

# MEALS ON WHEELS CONFERENCE AND COMMON GOODS EXPO

## Sponsorship and Exhibitor Prospectus

**August 28 - 30, 2013**

Park Plaza Hotel  
Boston, Massachusetts

Common Goods Expo - August 29, 12:30 - 3:30 pm

WE ARE  
**Meals On Wheels**  
ASSOCIATION OF AMERICA  
*so no senior goes hungry.*

# Join us at the 2013 Meals On Wheels Annual Conference and Common Goods Expo and help end senior hunger.

## About the Event

Meals On Wheels Association of America's Annual Conference & Common Goods Expo brings together senior nutrition professionals from across the country to share best practices and advance our collective vision to end senior hunger in America by 2020.

By making your products and services available to local Meals On Wheels programs in a way that helps them meet the unprecedented demands of an aging population, you will be an integral partner in helping us accomplish our vision. In fiscal year 2011, more than \$1.4 billion was spent on the provision of home-delivered and congregate meals for seniors.

## Attendees

- » CEOs and Executive Directors of local Meals On Wheels organizations;
- » Registered Dietitians, Nutrition Services Directors and key food service staff;
- » Board Members;
- » Communications, development and volunteer directors;
- » Public and private sector representatives from organizations within the nutrition and aging network.

## As an Exhibitor, you will benefit from:

- » Dedicated Expo time on Thursday, August 29, 2013 from 12:30 pm –3:30 pm. The Common Goods Expo will be the only Conference activity scheduled during this time.
- » An opportunity to provide product/service information, demonstrations and samples in a one-on-one setting to Meals On Wheels Association Members and other professionals from the nutrition and aging network.
- » A Conference attendee directory and mailing list.
- » One full Conference registration for each booth purchased. Full Conference registration allows you to attend all Conference workshops and keynote sessions.



## Exhibitor Fees and Registration

In order to cut costs and reduce waste, we will only accept Conference registrations completed online at [www.mowaa.org/expo](http://www.mowaa.org/expo). Please do not mail registration forms. If you need assistance registering, please contact Meals On Wheels Association Development Manager [Jonah Silberg](#), or Chief Operating Officer [Mike Newchok](#), via email or at 1.888.998.MEAL (6325).

### 2013 BOOTH FEES

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#### Pre-Registration Rate

**\$1,400**

Only available to returning exhibitors or 2013 MOWAT exhibitors paid in full by April 19, 2013

#### Regular Early Bird Rate

**\$1,550**

Registered and paid in full by May 15, 2013

#### Regular Price

**\$1,650**

Registered and paid in full after May 15, 2013 through August 15, 2013 payment deadline

Without prior approval, invoiced booth payments received after August 15, 2013, will be subject to a \$100 late fee.

Booth assignments are made on a first-come, first-served basis.

#### Booth Registration Fee Includes:

- » One full Meals On Wheels Conference registration
- » 6'x10' booth with draped back and side walls
- » One 6' table with two chairs and a wastebasket
- » Booth identification

[Click Here to Register](#)

# MEALS ON WHEELS CONFERENCE AND COMMON GOODS EXPO

*For more information or assistance registering contact:*

***Jonah Silberg, Development Manager***

*(888.998.6325 / [jonah@mowaa.org](mailto:jonah@mowaa.org))*

# Important Dates

## April 19, 2013

Deadline for pre-registration and payment (for returning and/or 2013 Meals On Wheels Association of Texas exhibitors only)

## May 15, 2013

Deadline for Early Bird registration and payment

## May 31, 2013

Deadline for advertising in the Conference Program Booklet

## July 26, 2013

All booths reserved after July 26, 2013 must be paid in full via credit card at the time of reservation.

## August 1, 2013

Hotel room block deadline

## August 15, 2013

Deadline for exhibitor booth/sponsorship payment

## August 28-30, 2013

2013 Annual Conference

## August 29, 2013

2013 Common Goods Expo 12:30 pm – 3:30 pm



## Hotel Information

### Park Plaza Hotel

50 Park Plaza at Arlington Street  
Boston, MA 02116  
[www.bostonparkplaza.com](http://www.bostonparkplaza.com)

Room rate is \$159/night. Room block is limited.

Rates expire August 1. Register EARLY!

### Reservations:

To make a reservation by phone, call 1.800.225.2008 and mention the booking code MOW.

To book online, the access code is MOW and the link is: [Click Here](#)

## SPONSORSHIP

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Becoming a sponsor of the Meals On Wheels Annual Conference creates enhanced visibility for your brand. For added exposure beyond the Expo Hall, we offer sponsorships ranging from \$3,500 to \$50,000. Sponsorship revenue makes the Meals On Wheels Annual Conference possible and funds our work to end senior hunger.

*All sponsors will be contacted individually to confirm the details of their sponsorship.*

### Sponsorship Levels:

Title Sponsor (\$50,000)

Platinum Sponsor (\$25,000)

Gold Sponsor (\$15,000)

Silver Sponsor (\$7,500)

Bronze Sponsor (\$3,500)

### Title Sponsorship

**\$50,000**

*Two Available*

Become a Title Sponsor of the Meals On Wheels Association's signature event and align your company's name with the most important annual gathering of senior nutrition professionals. Your generosity will be publicly recognized leading up to and throughout the Conference. You will receive:

- » A complimentary exhibitor booth (one 6' x 10' booth);
- » Four additional full Conference registrations (five total);
- » Recognition in all Conference materials including the event website, email announcements to Meals On Wheels Association Members and event signage;
- » Public acknowledgement and an opportunity to address Conference attendees as part of the Opening Session or Special Event;
- » Ability to place marketing materials or a promotional item (supplied in advance by sponsor) in the Conference registration bag;
- » Complimentary full page advertisement in the Conference Program Booklet;
- » Name recognition as a sponsor in the Conference Program Booklet.

### Platinum Sponsorship

**\$25,000**

*Four Available*

Sponsoring a meal or special event at the Meals On Wheels Conference (e.g. Keynote Speaker, Opening Reception, Lunch in Exhibit Hall) highlights your company's support of our efforts to end senior hunger. You will receive:

- » A complimentary exhibitor booth (one 6' x 10' booth);
- » Three additional full Conference registrations (four total);
- » Public acknowledgement from the podium at the sponsored event;
- » Recognition in Conference marketing materials including the event website and sponsored event signage;
- » Ability to place marketing materials or a promotional item (supplied in advance by sponsor) in the Conference registration bag;
- » Complimentary full page advertisement in the Conference Program Booklet;
- » Name recognition as a sponsor in the Conference Program Booklet.

# SPONSORSHIP

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## Gold Sponsorship

**\$15,000**

### *One Available*

This unique sponsorship supports the Community Fair of the Meals On Wheels Conference, where the winners of our popular American Volunteer Contest are announced. You will receive:

- » A complimentary exhibitor booth (one 6' x 10' booth);
- » Two additional full Conference registrations (three total);
- » Public acknowledgement from the podium at the event;
- » Recognition in Conference marketing materials including the Conference website and sponsored event signage;
- » Ability to place marketing materials or a promotional item (supplied in advance by sponsor) in the Conference registration bag;
- » Complimentary half page advertisement in the Conference Program Booklet;
- » Name recognition as a sponsor in the Conference Program Booklet.

## Silver Sponsorship

**\$7,500**

### *Nine Available*

Providing a sponsorship for a break between Conference sessions is a great way to enhance your company's visibility to attendees. Between sessions, attendees can stretch their legs and grab refreshments that you help to provide. You will receive:

- » A complimentary exhibitor booth (one 6' x 10' booth);
- » One additional full Conference registration (two total);
- » Marketing materials made available at the sponsored break;
- » Recognition on Conference marketing materials including the event website and sponsored break signage;
- » Name recognition as a sponsor in the Conference Program Booklet.

## Bronze Sponsorship

**\$3,500**

### *Unlimited Availability*

Your generosity makes it possible for Meals On Wheels Association to offer our Members high-quality educational opportunities and cutting-edge events at our Conference. Help us continue to raise the bar while highlighting your brand. You will receive:

- » One additional full Conference registration (two total with booth purchase);
- » Recognition on Conference marketing materials including the event website;
- » Name recognition as a sponsor in the Conference Program Booklet.



## ADVERTISING IN THE MEALS ON WHEELS CONFERENCE PROGRAM BOOKLET

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Program Booklets are distributed to attendees at registration and are used during and after the Conference as an important reference tool.

<b>Back Cover</b> .....	<b>\$1000</b>
<b>Inside Front Cover</b> .....	<b>\$750</b>
<b>Inside Back Cover</b> .....	<b>\$650</b>
<b>Two-Page Spread</b> .....	<b>\$650</b>
<b>One Page</b> .....	<b>\$400</b>
<b>Half Page</b> .....	<b>\$300</b>

## ADDITIONAL REGISTRATIONS

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Full registration for the Conference includes several meals and allows you to attend all Conference workshops and events. The exhibitor booth fee includes one full Conference registration; additional registrations must be paid for separately.

<b>Additional full Conference registrations</b> .....	<b>\$475</b>
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*Note: There is no charge or limit for staff members at your booth.*

Please contact Meals On Wheels Association Development Manager [Jonah Silberg](#) or Chief Operating Officer [Mike Newchok](#) via email or at 1.888.998-MEAL (6325) with any questions.

All registrants for the 2013 Meals On Wheels Conference & Common Goods Expo are subject to the Exhibitor Terms & Conditions included at the end of this prospectus.



# EXHIBITOR TERMS AND CONDITIONS

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*Please review the following Terms and Conditions carefully.*

## Compliance

Exhibitor's Submission of this application to the Meals On Wheels Association of America ("Meals On Wheels") confirms the obligation and agreement of Exhibitor (including Exhibitor, Exhibitor's employees, agents and guests – collectively "Exhibitor") to abide by all of the Terms and Conditions listed herein or otherwise imposed on Exhibitors participating in the Meals On Wheels Expo, including but not limited to all rules and regulations (including governmental regulations) applicable to such participation imposed by the Boston Park Plaza Hotel & Towers (the "Hotel") or as may otherwise be imposed on the Meals On Wheels Expo from other sources. Upon submission by Exhibitor and acceptance by Meals On Wheels, the Exhibitor application is a legally binding contract between Exhibitor and Meals On Wheels. Further, Exhibitor understands and agrees to comply, if applicable, with any special rules or regulations relating to the preparation and distribution of food or other items during the Expo.

## Reservation

Reservations are only final upon receipt of your payment in full. After May 15, 2013, savings for early bird reservations will no longer be available..

## Exhibit Space

Meals On Wheels will allot exhibit space. The final location and selection of booths is solely a Meals On Wheels decision. Sponsors may indicate their first three preferences for booth location but Meals On Wheels cannot guarantee placement in one of those locations. All Exhibitor space shall be assigned subject to payment of the appropriate booth fee or sponsorship payment.

## Use of Space

Exhibitors are not permitted to sublet or divide space or display items of any non-exhibitor's products or that support other non-profit organizations without advance written approval from Meals On Wheels. Distribution of advertising is limited to booth area. Exhibitors may supply giveaways and can take orders for goods and services only in designated spaces. Use of electricity or other items that require permission of the Hotel or the exhibitor

services firm must be arranged and paid for as required. Inspections of exhibits may be made during the set-up time in an effort to advise the Exhibitor of any deviation from applicable rules but Meals On Wheels is under no obligation to do so.

## Limitation of Liability

**A.** The Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury from or damage to its guests, the Exhibitor's displays, equipment and other property brought upon the premises of the Hotel and shall indemnify and hold harmless Meals On Wheels, its agents and contractors, and the Hotel, its agents and staff from any and all such losses, damages and claims.

**B.** Exhibitor shall be fully responsible to pay for any and all damages to Meals On Wheels and to property owned by the Hotel, its owners or managers which results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Meals On Wheels and the Hotel, their owners and managers, officers or directors, agents, employees, subsidiaries and affiliates, from, any damages or charges resulting from the Exhibitor's use of the property, including reasonable attorneys' fees. Further, Exhibitor's liability shall include all losses, costs, damages or expenses arising from or out of or by reason of any accident or bodily injury or other occurrence to any person or persons, including but not limited to the Exhibitor, its agents, employees, business invitees and other guests, which arise from or out of Exhibitor's occupancy or use of the Exhibition Premises, the Hotel or any part thereof.

**C.** Exhibitor shall obtain and keep in force during the term of the installation and use of the Exhibit premise, policies of comprehensive general liability insurance and contractual liability insurance, insuring and specifically referring to the contractual liability set forth herein in a commercially reasonable amount, not less than \$1,000,000 per incident and \$2,000,000 in the aggregate, to sufficiently cover losses and injuries that may result from participation in the Expo.

**D.** Exhibitor is required to a) protect and secure materials on site; and b) take such other appropriate actions as may be required to avoid any type of loss, damages, injuries or claims.



## General Policy

As a matter of general policy, Meals On Wheels reserves the right to restrict, prohibit, and even evict exhibits or Exhibitors that, because of noise, method of operations, materials or other reasons become objectionable and may detract from the general character of any exhibit as a whole. This policy includes persons, things, conduct, printed matter or anything of a character that is determined by Meals On Wheels to be objectionable to the exhibit or to the Expo as a whole. In the event of such restriction or eviction, Meals On Wheels is not liable for any losses or costs whatsoever, including but not limited to refunds, rental or other exhibit expense or for any liability, loss of prestige to the company, business volume loss, expenses of personnel to the Conference, and any other direct, indirect or consequential loss.

## Fire Regulation

The promotional sampling of products shall be subject to any of the Hotel's fire or electrical codes. All materials used in the exhibit area must be flameproof and conform to all fire department regulations. No decorative paper of any kind will be permitted.

## Restrictions on Food Samples

Any Exhibitor who will be providing food samples must comply with any restrictions or limitations imposed by Suffolk County (Massachusetts) Department of Health codes, by the State of Massachusetts applicable codes and laws, and by the Hotel. Exhibitors serving fresh food must contact Meals On Wheels upon registration regarding food preparation and potential regulatory requirements. The Hotel requires that food samples offered at approved booths within the Exhibit Hall and during show hours only may not be greater than a three (3) ounce sample size. Any arrangements for preparation and cooking of food items, rental equipment and/or labor as may be applicable shall be made directly by Exhibitor and the Hotel, which shall directly charge Exhibitor applicable fees for such arrangements.

## Cancellation Policy

Registration, sponsorship, advertising and other fees for the Meals On Wheels Expo are non-refundable payments. No portion of any payment for such registration, sponsorship, advertising or other fees or expenses is refundable for a cancellation.

## Admissions

Admission to the Expo will be by badge only. Each Exhibitor must provide Meals On Wheels with a list of all attendees before August 1, 2013. Meals On Wheels will supply badges and sponsor ribbons to all attendees. Each Exhibitor registration entitles the company—not each person—to ONE set of tickets. Extra registrations and tickets for meals and events may be purchased together with registration.

## Miscellaneous

No Exhibitor shall have the right prior to the official closing of the Expo to break down, pack, or remove articles on or from exhibit. If Meals On Wheels holds a raffle or other event during the Expo to disseminate items to Association Members and guests, Exhibitors are not entitled to (or eligible to) win prizes. Detailed information concerning rental of furniture, carpeting, table draping, labor for installation and dismantling of exhibits, shipment and receipt of exhibit materials will be provided by the Hotel or the exhibitor services firm. Exhibitors should carefully read and comply with the information and instructions related to exhibit services. In order to best execute exhibit arrangements, specific requests must be made by August 1, 2013. Last minute changes will carry additional fees

## Governing Law

This Agreement shall be governed by and construed pursuant to the laws of the District of Columbia. Should a dispute arise hereunder that is not resolved by the Parties as provided for in this Agreement, the Parties agree to seek to settle their differences through the use of Alternative Dispute Resolution including arbitration in accordance with the rules then provided by the American Arbitration Association, and judgment upon any award rendered may be entered in any court having jurisdiction.