a reception beginning at 4:30 p.m. There will be no other scheduled events during this time. 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 Conference\*
- One full Conference registration (a \$575 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 27, 2019 at 5:00 p.m.
- Advertising your company's participation in the Expo through Conference communications prior to and during Conference
- 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 2019 Conference Exhibitor logo for up to two months before and up to two months after the Conference
- Option to provide an item(s) in the raffle for additional exposure and recognition

*\*This list does not include email addresses*

*\*\*Please note that some sessions will be open to senior nutrition program staff only*

## EXHIBITOR FEES

We will only accept exhibit booth purchases completed online at [mealsonwheelsamerica.org/expo](http://mealsonwheelsamerica.org/expo). You can select to pay with credit card or check. Please do not mail registration forms. Booth availability is limited and space sells out quickly. Purchase today to secure your spot. If you need assistance registering, please contact [expo@mealsonwheelsamerica.org](mailto:expo@mealsonwheelsamerica.org) or 571-339-1620.

### 2019 BOOTH FEES

<b>RETURNING EXHIBITOR RATE</b>	<b>\$1,550</b>	Only available to returning exhibitors who pay booth fees by April 19, 2019
<b>EARLY-BIRD RATE</b>	<b>\$1,650</b>	Processed and paid in full by May 17, 2019
<b>REGULAR RATE</b>	<b>\$1,750</b>	Processed and paid in full after May 17, 2019 Deadline to purchase is August 2, 2019

*Without prior approval, invoiced booth payments received after August 5, 2019, 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

<b>RETURNING EXHIBITOR RATE</b>	<b>\$1,200</b>	Only available to returning exhibitors who pay booth fees by April 19, 2019
<b>EARLY-BIRD RATE</b>	<b>\$1,250</b>	Processed and paid in full by May 17, 2019
<b>REGULAR RATE</b>	<b>\$1,300</b>	Processed and paid in full after May 17, 2019 Deadline to purchase is August 2, 2019

*Please contact us to receive this special discounted price 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 6' table with two chairs and a wastebasket
- Booth identification sign

## CONFERENCE AGENDA

Visit [www.mealsonwheelsamerica.org/conference](http://www.mealsonwheelsamerica.org/conference) for a frequently updated list of events and sessions. There will be many events throughout Conference specifically for networking opportunities, perfect for making new connections for your company.

2019 Exhibitors will receive one full Conference registration for each booth purchased, allowing you to attend and network at each of these popular events. Sponsors will receive additional registrations based on support level – more information about Sponsorship can be found on the next page.

## IMPORTANT DATES

<b>APRIL 19</b>	Returning Exhibitor Rate expires
<b>MAY 17</b>	Early Bird Rate expires
<b>JUNE 14</b>	Deadline to purchase advertising in the Conference program book
<b>AUGUST 1</b>	Discounted room block at the Sheraton Dallas Hotel ends
<b>AUGUST 2</b>	Deadline to purchase Expo booth
<b>AUGUST 5</b>	Deadline for Exhibitor and Sponsorship payment
<b>AUGUST 26</b>	Pre-Conference Events begin
<b>AUGUST 27</b>	First full day of Conference
<b>AUGUST 28</b>	Meals on Wheels Expo
<b>AUGUST 29</b>	Conference ends

## 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 \$6,500 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 2019 Title Sponsor.

### PLATINUM SPONSORSHIP

**\$25,000**

**7 AVAILABLE**

As a Platinum Sponsor of the Meals on Wheels Annual Conference and Expo, you will receive prominent recognition throughout the week, including recognition 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 and networking receptions, among other opportunities throughout the week.

### SILVER SPONSORSHIP

**\$6,500**

**UNLIMITED**

Support the Meals on Wheels Annual Conference and Expo by sponsoring at the Silver level and help fund the refreshment breaks throughout the week, along with other important opportunities for brand exposure. Your company will be recognized by a group of influential senior nutrition professionals through brand exposure throughout the event.

# SPONSORSHIP BENEFITS

	TITLE SOLD! \$10,000	PLATINUM \$25,000	GOLD \$15,000	SILVER \$6,500	EXHIBITOR \$1,750
<b>COMMUNICATIONS &amp; PUBLICATIONS</b>					
Standalone email from CEO two weeks before Conference	DEDICATED				
Recognition in Save the Date postcard 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	
Logo published in official Conference program book and quick guide	PROMINENT PLACEMENT	●	●	●	
Color ad in Conference program book	FULL SPREAD	FULL PAGE	1/2 PAGE		
Recognition in Membership e-newsletter prior to Conference (~4,000 recipients)	EDITORIAL COVERAGE/ PRIMARY RECOGNITION	SECONDARY RECOGNITION	●	●	
Recognition on Learning @ Meals on Wheels America Twitter handle	●	●	●	●	
Recognition on Conference microsite	TOP TIER LOGO RECOGNITION	SECONDARY RECOGNITION	●	●	
License to use 2019 Sponsor logo for 2 months before and after	●	●	●	●	
<b>VISIBILITY DURING CONFERENCE</b>					
Logo on Conference tote bags	●				
CEO letter to attendees in program	●				
Full Conference registration	7 AVAILABLE	5 AVAILABLE	4 AVAILABLE	2 AVAILABLE	1 AVAILABLE
Promotional insert in Conference tote bag	●	●	●		
Featured promotion and opportunity to speak/play video during plenary	●				
Featured promotion during one of the following: plenary session, lounge area (single day only), Expo Reception, or Meet & Greet Reception		●			
Featured promotion during one of the following: complementary WiFi, 2019 Conference app, Young Professionals Reception, or Business Meeting Luncheon			●		
Recognition as a Sponsor of a refreshment break				●	
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 in online Expo floor plan	PRIORITY PLACEMENT	SECONDARY PLACEMENT	THIRD PLACEMENT	FOURTH PLACEMENT	GENERAL PLACEMENT
Option to provide raffle items for Expo	●	●	●	●	●
<b>ADDITIONAL BENEFITS</b>					
Featured recognition during a track of webinars through 2019	CUSTOMIZED FOR YOUR COMPANY	SINGLE WEBINAR AVAILABLE			
License to use the Meals on Wheels America logo for 1 year	●				
Access to Conference attendee directory/mailling list	●	●	●	●	●



## ADVERTISE IN THE CONFERENCE PROGRAM BOOK

Interested in increased visibility with Conference attendees? Advertise in our Conference program book, distributed to all attendees at registration. Pick the best promotional opportunity for your company from the options provided below. All ads appear in color.

<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 June 14, 2019. Ads must be received by July 12, 2019 to be included.*



## HOTEL INFORMATION AND ADDITIONAL REGISTRATIONS

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### **SHERATON DALLAS HOTEL**

400 North Olive Street  
Dallas, Texas 75201

### **RESERVE DISCOUNTED ROOMS**

All 2019 Conference events will be held at Sheraton Dallas Hotel, conveniently located in the lively downtown district. A discounted room rate of \$159/night has been negotiated for Meals on Wheels Annual Conference attendees staying at the Sheraton Dallas Hotel between August 24 - 31, 2019. These rates are available now through August 1, 2019 provided the limited block doesn't sell out prior.

Visit [www.mealsonwheelsamerica.org/conference](http://www.mealsonwheelsamerica.org/conference) to book your stay today! Sponsors and Exhibitors are responsible for making their own reservations via our group rate webpage online or by calling 214-922-8000. In order to receive the special group rate over the phone, you must mention that you are with the Meals on Wheels Annual Conference.

### **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 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 \$575 per person by contacting [expo@mealsonwheelsamerica.org](mailto:expo@mealsonwheelsamerica.org).



## SEE YOU IN DALLAS!

We look forward to seeing you at the 2019 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

