



# 2023 MEALS ON WHEELS ANNUAL CONFERENCE AND EXPO

## EXHIBITOR AND SPONSOR PROSPECTUS

**ANNUAL CONFERENCE**

**AUGUST 16-19, 2023**

**MEALS ON WHEELS EXPO**

**AUGUST 18, 2023**

**JW MARRIOTT PHOENIX DESERT RIDGE RESORT & SPA  
PHOENIX, AZ**



## JOIN US TO SHOWCASE YOUR BRAND, PRODUCTS AND SERVICES WITH A PASSIONATE AND TARGETED AUDIENCE



### FACT:

8 out of 10 local Meals on Wheels programs are serving more home-delivered meals than they were prior to the pandemic.

### OPPORTUNITY:

Meals on Wheels leaders are eager to meet business partners that can help them scale to meet the need.

Since 1974, Meals on Wheels America has hosted an annual convening of senior nutrition program leaders from across the country for hyper-relevant and immersive learning, inspiring keynotes and stimulating networking designed to connect, align and reinvigorate the network. There is no better opportunity to meet face-to-face with community changemakers, reconnect with current clients, share your message, and demonstrate your products and services to a national audience of Meals on Wheels professionals.

### WHAT'S NEW

- **More dedicated time to network with attendees on Friday, August 18.** In addition to our typical high-energy three-hour Meals on Wheels Expo, we're adding a new one-hour networking breakfast so Sponsors and Exhibitors will have bonus time to make personal connections with attendees. In the afternoon, Expo Hall gamification through a Knowledge Hunt will encourage attendees to engage at all participating booths, and our popular raffle and reception will keep the crowds coming until the event closes.
- **More branding and recognition for Sponsors and Exhibitors.** From enhanced on-site signage to a dynamic digital Expo Hall map, Sponsors and Exhibitors will be front and center with attendees more than ever before. Goody bag and raffle opportunities have also been expanded to increase exposure for Sponsors and Exhibitors.
- **More opportunities to immerse yourself in the Meals on Wheels community and glean business insights.** Sponsors and Exhibitors with full conference registrations will have a chance to join a wide range of Conference activities, from the casual welcome reception on Wednesday, August 16 to the celebratory evening event on Thursday, August 17, and all of the open-door learning sessions throughout.



## ABOUT THE MEALS ON WHEELS NETWORK

Meals on Wheels operates in virtually every community in America through a network of more than 5,000 independent 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. 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.

## ABOUT OUR ATTENDEES

Our annual event is designed for leaders of nonprofit organizations and governmental agencies engaged directly in the provision of meals and/or nutrition services to seniors. Attendees will include CEOs, board members, operations executives, marketing and fundraising professionals, dietitians and more.



## 2023 CONFERENCE FOCUS

Our 2023 gathering is being positioned as a *Meeting of the Minds* – an opportunity for Meals on Wheels providers and partners to come together to gain consensus around what it will take to ensure we are meeting the evolving and complex needs of older adults and expanding our capacity to ensure no senior is forgotten. We know that when this powerful network acts and speaks in unison, and we are backed with adequate resources and funding, anything is possible.

This year's event will focus on:

- **Reaching unserved older adults** – Together, we will explore ways to expand capacity and optimize resources to reach all older adults in need – now and into the future.
- **Integrating nutrition and health** – To remain relevant and competitive in this space, we must continue to hone our client-centered approach, service model, value proposition and readiness to engage.
- **Collaborating at all levels** – We need to further identify our allies, fortify our public-private partnership and explore innovative partnerships that will carry Meals on Wheels into the future.

To learn more about what's in store for this year's event, visit [www.MealsonWheelsAmerica.org/Conference](http://www.MealsonWheelsAmerica.org/Conference).

## CONFERENCE SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

Our Sponsors and Exhibitors are always integral to providing the Meals on Wheels network with a valuable convening that continues to advance a shared vision for reaching and serving more seniors with the support they need. Conference attendees are eager to discuss business solutions to help them build capacity, improve operations, and enhance service delivery in their local communities. There is no better place to showcase your expertise, products and services in front of a receptive audience with buying power.

### OUR 2022 SPONSOR AND EXHIBITOR POST-CONFERENCE SURVEY RESULTS REVEALED:

- **100% WERE SATISFIED** with the overall Conference experience
- **94% PLAN TO RETURN** for the 2023 Conference
- **92% AGREED THAT LEARNING SESSIONS PROVIDED VALUABLE INSIGHT** that will help them better serve their customers

**“TRIO has proudly had the opportunity to be part of this valuable event and community since 1992. It is an honor for us to be able to support the critical mission of caring for our nation’s seniors. It will be wonderful to collaborate with many servant leaders nationwide. See you in Phoenix.”**

- Lisa Damore,  
TRIO Community Meals, 2022 Title Sponsor

## KEY DATES

- APRIL 28** Early-bird Exhibitor Rate expires
- JULY 15** All Sponsor and Exhibitor sales close
- JULY 21** Discounted room block rates at the JW Marriott Desert Ridge expire
- AUGUST 4** Deadline for Exhibitor and Sponsorship payment
- AUGUST 16** Conference begins with afternoon Meet and Greet Reception
- AUGUST 17** Morning Keynote Kick-Off and Evening Celebration Event; Expo set up
- AUGUST 18** Meals on Wheels Expo
- AUGUST 19** Conference ends after a morning of sessions and keynotes

## HOTEL INFORMATION

Rooms at the newly revitalized AAA 4-Diamond **JW Marriott® Phoenix Desert Ridge Resort & Spa** starting at a discounted rate of just **\$159/night plus taxes and a \$20/night resort fee**. Rates will expire on July 21, 2023, or sooner if we reach capacity. [Reserve online](#) or by calling **1-888-236-2427**. In order to receive the special group rate over the phone, you must mention that you are with the Meals on Wheels Annual Conference.



## PARTICIPATION LEVELS AND BENEFITS

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

*As Title Sponsor, TRIO Community Meals will enjoy premium exposure and recognition.*



Featured benefits include:

- Featured Sponsor of our opening General Session with the opportunity to provide remarks/video
- Visual recognition during all General Sessions with prominent verbal recognition during CEO's Welcome Keynote
- Featured sponsor and host of a breakout session with co-created content
- Solo logo recognition on attendee tote bags with the ability to provide one promotional item to be included within
- Standalone recognition in marketing communications before, during, and after Conference
- Standalone recognition on the Conference microsite
- Opportunity to provide a standalone welcome email to all attendees pre-Conference
- Opportunity to provide a standalone thank you email to all attendees post-Conference
- Announced as Title Sponsor in the event press release with the ability to provide a quote
- Opportunity to provide one raffle item and personally announce the winner
- License to use our 2023 Conference Sponsor assets
- Receive full Meals on Wheels America Membership Mailing list pre-Conference
- All benefits provided to Exhibitors with a premium position in our Expo Hall and App Expo Directory which is accessible to all attendees through February 2024
- Opportunity to pose two Knowledge Hunt questions in our Conference App for attendee engagement/gamification of the Expo
- One mention in attendee push notification from Conference App during the event

### PLATINUM SPONSORSHIP: \$25,000

*Significant benefits include:*

- Featured Sponsor or featured speaker of one General Session or special activation; with the opportunity to provide remarks/video
- Visual recognition during all General Sessions with prominent verbal recognition during CEO's Welcome Keynote
- Featured Sponsor of one breakout session
- Prominent recognition in marketing communications before, during, and after Conference



- Prominent recognition on the Conference microsite
- License to use our 2023 Conference Sponsor assets
- Opportunity to provide one promotional item to be included in the attendee tote bag
- Opportunity to provide one raffle item and personally announce the winner
- Recognized as Platinum Sponsor in the event press release
- All benefits provided to Exhibitors with a prominent position in our Expo Hall and App Expo Directory which is accessible to all attendees through February 2024
- Opportunity to pose two Knowledge Hunt questions in our Conference App for attendee engagement/gamification of the Expo
- One mention in attendee push notification from Conference App during the event

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

*Significant benefits include:*

- Featured Sponsor of one Networking Event with the opportunity to provide remarks/video
- Visual recognition during all General Sessions
- Prominent recognition in marketing communications before, during, and after Conference
- Prominent recognition on the Conference microsite
- License to use our 2023 Conference Sponsor assets
- Opportunity to provide one promotional item for attendee tote bags
- Opportunity to provide one raffle item
- Opportunity to pose one Knowledge Hunt question in our Conference App for attendee engagement/gamification of the Expo
- All benefits provided to Exhibitors with a prominent position in our Expo Hall and App Expo Directory which is accessible to all attendees through February 2024

## **SILVER SPONSORSHIP: \$6,500**

*Significant benefits include:*

- Group Sponsor of all Refreshment Breaks
- Visual recognition during all General Sessions
- Recognition in marketing communications before, during, and after Conference
- Recognition on the Conference microsite
- License to use our 2023 Conference Sponsor assets
- Opportunity to provide one promotional item for attendee tote bags
- Opportunity to provide one raffle item
- Opportunity to pose one Knowledge Hunt question in our Conference App for attendee engagement/gamification of the Expo
- All benefits provided to Exhibitors with booth choice before standard Exhibitors and inclusion in App Expo Directory which is accessible to all attendees through February 2024



**EXHIBITOR: \$2,000 *EARLY BIRD RATE OF \$1,800 UNTIL APRIL 28, 2023.***

*Significant benefits include:*

- One 10' x 8' exhibit booth with 2 chairs, a 6' table, a trash can, and a company sign included with the opportunity to purchase additional booths and furniture through our Expo Company
- One Full Conference Registration which acts as your all-access pass to our meals and receptions, Evening Celebration, and other learning and networking events
- One Expo only Conference registration, with the opportunity to purchase additional full or Expo only registrations.
- Marketing communications before, during, and after the Conference driving attendee interest in Expo
- Invitation to attend Exhibitor Orientation Webinar and access to dedicated onsite and tech support.
- License to use our 2023 Conference Exhibitor assets
- Opportunity for extended facetime via a one-hour networking breakfast
- Opportunity to provide one raffle item
- Access attendee mailing list (no emails) after Conference
- Inclusion in our Conference App Expo Directory which is accessible to all attendees through February 2024

## OPTIONAL UPGRADES

### LEAD RETRIEVAL: \$150 PER LICENSE

Connecting with leads has never been easier! Our Lead Retrieval feature in our Conference App allows you to customize questions, capture leads, and print real time reports to allow for immediate follow-up with attendees before the event is even finished.

### KNOWLEDGE HUNT: \$200

Join the fun and drive traffic to your booth by adding an engaging question to our Knowledge Hunt, a scavenger hunt game utilizing the Conference App to scan QR Codes as attendees interact with participating Sponsors and Exhibitors throughout the Expo Hall. You'll also have rights to provide a prize for our top Knowledge Hunt finishers! (Note: Knowledge Hunt feature is included for all Sponsors.)

**Looking for ways to stay connected and engage Meals on Wheels America's Membership all year long?**

**Contact [Joe.Klein@MealsonWheelsAmerica.org](mailto:Joe.Klein@MealsonWheelsAmerica.org) to discuss additional exposure, marketing outreach and access to your top customers and new connections.**

## SPONSOR AND EXHIBITOR BENEFITS

### RECOGNITION ON PUBLIC CONFERENCE WEBPAGE

TITLE  
PLATINUM  
GOLD  
SILVER  
EXHIBITOR

Logo with URL at the bottom of every page

● ● ● ● ●

Name by level of sponsorship at the bottom of every page

● ● ● ● ●

### RECOGNITION IN CONFERENCE MARKETING AND COMMUNICATIONS

Logo inclusion in promotional postcard to ~1,100 senior nutrition programs

● ● ● ● ●

Pre-Event marketing emails to ~5,000 senior nutrition professionals

● ● ● ● ●

Title Sponsor welcome email to registered attendees

● ● ● ● ●

Informational emails to registered attendees

● ● ● ● ●

Various emails and app push notifications to registered attendees promoting the Expo leading up to and throughout the Conference

● ● ● ● ●

### LICENSE TO USE 2023 SPONSOR/EXHIBITOR LOGO THROUGH THE END OF THE YEAR

● ● ● ● ●

### ADDITIONAL PUBLIC RECOGNITION

Announced as Sponsor in event press release

● ● ● ● ●

Ability to provide quote in event press release

● ● ● ● ●

1 tweet thanking Sponsors via Meals on Wheels America Twitter (@\_MealsonWheels)

● ● ● ● ●

### RECOGNITION THROUGHOUT CONFERENCE SPACE

Logo displayed on signage throughout Conference space, prioritized by level

● ● ● ● ●

Recognition on Expo maps, prioritized by level

● ● ● ● ●

Logo included on "Thank You to Our Sponsors" slide during all Concurrent and Keynote Sessions; listed by level

● ● ● ● ●

### RECOGNITION AND ENGAGEMENT IN CONFERENCE APP (CADMIUM)

*App used by both in-person and virtual attendees*

Landing page banner – logo inclusion

● ● ● ● ●

Mobile device splash screen – logo inclusion

● ● ● ● ●

Recognition on dedicated Sponsor page (ranked by level)

● ● ● ● ●

Opportunity to provide Knowledge Hunt questions in the Conference App for Expo gamification

● ● ● ● ●\*



## CONFERENCE REGISTRATION

Full In-Person Conference registration provides access to most events across all four days and the App through February 2024; Expo Only Registration will only provide access to our Expo space for set up, execution, and breakdown of your booth on Thursday, August 17 and Friday, August 18; additional Registrations available for purchase

7 Full In-Person Conference and 2 Expo Only Registrations	● ● ● ● ● ● ●
5 Full In-Person Conference and 2 Expo Only Registrations	● ● ● ● ● ●
3 Full In-Person Conference and 2 Expo Only Registrations	● ● ● ● ● ●
2 Full In-Person Conference and 1 Expo Only Registration	● ● ● ● ● ●
1 Full In-Person Conference and 1 Expo Only Registrations	● ● ● ● ● ●

## IN-PERSON ATTENDEE GOODY BAG

Ability to provide one promotional marketing item	● ● ● ● ●
Ability to have company logo on tote bag	● ● ● ● ●

## RECOGNITION DURING GENERAL SESSIONS

Featured Sponsor or Speaker for one General Session or special activation with the opportunity to provide remarks or video (3 minutes) on Wednesday, August 16	● ● ● ● ●
Featured Sponsor of one General Session or special activation	● ● ● ● ●
Verbal acknowledgment in CEO remarks on opening and closing days	● ● ● ● ●
Dedicated push notification driving attendees to sponsored session	● ● ● ● ●
Signage with logo at entrance of sponsored General Session	● ● ● ● ●
Logo included on "Thank You to Our Sponsors" slide on loop prior to all General Sessions; listed by level	● ● ● ● ●

## RECOGNITION DURING IN-PERSON BREAKOUT SESSIONS

Featured Sponsor of one dedicated breakout session; ability to develop content, lead session, design materials	● ● ● ● ●
Featured Sponsor of one breakout (within existing Agenda); Recognition in event description, signage, presentation slides and ability to share welcoming remarks or video (up to 2 minutes)	● ● ● ● ●
Dedicated push notification driving in-person attendees to sponsored session	● ● ● ● ●
Logo included on "Thank You to Our Sponsors" slide at the end of all breakout sessions; listed by level	● ● ● ● ●

## RECOGNITION DURING IN-PERSON NETWORKING EVENTS

Featured Sponsor of one Networking Event (within existing Agenda); Recognition in event description and signage, and ability to share welcoming remarks (up to 2 minutes)	● ● ● ● ●
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## RECOGNITION DURING REFRESHMENT BREAKS

Shared Sponsor of each day's Refreshment Break; Recognition in event signage	● ● ● ● ●
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## EXPO BENEFITS

*The Meals on Wheels Expo will take place on Friday, August 18 from 2:30 p.m. – 5:30 p.m., with the last hour including a reception; the Virtual Expo Directory will be live in the Conference App from when it launches in early August through the end of December 2023*

Standard Exhibit space including 10' x 8' booth, 2 chairs, 6' table, trash can, and company sign; ability to purchase additional booths while space allows; selection of booth space by sponsorship level, then first-come, first-served



Option to provide 1 raffle item given away during in-person Expo Reception



Opportunity to announce raffle item winner



Opportunity for extended facetime via a one-hour networking breakfast, presented by the 2023 Meals on Wheels Expo Exhibitors



Inclusion in Virtual Expo Directory on Conference App including detailed company profile that includes logo, description, website, contact information, digital collateral of choice, video placement, and more



Ability to attend Sponsor/Exhibitor orientation webinar prior to Conference to get familiar with the event and virtual platform; access to on-site and tech support



## POST-CONFERENCE BENEFITS

### CONTINUED ACCESS AND EXPOSURE

Access to early-bird exhibitor rates for the 2024 annual Conference on site and until 9/20/2023



Title Sponsor Thank You email to registered attendees



Ability to communicate directly with attendees within the Conference App through the end of 2023



Access to attendee mailing list (no emails)



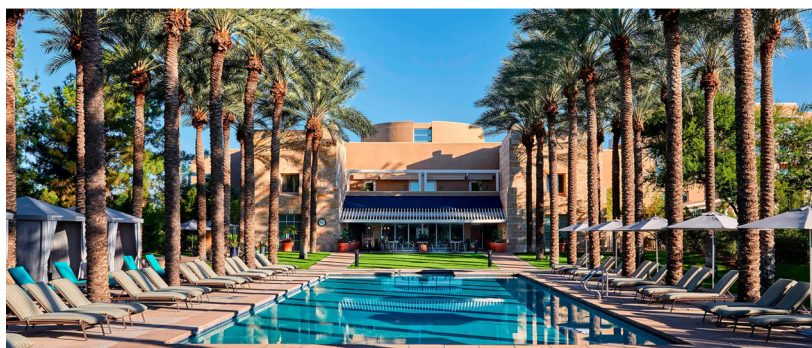
Ability to track and export business leads within the Conference App for follow up, at an additional cost of \$150



Benefit from Post-Conference email to all attendees promoting continued access to Conference App and Virtual Expo directory through February 2024



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**WE HOPE YOU'LL  
JOIN US IN PHOENIX!**