



50 YEARS

1974 • 2024

2024 MEALS ON WHEELS ANNUAL CONFERENCE AND EXPO

EXHIBITOR AND SPONSOR PROSPECTUS

CONFERENCE

AUGUST 12-15, 2024

EXPO

AUGUST 13 & 14, 2024

**BALTIMORE MARRIOTT WATERFRONT
BALTIMORE, MD**



JOIN US TO SHOWCASE YOUR BRAND, PRODUCTS AND SERVICES WITH AN ENGAGED AUDIENCE OF COMMUNITY CHANGEMAKERS



America's senior population is set to reach 93 million in the next decade and 118 million by 2060, increasing the number of seniors today by *more than half*.

Demand for Meals on Wheels – a tested, trusted, community-based program – has never been higher.

Meals on Wheels leaders are eager to explore new ideas, strategies and business partnerships that can help them scale to meet the need – today, tomorrow and for the next 50 years.

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. As we celebrate our 50th anniversary, we are poised to host a more exciting and impactful convening than ever before. 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? SHAKING UP SCHEDULES AND BULKING UP BENEFITS

- Elevated Expo:** To harness the energy of the Conference kick-off and assure maximum attendance, we're moving our traditional three-hour Meals on Wheels Expo earlier in the schedule, to the first full day of Conference, Tuesday, August 13. And for the first time ever, the Expo Hall will open during refreshment breaks and other intervals on a second day, Wednesday, August 14, enabling Exhibitors to schedule one-on-one conversations or simply benefit from more networking time and traffic in the Expo Hall over two days.
- Enhanced Branding:** From creative on-site signage to new promotion within the Conference app, Sponsors and Exhibitors will benefit from increased visibility and recognition to raise brand awareness.
- Superior Support:** Digital communications, live support, an orientation webinar and – new this year! – attendee lists provided before Conference will help ensure Sponsors and Exhibitors are prepared to carefully plan and maximize their time on-site.

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 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 attracts a broad range of leaders and practitioners from 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, volunteer managers, dietitians and more. The Conference provides an unparalleled opportunity for meaningful conversations and problem solving with decisions makers and doers from the C-suite to the frontline.



2024 CONFERENCE FOCUS

This year's milestone gathering will honor our past and look with excitement to our future knowing the need for Meals on Wheels services is still great and will continue to grow. Providers, partners and experts in the field will come together to set our sights on the next 50 years and how together we will ensure no senior is forgotten. This year's event will focus on:

- Harnessing and growing the capacity of the network to serve more seniors through promising practices, innovative approaches, business solutions, data acumen and more
- Meeting the evolving and complex needs of older adults and adapting to shifting demographics and a changing landscape
- Partnering within, across and outside of our network to scale our reach, tackle complex challenges and further integrate nutrition and health

To learn more about what's in store for this year's event, visit www.MealsonWheelsAmerica.org/Conference.

WHAT IT'S LIKE TO BE A CONFERENCE SPONSOR AND EXHIBITOR

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 2023 SPONSOR AND EXHIBITOR POST-CONFERENCE SURVEY RESULTS REVEALED:

- **100% WERE SATISFIED** with the overall Conference experience
- **100% WERE LIKELY TO RECOMMEND** the Conference to a friend or colleague
- **91% AGREED THAT THE EXPO PROVIDED A VALUABLE OPPORTUNITY** to connect with attendees.

“Since 1992, TRIO has been privileged to participate in this important event and community. We are honored to support the essential mission of caring for our nation's seniors. We look forward to collaborating and connecting with servant leaders from across the country.

See you in Baltimore.”

- Lisa Damore,

TRIO Community Meals, 2024 Title Sponsor

KEY DATES

- APRIL 12** Early-bird Exhibitor Rate expires
- JULY 15** All Sponsor and Exhibitor sales close
- JULY 19** Discounted room block rates at the Baltimore Marriott Waterfront expire
- JULY 31** Deadline to confirm raffle and goody bag items
- AUGUST 5** Deadline for Exhibitor and Sponsorship payment
- AUGUST 12** Conference begins with afternoon Meet and Greet Reception
- AUGUST 13** Morning Keynote Kick-Off and Meals on Wheels Expo opens
- AUGUST 14** Meals on Wheels Expo continues, Evening 50th Anniversary Celebration Event
- AUGUST 15** Conference ends after final sessions and keynotes

HOTEL INFORMATION

Rooms at the **Baltimore Marriott Waterfront** start at a discounted rate of just **\$149/night plus taxes**. Rates will expire on July 19, 2024, or sooner if we reach capacity. [Reserve online](#) or by calling **1-877-212-5752**. In order to receive the special group rate over the phone, you must mention that you are with the Meals on Wheels Annual Conference.



2024 MEALS ON WHEELS CONFERENCE & EXPO

AUGUST 12 - 15
BALTIMORE

PARTICIPATION LEVELS AND BENEFITS

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

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



Featured benefits include:

- **Seven Full Conference registrations + two Expo Only registrations**
- Featured Sponsor of 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 goody bags with the option to provide one promotional item to be included within
- Most prominent recognition within on-site Sponsor signage
- 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 2024 Conference Sponsor assets
- Receive Conference attendee list (program name, mailing address, attendees with titles) pre-Conference
- First choice of booth position in Expo Hall + all benefits provided to Exhibitors
- Most prominent Sponsor recognition within Conference App and top positioning in App Expo Directory which is accessible to all attendees through February 2025
- Two mentions in attendee push notifications from Conference App during the event
- Access to professional photography of the Conference

PLATINUM SPONSORSHIP: \$25,000

Significant benefits include:

- **Five Full Conference registrations + two Expo Only registrations**
- Featured Sponsor 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 2024 Conference Sponsor assets
- Opportunity to provide one promotional item to be included in the attendee goody bag
- Opportunity to provide one raffle item
- Recognized as Platinum Sponsor in the event press release
- All benefits provided to Exhibitors with a prominent position in our Expo Hall, to be selected in first round of booth assignments, after Title sponsor



2024 MEALS ON WHEELS CONFERENCE & EXPO

AUGUST 12 - 15
BALTIMORE

- Prominent recognition withing Conference App and App Expo Directory which is accessible to all attendees through February 2025
- One mention in attendee push notification from Conference App during the event
- Receive Conference attendee list (program name, mailing address, attendees with titles) pre-Conference
- Access to professional photography of the Conference

GOLD SPONSORSHIP: \$15,000

Significant benefits include:

- **Three Full Conference registrations + two Expo Only registrations**
- Recognition as one of the headline sponsors of the 50th Anniversary celebration event, including mainstage recognition of all Gold sponsors
- Featured sponsor of one component* of the 50th Anniversary event, including singular brand recognition
- 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 2024 Conference Sponsor assets
- Opportunity to provide one promotional item for attendee goody bags
- Opportunity to provide one raffle item
- All benefits provided to Exhibitors with a preferred position in our Expo Hall, to be selected in the second round of booth assignments, after Platinum Sponsors
- Recognition within Conference App and App Expo Directory which is accessible to all attendees through February 2025
- Receive Conference attendee list (program name, mailing address, attendees with titles) pre-Conference
- Access to professional photography of the Conference

* *Components include photo booth, cocktail bars, dance floor, dessert bar, etc.*

SILVER SPONSORSHIP: \$6,500

Significant benefits include:

- **Two Full Conference registrations + one Expo Only registration**
- 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 2024 Conference Sponsor assets
- Opportunity to provide one promotional item for attendee goody bags
- Opportunity to provide one raffle item
- All benefits provided to Exhibitors plus third round section of booth positioning, before standard Exhibitors
- Recognition within Conference App and App Expo Directory which is accessible to all attendees through February 2025
- Receive Conference attendee list (program name, mailing address, attendees with titles) pre-Conference
- Access to professional photography of the Conference

EXHIBITOR: \$2,250 EARLY BIRD RATE OF \$2,000 UNTIL APRIL 12, 2024

Significant benefits include:

- **One Full Conference registration** which acts as your all-access pass to meals and receptions, 50th Anniversary Celebration, and other learning and networking events
- **One Expo Only Conference registration** with the opportunity to purchase additional Full or Expo Only registrations
- Two days of networking in the Expo Hall – Tuesday, August 13 and Wednesday, August 14
- 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, furniture and A/V through our Expo partners
- 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 2024 Conference Exhibitor assets
- Inclusion in our Conference App Expo Directory which is accessible to all attendees through February 2025
- Receive Conference attendee list (program name, mailing address, attendees with titles) pre-Conference

OPTIONAL UPGRADES

LEAD RETRIEVAL: \$250 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.

LOOKING FOR WAYS TO STAY CONNECTED AND ENGAGE MEALS ON WHEELS AMERICA'S MEMBERSHIP ALL YEAR LONG?

Contact emily.chauncey@mealsonwheelsamerica.org to discuss additional exposure, marketing outreach and access to your top customers and new connections.



TITLE
 PLATINUM
 GOLD
 SILVER
 EXHIBITOR

SPONSOR AND EXHIBITOR BENEFITS

RECOGNITION ON PUBLIC CONFERENCE WEBPAGE

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

Title Sponsor welcome email to registered attendees	●	●	●	●	●
Pre-Event marketing emails to ~5,000 senior nutrition professionals	●	●	●	●	●
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 2024 Sponsor/Exhibitor Logo for your own marketing purposes	●	●	●	●	●

ADDITIONAL PUBLIC RECOGNITION

Option to provide quote in event press release	●	●	●	●	●
Announced as Sponsor in event press release	●	●	●	●	●
1 post thanking Sponsors via Meals on Wheels America X/Twitter (@_MealsonWheels)	●	●	●	●	●

RECOGNITION THROUGHOUT CONFERENCE SPACE

Group Sponsor of all Refreshment Breaks; recognition in event signage	●	●	●	●	●
Logo displayed on signage throughout Conference space, prioritized by level	●	●	●	●	●
Logo included on “Thank You to Our Sponsors” slide during all Concurrent and Keynote Sessions; listed by level	●	●	●	●	●
Recognition on Expo maps, prioritized by level	●	●	●	●	●

RECOGNITION DURING 50TH ANNIVERSARY EVENT

Featured Sponsor of one event component (photo booth, cocktail bars, dance floor, dessert bar, etc.), including branded signage	●	●	●	●	●
Recognition as one of the headline sponsors of the event, including mainstage recognition	●	●	●	●	●
Coordinated, shared group remarks from mainstage	●	●	●	●	●
Visual recognition in event slideshow	●	●	●	●	●



RECOGNITION AND ENGAGEMENT IN CONFERENCE APP (CADMIUM)

Two mentions in attendee push notifications from Conference App during the event	● ● ● ● ●
Most prominent Sponsor recognition within Conference App and top positioning in App Expo Directory	● ● ● ● ●
One mention in attendee push notifications from Conference App during the event	● ● ● ● ●
Recognition on dedicated Sponsor page (ranked by level)	● ● ● ● ●
Company profile and listing as exhibitor, where applicable	● ● ● ● ●

CONFERENCE REGISTRATION

Full Conference registration provides access to most events across all four days; Expo Only registration provides access only to the Expo space for set up, execution, and breakdown of your booth; additional registrations available for purchase

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

ATTENDEE GOODY BAG

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

RECOGNITION DURING GENERAL SESSIONS

Featured Sponsor of opening General Session with the opportunity to provide remarks or video on Tuesday, August 13	● ● ● ● ●
Featured Sponsor of one General Session or special activation with the opportunity to provide remarks/video	● ● ● ● ●
Signage with logo at entrance of sponsored General Session	● ● ● ● ●
Verbal acknowledgment in CEO remarks on opening and closing days	● ● ● ● ●
Logo included on "Thank You to Our Sponsors" slide on loop prior to all General Sessions; listed by level	● ● ● ● ●

RECOGNITION DURING BREAKOUT SESSIONS

Featured sponsor and host of a breakout session with co-created content	● ● ● ● ●
Featured Sponsor of one breakout session	● ● ● ● ●
Logo included on "Thank You to Our Sponsors" slide at the end of all breakout sessions; listed by level	● ● ● ● ●

EXPO BENEFITS

The Meals on Wheels Expo will take place on Tuesday, August 13 from 2:30 p.m. – 5:30 p.m. and during intermittent hours on Wednesday morning, August 14; the Virtual Expo Directory will be live in the Conference App from when it launches in early August through February 2025

Opportunity to announce raffle item winner	● ● ● ● ●
Option to provide 1 raffle item given away during Expo Reception	● ● ● ● ●
Standard Exhibit space including 10' x 8' exhibit booth, 2 chairs, 6' table, trash can and company sign; ability to purchase additional booths, furniture and A/V while space allows; selection of booth space by sponsorship level, then first-come, first-serve	● ● ● ● ●
Access to pre-Conference attendee list (program name, mailing address, attendees with titles)	● ● ● ● ●
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; access to on-site and tech support	● ● ● ● ●

POST-CONFERENCE BENEFITS

CONTINUED ACCESS AND EXPOSURE

Title Sponsor Thank You email to registered attendees	● ● ● ● ●
Access to professional photography of the Conference	● ● ● ● ●
Ability to communicate directly with attendees within the Conference App through the end of 2024	● ● ● ● ●
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 2025	● ● ● ● ●

MARK YOUR CALENDARS FOR AUGUST 25-28, 2025 IN SAN ANTONIO!

