

[www.mowaa.org/conference](http://www.mowaa.org/conference)

View the complete vendor brochure including terms and conditions

REGISTER  
ONLINE



# MOWAA ANNUAL CONFERENCE & VENDOR EXPO 2010

August 31–September 2, 2010  
Atlanta, Georgia



# MAKE A DIFFERENCE IN THE LIVES OF SENIORS!

The Meals On Wheels Association of America (MOWAA) is the oldest and largest organization in the United States representing Senior Nutrition Programs.

## Our programs, including Meals On Wheels and congregate dining programs:

- » Serve over 1 million nutritious meals every day
- » Provide other services to those who are elderly, homebound, disabled, frail, or at-risk
- » Improve the quality of life and health of those seniors
- » Are part of a food service industry that exceeds 2 billion dollars in sales annually

MOWAA's vision is to end senior hunger in America by 2020. You have the power to make a difference in the lives of those seniors and to help us realize our vision. Join us at the 2010 Meals On Wheels Association of America Annual Conference & Vendor Expo in Atlanta, GA.

Attendees of the MOWAA Annual Conference are the key purchasing decision makers who want and need information about quality products and services that they can use in their programs. Exhibiting at the MOWAA Conference will give you the opportunity to put your information into the hands of:

- » CEOs and Executive Directors of Senior Nutrition Programs
- » Nutrition Services Directors and Key Food Service Staff
- » Registered Dietitians
- » Board Members
- » Communications, Development and Volunteer Directors

As a MOWAA Conference Exhibitor you will benefit from:

- » A dedicated Expo time - Wednesday, September 1, 2010, 2-5 pm (*No educational programs or events are scheduled during Expo hours*)
- » An opportunity to provide product/service information, demonstrations and samples in a one-on-one setting
- » A Conference attendee directory
- » An invitation to attend Conference workshops and keynote sessions
- » 1 full Conference registration with tickets to all events for each booth purchased.

## VENDOR / SPONSOR / ADVERTISING OPPORTUNITIES

### VENDOR BOOTHS

Early Bird (pricing valid until May 1)	\$1,300	Regular Price (after May 1)	\$1,500
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### SPONSORSHIPS

<b>Bronze Sponsorship (recognized sponsor)</b>	<b>\$2,500</b>	<b>Gold Sponsorship (education sections)</b>	<b>\$10,000</b>
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*Includes:*

- » Premium vendor booth placement
- » Complimentary inclusion in Virtual Vendor Mall
- » Name recognition in the Conference Program Book
- » Recognition on Conference signage
- » Flyer (supplied by sponsor) in Conference registration bags
- » Sponsor ribbons

*Includes Silver level, plus:*

- » Free full-page ad in Conference Program Book
- » Two additional complimentary full Conference registrations

<b>Silver Sponsorship (breaks)</b>	<b>\$5,000</b>
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*Includes Bronze level, plus:*

- » One additional complimentary full Conference registration
- » Signage and/or introductory recognition at a sponsored event
- » Ability to display product/collateral material at a sponsored event

<b>Platinum Sponsorship (meals/events)</b>	<b>\$20,000</b>
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*Includes Gold level, plus:*

- » Complimentary vendor booth
- » Three additional complimentary full Conference registrations
- » President's recognition at opening session

### ADVERTISING OPPORTUNITIES

Advertising in the MOWAA Conference Program Book is available. Program books are distributed to attendees at registration and are used both throughout the Conference and afterwards as an important reference tool.

» Two-page spread	\$400
» Full page	\$250
» Inside Front Cover	\$500
» Inside Back Cover	\$400
» Back Cover	\$650

### Virtual Vendor Mall

Continue to exhibit to MOWAA Members long after the Conference concludes. Instead of just listing your company's name, have your booth location and name hyperlinked (to your website) from the Vendor Expo floor plan on [mowaa.org](http://mowaa.org) for one full year.

» Virtual Vendor Mall Listing	\$500
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For more information, contact Matt Levine, Director of Development (703-548-5558 / [matt@mowaa.org](mailto:matt@mowaa.org))

## EXPO 2010 | September 1, 2010, 2-5 pm | Atlanta, Georgia

The Omni Hotel at CNN Center  
Atlanta, Georgia

Room rate is \$129/night. Room block is limited.  
Room rates expire August 1st. Register EARLY!

Reservations:

1-888-444-6664

Group is: Meals On Wheels

[www.mowaa.org/conference](http://www.mowaa.org/conference)

# MOWAA ANNUAL CONFERENCE & VENDOR EXPO 2010

September 1, 2010 | 2–5 p.m.  
Atlanta, Georgia

Terms and Conditions



# MAKE A DIFFERENCE IN THE LIVES OF SENIORS!

*In 2007, nearly 6 million seniors faced the threat of hunger — a number that is rapidly expanding.*

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- » One full Conference registration with tickets to all events for each booth purchased

# VENDOR / SPONSOR / ADVERTISING OPPORTUNITIES

## Sponsorship Opportunities – Your ticket to enhanced visibility!

For added exposure beyond the Expo Hall, we offer several sponsorships levels ranging from \$2,500 to \$20,000.

Benefits of each Sponsor Level	Platinum (\$20,000)	Gold (\$10,000)	Silver (\$5,000)	Bronze (\$2,500)
Complimentary Vendor Booth	✓			
President's recognition at opening session	✓			
Premium Vendor Booth placement	✓	✓	✓	✓
Signage and/or introductory recognition at sponsored event	✓	✓	✓	
Recognition on Conference signage	✓	✓	✓	✓
Additional complimentary full Conference registration(s)	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
Complimentary inclusion in Virtual Vendor Mall	✓	✓	✓	✓
Free full page ad in Conference Program Book	✓	✓		
Flyer (supplied by sponsor) in Conference registration bags	✓	✓	✓	✓
Ability to display product/collateral at sponsored event	✓	✓	✓	
Name recognition in Conference Program Book	✓	✓	✓	✓
Sponsor ribbons	✓	✓	✓	✓
Types of Sponsorship	<b>Meals &amp; Events</b>	<b>Education Sections</b>	<b>Breaks</b>	<b>Recognized Sponsor</b>
Number of sponsorships available	<b>8</b>	<b>3</b>	<b>5</b>	<b>Unlimited</b>

## Don't see what you are looking for?

Custom major sponsorship packages are available and can be tailored to meet your company's needs. Contact Matt Levine in MOWAA's Development Department at 703-548-5558 to build a sponsorship package that works for you.

## Advertising Opportunities—Boost your profile with advertising!

Advertising in the MOWAA Conference Program Book is available. Program books are distributed to attendees at registration and are used both throughout the Conference and afterwards as an important reference tool. Advertising specifications appear on the registration form and MOWAA website.

## Virtual Vendor Mall

Continue to exhibit to MOWAA Members long after the Conference concludes. Instead of just listing your company's name, have your booth location and name hyperlinked (to your website) from the Vendor Expo floor plan on [mowaa.org](http://mowaa.org) for one full year.

*For more information on Sponsorship or Advertising contact Matt Levine at [matt@mowaa.org](mailto:matt@mowaa.org)*

# EXHIBITOR TERMS & CONDITIONS

## Reservation

Submission of your application confirms your obligation and agreement to abide by all of the terms and conditions listed below or otherwise imposed on Exhibitors. Upon acceptance by MOWAA, the Exhibitor Application is a legally binding contract between the exhibitor and MOWAA. Reservations are only final upon receipt of your payment. After May 1, 2010, savings for early bird reservations will no longer be available.

## Exhibit Space

MOWAA will allot exhibit space. The final location and selection of booths is a MOWAA decision. Exhibitors may indicate their first three preferences for booth location but MOWAA cannot guarantee placement in a preferred location. 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 without advance written approval from MOWAA. Distribution of advertising is limited to booth area. Exhibitors may supply giveaways and can take orders for goods and services only in designated spaces. Inspections of exhibits will be made during the set-up time and an effort will be made to advise the exhibitor of any deviation from the Vendor Expo rules. Vendors are responsible for compliance with all hotel and Vendor Expo rules and regulations.

## Limitation of Liability

The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury from or damage to the exhibitor's displays, equipment and other property brought upon the premises of the hotel and shall indemnify and hold harmless MOWAA, its agents and subcontractors, and The Omni Hotel at CNN Center agents and staff from any and all such losses, damages and claims. It is the responsibility of the exhibitor to obtain insurance and secure materials. MOWAA and the hotel do not guarantee or protect against loss or damage of any kind. Vendors are responsible for knowing and complying with any rules or regulations relating to the preparation and distribution of food or other items during the Vendor Expo.

## General Policy

As a matter of general policy, MOWAA 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 MOWAA to be objectionable to the exhibit or to the Vendor Expo as a whole. In the event of such restriction or eviction, MOWAA 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

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.

## Cancellation Policy

Registration, sponsorship, advertising and other fees for the MOWAA Vendor 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 Vendor Expo will be by badge only. Each vendor must provide MOWAA with a list of all attendees **before August 1, 2010**. MOWAA will supply badges and sponsor ribbons to all attendees. Each vendor registration entitles your company—not each person—to. Extra registrations and tickets for meals and events for additional individuals may be purchased together with your registration.

## Miscellaneous

No exhibitor shall have the right prior to the official closing of the Vendor Expo to break down, pack, or remove articles on exhibit. 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 Freeman Exhibit Services. Exhibitors should read these instructions carefully. In order to best execute these arrangements, requests must be made by August 1, 2010. Last minute changes will carry additional fees.



# IMPORTANT DATES

**May 1, 2010**

Discounted Early Bird Application and payment due

**July 1, 2010**

Advertising deadline

**August 1, 2010**

Hotel reservation cutoff

**August 15, 2010**

Booth space deadline

**August 31 - September 2, 2010**

Conference Dates

**September 1, 2010**

Vendor Expo — 2:00-5:00 pm

# HOTEL INFORMATION

## The Omni Hotel at CNN Center

Atlanta, Georgia

Room rate is \$129/night. Room block is limited. Rates expire August 1st. Register EARLY!

### Reservations:

1-888-444-6664

Group is: Meals On Wheels

*See instructions for reserving your hotel room at [www.mowaa.org/conference](http://www.mowaa.org/conference)*



# INFORMATION, FEES & REGISTRATION

Please register online at [www.mowaa.org/conference](http://www.mowaa.org/conference)

You may also complete this form and mail it to: MOWAA, Attn. Conference, 203 S. Union Street, Alexandria, VA 22314

Company Name \_\_\_\_\_

Primary Contact \_\_\_\_\_

Address \_\_\_\_\_

City/State Zip \_\_\_\_\_

Phone/Fax/Email/Website \_\_\_\_\_

Signature/Date \_\_\_\_\_

Names of others attending (for badges) \_\_\_\_\_

Dietary restrictions: Please explain \_\_\_\_\_

Description of Product: Please write a brief description (25 words or less) of the goods, services and brands you plan to display.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## BOOTH FEES

Early Bird rate and payment received by May 1, 2010 \$1,300

Regular fees and payment after May 1 and before August 1, 2010 \$1,500

## BOOTH REGISTRATION FEE INCLUDES:

- » One full Conference registration
- » 8'x10' Booth with draped back and side walls
- » One 6' table
- » Booth identification



## SPONSORSHIPS

All sponsors will be called individually to confirm company interest and commitments.

- Platinum                       Gold                       Silver                       Bronze                       Custom

Please choose your top 3 preferred locations. We will do the best we can to accommodate at least one of these choices but cannot guarantee your preference. Booth space assignments will be confirmed by letter and made on a premium and first-come, first-served basis. Premium booth space is available for sponsors only. Please do not select a premium location unless you are a sponsor.

Please choose your top 3 preferred locations by clicking on the link to the Vendor Expo floor plan. We will do the best we can to accommodate at least one of these choices.

Choice 1: \_\_\_\_\_ Choice 2: \_\_\_\_\_ Choice 3: \_\_\_\_\_

## ADVERTISING

- |   |       |  |       |
|---|-------|--|-------|
| <input type="checkbox"/> Two Page Spread    | \$400 | <input type="checkbox"/> Inside Back Cover | \$400 |
| <input type="checkbox"/> One Page           | \$250 | <input type="checkbox"/> Back Cover        | \$650 |
| <input type="checkbox"/> Inside Front Cover | \$500 |  |       |

## VIRTUAL VENDOR MALL

Indicate if you want to have your booth location and name highlighted and hyperlinked (to your website) from the Vendor Expo floor plan on [www.mowaa.org](http://www.mowaa.org) for one full year.

- Virtual Vendor Mall                      \$500

## ADDITIONAL REGISTRATIONS

- |   |       |
|---|-------|
| <input type="checkbox"/> Full Conference Registration with meal tickets:                        | \$475 |
| <input type="checkbox"/> Vendor Meal Package (8/31 reception, 9/1 box lunch, 9/1 special event) | \$195 |
| <input type="checkbox"/> Special Event (only) Ticket  | \$95  |

## TOTALS

Booth Cost	\$ _____
Advertising	\$ _____
Sponsorship	\$ _____
Additional Registrations	\$ _____

*By submitting this form you acknowledge that you have read and accept the terms of the Exhibitor Agreement and Cancellation Policy.*

I Agree to the Terms & Conditions \_\_\_\_\_

## GRAND TOTAL

Credit card payments accepted online

*Please make checks payable to:*  
2010 Conference  
Meals On Wheels Association of America  
203 S. Union Street  
Alexandria, VA 22314