**Sponsoring MACo’s Summer Conference Shows You Are a Resource for Maryland’s Local Government Decision-Makers.**

**Why Sponsor?**

**You want to increase your business.** *Our attendees are decision-makers.*

MACo will help you reach over 2,000 of Maryland’s county leaders, legislators, State government officials, and commercial and nonprofit representatives...basically, we give you access to the decision-makers involved in or related to local government, all in one place.

**You want the most bang for your buck.** *We offer benefits worth every penny.*

All sponsors are promoted through an introductory article on MACo’s blog, a featured link in MACo’s popular “6-Week Conference Countdown” email, and a sponsor business listing in our mobile app. Many sponsorships include additional benefits like speaking opportunities and giveaways.

**You’re an industry leader.** *Prove it and become a resource.*

Show you understand the needs of government officials and support their educational efforts. Be present at the conference and establish your company as a resource for local governments.

**You want to affect public policy on the local level.** *MACo is the local level.*

Attendees will participate in educational sessions, workgroups, meetings, and briefings that will affect county government practices and policy. By participating in these conversations, you can make a difference.

The theme this year is “Winds of Change” and will focus on the changes being seen at every level of government and constituent services and how counties are harnessing that momentum for the good of all Marylanders. From the digital revolution of service delivery and communication to the always evolving threats to public safety, county governments need to be on the cutting edge of these changing times to meet the needs of their residents. Topics will include transforming approaches to economic trends, climate change, land use, millennials in the workforce, and education, among many others.

**About MACo**

The Maryland Association of Counties (MACo) is a non-profit and non-partisan organization that serves Maryland’s counties by articulating the needs of local government to the Maryland General Assembly. The Association’s membership consists of county elected officials and representatives from Maryland’s 23 counties and Baltimore City.

*MACo is the only organization serving the needs of county elected officials and governments across the state of Maryland.*
What comes with a sponsorship?

OPPORTUNITY TO PRESENT ON A TOPIC OF YOUR CHOICE

You’ll be given the chance to showcase your company’s products and services.
Event sponsors of $3,000 or more are offered the opportunity to participate in our Solutions Showcase, a series of 30-minute sessions hosted and presented by our sponsors. Topics must be approved by MACo, and are encouraged to reflect industry trends. A limited number of sessions are available and they are scheduled on a first-come, first-served basis. See page 5 for more details.

FEATURED ARTICLE ON OUR BLOG

You’ll be introduced to our network: thousands of local government stakeholders.
MACo’s blog, Conduit Street, is followed by almost 7,000 individuals. You’ll be the feature of an article on our blog—we’ll thank you for your support, explain the importance of the sponsorship you’re providing, and list your services and website. You’ll also get a link in an edition of our 6-Week Countdown Email, which goes out to our entire mailing list (8,500+ addresses).

PUBLIC “THANK YOU” ON SOCIAL MEDIA

You’ll be thanked publicly by MACo on social media—expand your following!
MACo has more than 4,400 followers on Twitter (@MDCounties) and more than 1,000 likes on Facebook. MACo will post a “Thank You” tweet and/or Facebook post about your organization, using your Twitter handle or hashtag of choice (or linking to your website if you’re not on social media).

BUSINESS LISTINGS: MACO MOBILE APP

Your contact information & services will be made VERY available for our attendees.
You’ll get to write your own company listing to be published in MACo’s conference mobile app—the “gotta have” tool for navigating our conference!

NAME DISPLAYED ON SIGNAGE

Your company name will be flashed around—it’s all about brand recognition!
Your company name will be listed on signage thanking all of our sponsors, but if you sponsor an event or particular service, you’ll also get your name on signage for that sponsorship option. Certain sponsorships also come with verbal acknowledgement.

ATTENDEE CONTACT LISTING—BEFORE & AFTER CONFERENCE

You’ll have exclusive access to our attendees’ contact information.
You’ll receive an attendee listing before and after the conference, including contact information. Set up meetings in advance of the conference and follow up on connections afterward! The post-conference listing will include attendees who register on-site.

Many sponsorships include additional benefits such as complimentary event tickets, speaking opportunities, and free program ads!
2019 CONFERENCE SCHEDULE

WEDNESDAY, AUGUST 14, 2019
7:30 am - 3:00 pm  Registration Open
8:30 am - 11:30 am  Planning Board Training
9:00 am - 2:00 pm  Golf Tournament
11:00 am - 4:00 pm  Tech Expo
1:00 pm - 3:00 pm  Academy Core Session
3:00 pm - 3:15 pm  Coffee Break
3:15 pm - 4:45 pm  Academy Core Session
4:30 pm - 6:00 pm  Discussion & Reception

THURSDAY, AUGUST 15, 2019
7:00 am - 4:00 pm  Registration
8:00 am - 9:30 am  Continental Breakfast
8:00 am - 3:30 pm  Bayfront Exhibit Hall Open
9:00 am - 10:00 am  Welcoming Session & Keynote Address
10:00 am - 10:15 am  Coffee Break
10:00 am - 6:30 pm  Cyber Café Open
11:30 am - 1:00 pm  Buffet Lunch—Exhibit Halls (ticket required)
1:00 pm - 1:45 pm  Special Topic Session
1:45 pm - 2:00 pm  Coffee Break
2:00 pm - 3:00 pm  Affiliate Sessions
2:30 pm - 3:30 pm  Ice Cream & Fruit Break (ticket required)
3:30 pm - 4:30 pm  Affiliate Sessions
4:30 pm - 6:30 pm  Taste of MD Reception (ticket required)
4:30 pm - 6:30 pm  Kids’ Party (separate registration required)

FRIDAY, AUGUST 16, 2019
7:00 am - 2:30 pm  Registration
7:30 am - 8:45 am  County Elected Officials’ Forum, Breakfast, & Business Meeting (ticket required)
8:00 am - 10:00 am  Continental Breakfast
8:00 am - 2:00 pm  Bayfront Exhibit Hall Open
9:00 am - 2:00 pm  Exhibit Hall A/B Open
9:00 am - 2:00 pm  Cyber Café Open
9:00 am - 10:30 am  General Session
10:30 am - 10:45 am  Coffee Break
10:45 am - Noon  General Session
11:30 am - 1:00 pm  Buffet Lunch (ticket required)
Noon - 1:00 pm  Working Luncheons (ticket required)
1:00 pm - 2:00 pm  Affiliate Sessions
2:00 pm - 2:15 pm  Coffee Break
2:15 pm - 3:15 pm  Affiliate Sessions
3:15 pm - 4:15 pm  Governor’s Cabinet Reception
5:00 pm - 8:00 pm  Crab Feast (ticket required)

SATURDAY, AUGUST 17, 2019
8:00 am - 10:30 am  Registration
8:00 am - 9:30 am  Continental Breakfast
8:15 am - 9:15 am  Full Buffet Breakfast
9:30 am - 11:00 am  Education General Session
11:00 am - 11:15 am  Coffee Break
11:15 am - 12:15 pm  Governor’s Address
12:15 pm  Adjournment

What is a MACo Affiliate Session? An educational break-out session whose content is suggested by or supported by MACo’s Affiliate Members. All conference participants are invited to attend.

What is a MACo Affiliate Member? MACo has the distinct honor of working with 13 professional organizations whose members represent the different sectors of county government (Administrators, Budget & Finance, Attorneys, Environmental Health, Parks & Recreation, etc.). These county staff members assist MACo in formulating its legislative program and conference content.

Interested in a FREE booth space? MACo’s Corporate Partner Program provides high visibility & great benefits! View the brochure at mdcounties.org/CPBrochure, or contact Virginia White (vwhite@mdcounties.org) for more details!

Listed above is a condensed version of the full schedule—it is subject to change. Please check www.mdcounties.org/MACoCon for details and updates.

Become a Sponsor.

www.mdcounties.org/MACoCon
MACo’s Solutions Showcase

MACo Summer Conference event sponsors of $3,000 or more are invited to host 30-minute sessions about resources and solutions for county governments.

Show our attendees your company is an industry leader and can provide solutions!
Topics must be approved by MACo – partisan and campaign-oriented presentations are strictly prohibited. Use these sessions as an opportunity to show how you are an industry leader and can provide solutions to county governance challenges. All content will belong to the sponsor/presenter. MACo will provide the room, projector, screen, and internet connection.

MACo will help with promotion.
MACo will list the sessions in a blog article and in a flyer given to attendees at check-in. MACo will also include the Solutions Showcase Session schedule and session descriptions in the pre-conference reminder email to attendees. Sponsors are encouraged to promote their sessions to attendees on MACo’s Mobile App and on social media using #MACoCon and #CountySolutions.

Timeslots are limited—reserve yours today!
Sixteen 30-minute timeslots are scheduled and will be assigned on a first-come, first-served basis. Contact Virginia White today to confirm your sponsorship of $3,000 or more and reserve your Solutions Showcase Session!

SCHEDULE

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RESERVED FOR LOUNGE SPONSOR
See page 17 for more details!

Become a Sponsor.
www.mdcounties.org/MACoCon

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PODCAST SPOTLIGHT

Be the star of the show!

MACo’s Conduit Street Podcast airs weekly. Associate Director Kevin Kinnally and Executive Director Michael Sanderson host the show and discuss county and state government issues in a casual, informative, style. They will record the podcast at Summer Conference “in front of a live studio audience” — don’t miss this chance to be highlighted on MACo’s hottest communications channel.

- Sponsor to be interviewed live in a 10-minute podcast spotlight
- Sponsor receives 1 complimentary full conference registration
- Audience: Approx. 50 on-site audience members and HUNDREDS of podcast listeners!

INFUSED WATER STATION

Provide a healthy refreshment!

Our guests will be impressed that your company is the one behind this trendy water station! MACo will provide fruit-infusing water bottles, water, and fruit for a 2-hour water break. Feel free to promote your organization with sponsor materials.

- Sponsor’s logo printed one-color on fruit-infusing water bottles
- Table provided near break for sponsor promotional materials
- Audience: Guests will receive fruit infuser water bottle with your logo on it!

GENERAL SESSION

Establish your company as a supporter of top county issues!

MACo’s General Sessions cover policy issues that affect every county—they are timely, in-depth sessions that apply to all of our attendees. This is a great opportunity to personalize your organization and let attendees “put a face to a name.”

- Sponsor’s representative will give 2 minutes of welcoming remarks at the beginning of ONE of these sessions:
  - General Session 1: From Protest to Policy
  - General Session 2: The Changing Face of Maryland Education
  - General Session 3: Stoke the Fire: Volunteer Recruitment and Resources
  - General Session 4: Sound the Siren: Maryland’s Fire Service Needs Help
- Audience: Approx. 400 guests will attend each session.

GUEST BLOG

Share your message beyond the conference!

The theme “Winds of Change” will share changes in industry trends with our attendees!

Don’t miss your chance to showcase your company as a leading industry expert.

- Sponsor writes one guest blog, must be approved by MACo, and a half page ad in the printed program
- Audience: Approx. 8,000 email subscribers and conference email recipients

Need a custom sponsorship?

Contact Virginia at vwhite@mdcounties.org

Become a Sponsor.

www.mdcoundies.org/MACoCon
**EXCLUSIVE**

Exclusive sponsorships are open to ONE sponsor each: first-come, first-served. These are NOT co-sponsor opportunities.

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**COMMERCIAL EXHIBIT HALL SPONSOR**

$6,000

**Be head and shoulders above the crowd! HIGH VISIBILITY!**

Our Exhibit Hall A/B houses more than 200 organizations. Get name recognition with all of them, PLUS our attendees, who visit the exhibitors and eat lunch in our exhibit halls!

- **Complimentary exhibit booth in prime location in Hall A/B**
- **Large fabric aisle number banners hang over Exhibit Hall A/B— the sponsor’s design will be printed by MACo on six 4ft wide by 3ft high signs that will hang from our aisle banners**
- Sponsor logo and contact information printed on table signs and displayed on each dining table in the exhibit hall
- 2 complimentary Crab Feast tickets
- **Audience:** 1,200 exhibitors plus 1,000+ attendees visiting the exhibit halls several times a day over 2 days makes this a very visible opportunity—about 4,500 or so views of your branding!

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**CONFERENCE REGISTRATION**

$6,000

**Be out in front of the crowd!**

Pre-conference, on-site, and post-conference marketing![THANKS TO:](#)

- Sponsor’s logo printed (one-color) on folders containing materials—all attendees receive a folder at check-in!
- Sponsor’s logo and company link included on conference registration webpage, Conference 6-Week Countdown e-Newsletter, and online brochures
- Sponsor logo on printed brochure if confirmed by May 10, 2019
- Sponsor receives promoted post on Mobile App (see page 10)
- Sponsor recognition and company link on the post-conference survey email
- Sponsor use of one table to display promotional material in the high-traffic registration area
- **Audience:**
  - In 2018, there were 25,000+ views of event promotional emails containing registration sponsor branding
  - Branding printed on registration brochure reached 3,000+ individuals, PLUS
  - Each of our 1,000+ attendees will see your branding when they register, when they receive pre-event reminders, when they arrive on-site each day of the conference, and when they receive the post-event survey—resulting in more than 7,000 views of your branding and messaging!

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**KEYNOTE SPEAKER**

$5,000

**Put a face on your company’s name!**

The Summer Conference officially gets started with our Welcoming Session & Keynote Speaker on Thursday morning. This is a great opportunity to “put a face to a name” and make your business more personal to our attendees.

- Sponsor’s company representative introduces the Keynote Speaker
- **Audience:** More than 350 people attend the Keynote Presentation

---

Become a Sponsor.

www.mdcounties.org/MACoCon
EXCLUSIVE

NECKWALLETS

Make a first impression—2,000 times!
Badges are required for entrance to all events. MACo provides attendees and exhibitors with canvas neckwallets to display their names.
- Sponsor’s logo imprinted in one color, one-sided, on neckwallets
- Audience: Each of our 2,000+ attendees and exhibitors must wear a neckwallet to access educational sessions and exhibit halls—your branding will always be in sight!

Networking is a big part of MACo’s Summer Conference—get your logo next to all of our attendees’ and exhibitors’ names!

Make a first impression—2,000 times!  
Badges are required for entrance to all events. MACo provides attendees and exhibitors with canvas neckwallets to display their names.  
- Sponsor’s logo imprinted in one color, one-sided, on neckwallets  
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Networking is a big part of MACo’s Summer Conference—get your logo next to all of our attendees’ and exhibitors’ names!

$5,000

AUDIO/VISUAL EQUIPMENT

Make sure your message is seen—by EVERYONE!
MACo offers more than 25 educational sessions at this conference. A/V equipment (projectors, screens, etc.) are used in all of those sessions.
- Sponsor’s logo and messaging (approved by MACo) will be displayed on the screen as guests and attendees enter each education session room
- Audience: ~1,875 views of your logo and messaging over the course of the conference!

$5,000

TASTE OF MARYLAND RECEPTION HOST

Be the Hosts!
We’re showcasing Maryland’s counties with our Taste of Maryland Reception on Thursday afternoon. We’ll celebrate all that Maryland has to offer with tasting samples of Maryland wineries, breweries, creameries, farms, and other producers of Maryland food and beverages.
- Sponsor use of one table during the reception near the door to display promotional materials and greet guests
- Sponsor receives 2 tickets to the Reception
- Sponsor logo to be printed on disposable Reception cocktail napkins if confirmed by June 13, 2019
- Audience: Approx. 850 attendees and exhibitors will be sure to see your branding at this highly-anticipated event!

$5,000

TOTE BAGS

Send your branding home with our attendees!
Sturdy, re-usable tote bags are given to all attendees to collect giveaways from sessions and the exhibit halls. Don’t miss this opportunity to have very visible branding on items that the attendees will take home with them and use again and again!
- Sponsor logo printed in one color, one-sided on re-usable tote bags
- Audience: Each of our 1,000+ attendees will receive a tote bag when they check in—these sturdy and re-usable totes have a post-conference destiny of hauling groceries for years to come!

$5,000

Become a Sponsor.
www.mdcountries.org/MACoCon
MOBILE APP

Features Include:
- Robust registrant, sponsor, and exhibitor profiles
- Password-protected system to upload videos, documents, social media links, and more!
- Detailed conference schedule and session information
- Interactive mapping of conference center and exhibit halls
- Add sessions and events to your device calendar
- Set up meetings with other conference participants before, during, and after the event

LEAD SPONSOR
(Exclusive - there will be only 1 Lead Sponsor)
- Sponsor branding on “Splash Screen” of app—the first screen users see when they access the app
  Estimated views: 5,000+
- "Sponsored by" line and sponsor web address included in mobile app invitation email to registrants.
  Estimated views: 2,000

SOLD $4,000

THANKS TO:
Cigna

SPLASH SCREEN
Sponsor logo will be seen whenever a user opens the app, an average of 10 times per day, per user! That’s an estimated 80,000 views!
(lead sponsor only)

CO-SPONSOR
(2 opportunities available)
- Co-sponsor credit on all mobile app signage
- Business listing included in Sponsor section
- Half-page ad in printed program

$2,000

GOLF TOURNAMENT

Wednesday, August 14, 2019, 9:00 am—2:00 pm

MACo’s Golf Tournament is a traditional event for registered attendees, sponsors, and exhibitors only. Held at the Ocean City Golf Club, this is a full 18-hole, shotgun start, scramble format competition for foursomes.

Golf Tournament Lead Sponsor - $4,000 (EXCLUSIVE!)
Sponsor logo displayed on Tournament registration form in registration brochure (if signed on by May 2, 2019). Sponsor receives a complimentary foursome in the tournament, a promotional table near tournament check-in, and will help host the Awards Ceremony!

Golf Towels - $1,500
Sponsor logo printed (one-sided, one-color) on golf towels to be given to each golfer!

Snack Carts - $500
Signage is provided on both snack carts—our golfers will be sure to see your company name and logo when they get a drink or a snack.

Hole Sponsorships - $500 each
Signs displaying sponsor names are displayed at each sponsored hole. Every golfer will see your company name!

Continental Breakfast — $750
Breakfast and sponsor signage and will help host the Awards Ceremony!

THANKS TO:
Nationwide Retirement Solutions

SOLD $750

Prize Drawings or Giveaways - Sponsor choice & purchase
Provide a raffle prize or giveaway item to give our golfers something to remember you by! To be listed in our printed program booklet, email Virginia (vwhite@mdcounties.org) by July 5, 2019 of what you’d like to bring.

www.mdcounties.org/MACoCon

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Become a Sponsor.
GENERAL SPONSORSHIPS

EARLY BIRD ATTENDANCE PRIZES  EXCLUSIVE! Only 1 Sponsor!  $5,000

- **HIGH VISIBILITY** - Provide the extra incentive for attendees to get to their sessions on time!
  - MACo educational sessions are PACKED with information for attendees. To ensure timely arrival to the sessions, MACo offers “early bird” attendees the chance to enter into a raffle to win gift cards at each of MACo’s sessions.
  - Sponsor Logo appears on envelope containing prize tickets, handed out at registration
  - Sponsor’s name and one-sentence description will be read at each prize drawing (approx. 75 people per affiliate session, 300+ per general session)
  - Sponsor may provide gift cards in addition to the sponsorship contribution
  - **Audience:** Each of our 2,000 participants will hear your name and description while attending an educational session

CONTRIBUTING SPONSORS  $500—$3,000

- $500—Receives sponsor acknowledgment on signage, program, and mobile app
- $1,000—Receives Half Page Program Ad, sponsor acknowledgment on signage, program, and mobile app
- $1,500—Receives Full Page Program Ad, sponsor acknowledgment on signage, program, and mobile app
- $2,000—Receives 1 Full Conference Registration and 1 Full Page Ad, sponsor on signage, program, and mobile app
- $3,000—Receives 2 Full Conference Registrations and 1 Full Page Ad, sponsor on signage, program, and mobile app

EMAIL MARKETING MESSAGE  Co-sponsor option—only 2 available!  $1,000

MACo will send one email to registered attendees and exhibitors on behalf of the sponsor—more than 2,000 recipients! Email content must be approved by MACo (non-partisan, not in conflict with MACo’s legislative priorities, etc.). Contact vwhite@mdcounties.org email sample.

- **Audience:** More than 2,000 conference participants will receive your email, sent from MACo. Past emails have had a 40% open rate, well above the industry average of 23% for similar emails.

PROGRAM ADVERTISEMENTS

MACo distributes the Summer Conference Program Booklet to every attendee and exhibit booth when they arrive at the conference. It contains valuable information such as the schedule, session descriptions, exhibitor listings, and maps.

**Advertising in the program is a great way to get your message into the hands of conference attendees!**

- **Program:** 8.5 inches high by 5.5 inches wide. Printed in black-and-white except for the front and back covers.

*Ads should be JPG files and must be sent to vwhite@mdcounties.org by July 12, 2019.*

**Program Ad Options:**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover Full Page (color)</td>
<td>5.5&quot; wide x 8.5&quot; high</td>
<td>$2,000</td>
</tr>
<tr>
<td>Center 2-Full Page Spread (black/white)</td>
<td>11&quot; wide x 8.5&quot; high</td>
<td>$1,500</td>
</tr>
<tr>
<td>Inside Front Cover - Full Page (color)</td>
<td>5.5&quot; wide x 8.5&quot; high</td>
<td>$750</td>
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<tr>
<td>Inside Back Cover - Full Page (color)</td>
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<td>$500</td>
</tr>
<tr>
<td>Full Page (black/white)</td>
<td>5.5&quot; wide x 8.5&quot; high</td>
<td>$300</td>
</tr>
<tr>
<td>Half Page (black/white)</td>
<td>5.5&quot; wide x 4.25&quot; high</td>
<td>$150</td>
</tr>
</tbody>
</table>

**Need a custom sponsorship?**

Contact Virginia at vwhite@mdcounties.org
What is the Tech Expo?

5-hour exhibiting opportunity for an exclusive set of technology vendors.
Vendors will receive a 6-foot table for a table-top display on Wednesday, August 14, 2019 from 11:00 am until 4:00 pm at the convention center in Ocean City.

A one-day enhancement to MACo’s larger Summer Conference.
The day will include 3 deep-dive sessions on technology topics that will attract local government officials, staff, and stakeholders most interested in experiencing the latest technology first-hand.

Ready to sign up? Contact Leslie Velasco

Here’s the catch: Vendors must bring technology that can be demonstrated to our attendees.

Your opportunity to get exposure to MACo's Summer Conference attendees.
There is no additional fee for full conference registrants to attend the Expo. Last year, hundreds of county elected and appointed officials and staff, along with legislators, State, and commercial representatives attended the Expo—this year, the crowd is sure to be even bigger.

$300 Exhibiting Opportunity
That’s right - it's only $300 to participate as a vendor in the Tech Expo tradeshow, but there are a limited number of spots available, so register today. (FREE for vendors in our larger 2-day tradeshow, but separate registration required)

Tech Expo Floorplan
Take the lead, be ahead of the crowd!

- Give 5 minutes of welcoming remarks at kick-off to Expo
- Logo prominently displayed on blog articles and emails about the MACo Tech Expo
- Logo on Wednesday lunch ticket (if confirmed by July 5)
- Solutions Showcase Session (a 30-minute opportunity to present to MACo’s conference attendees—limited availability)
- Complimentary commercial exhibit booth in Exhibit Hall AB (a $1,500 value: participate in MACo’s larger 250-booth tradeshow on Thursday and Friday)
- Complimentary prime exhibit space at the Tech Expo
- Business listing in MACo’s conference mobile app
- Flyer included in the 1,000+ conference registration packets
- Full page program ad in MACo’s printed program booklet
- Listed on sponsorship signage
- Verbal acknowledgement at the kick-off to the expo

THANKS TO CO-SPONSORS:

FORTINET

TECH EXPO CONTRIBUTING SPONSOR
Co-sponsor option—only 4 available! $1,000

Visibility that will get you noticed!

- Half page program ad in MACo’s printed program booklet
- Listed on sponsorship signage
- Verbal acknowledgement at the kick-off to the expo
- 1 Wednesday registration ($285 value)
- Table at Tech Expo Tradeshow – discounted price of $195 instead of $300

TECH EXPO LEAD SPONSOR
(Exclusive) $5,000

Take the lead, be ahead of the crowd!

- Complimentary prime exhibit space at the Tech Expo
- Flyer included in conference registration packets
- Full page program ad in MACo’s printed program booklet
- 1 Full MACo Summer Conference Attendee Registration (a $505 value!)
- Listed on sponsorship signage
- Verbal acknowledgement at the kick-off to the expo

THANKS TO CO-SPONSORS:

Google Cloud

TECH EXPO CO-SPONSOR
Co-sponsor option—only 4 available! $3,000

Be a resource, show your support!

- Complimentary prime exhibit space at the Tech Expo
- Flyer included in conference registration packets
- Full page program ad in MACo’s printed program booklet
- 1 Full MACo Summer Conference Attendee Registration (a $505 value!)
- Listed on sponsorship signage
- Verbal acknowledgement at the kick-off to the expo

TECH EXPO SNACK BREAK SPONSOR
Co-sponsor option—only 2 available! $2,000

Visibility that will get you noticed!

- Half page program ad in MACo’s printed program booklet
- Listed on sponsorship signage placed near the break
- Verbal acknowledgement at the kick-off to the expo
- 1 Wednesday registration ($285 value)
- Table at Tech Expo Tradeshow

TECH EXPO SNACK BREAK SPONSOR
Co-sponsor option—only 2 available! $2,000

Visibility that will get you noticed!

- Half page program ad in MACo’s printed program booklet
- Listed on sponsorship signage placed near the break
- Verbal acknowledgement at the kick-off to the expo
- 1 Wednesday registration ($285 value)
- Table at Tech Expo Tradeshow
CONTINENTAL BREAKFAST—3 DAYS  $3,000

Help our attendees and exhibitors kick off their conference days with continental breakfast! Available in the Bayfront Exhibit Hall on Thursday & Friday and in the upstairs foyer on Saturday. Continental Breakfast will also be served for exhibitors in Exhibit Hall AB on Thursday & Friday.

- Sponsor signage displayed at each breakfast location on all three days
- Table provided for sponsor promotional materials near breakfast location
- Sponsorship includes all main continental breakfast locations for all three days of breakfast
- Audience: Approx. 1,500 participants join us in the mornings for breakfast—the most important meal of the day!

ICE CREAM & FRUIT BREAK  $3,000

Our Thursday afternoon break is a big hit! Root beer floats, chocolate, and fresh fruit are just the pick-me-up needed for a full day of educational sessions and meetings. This break lasts for ONE HOUR and is located in both exhibit halls.

- Sponsor receives a table near the break for promotional materials
- Sponsor logo printed on event tickets if confirmed by July 5, 2019
- Audience: Approx. 750 attendees and exhibitors line up for this special treat!

GOVERNOR’S CABINET RECEPTION  (Only 1 spot left!)  $3,000

This reception is held on Friday—members of the Governor’s Cabinet are invited to attend and meet with our conference guests. Only 6 co-sponsor opportunities available.

This event is a great chance to get your company name in front of Maryland’s leaders!

- Sponsor signage displayed at entrance to reception
- Table provided for sponsor promotional materials in reception
- Audience: The Governor, Lt. Governor, the State Secretaries, and the lead Administration staff will attend, along with about 400 of MACo’s conference attendees!

CHAPTER ORGANIZATION EVENT  $3,000

MACo’s Chapter Organizations meet during Summer Conference to discuss challenges and solutions particular to their members. Sponsor their meetings and get a chance to speak directly to county officials and decision-makers in specific interest groups (times are tentative and are subject to change).

Chapter Organization Meetings:
- Large County Coalition (Thurs., 8 am—9 am)
- Rural County Coalition (Thurs., 8 am—9 am)
- County Official Diversity Caucus (Thurs., noon—1 pm)
- Women of MACo (Fri., noon—1 pm)

Sponsor Benefits:
- Sponsor may give 2 minutes of welcoming remarks
- Sponsor materials displayed on meeting tables
- Audience: Meetings attract at least 50 attendees, can be as many as 80, depending on the agenda

AFFILIATE MEETING OR SESSION SPONSOR  $2,000

Several of MACo’s 13 affiliate organizations meet during our Summer Conference. These groups focus on specific areas of county government: Administrators, Attorneys, Budget & Finance, Corrections, Emergency Managers, Engineers, Environmental Health, Health Officers, Human Resources, Human Services/Aging, Information Technology Officers, Parks & Recreation, and Planners.

This is a great opportunity to speak directly to front-line professionals and staff decision-makers about your area of expertise.

- Sponsor logo will be printed on meeting room signage
- Sponsor may attend the meeting and speak for 5 minutes
- Audience: For meetings, about 20 individuals; for sessions, about 75—all individuals interested in that specific topic or county service area!

Sponsor must be approved by MACo and the affiliate organization.

Contact Virginia White (vwhite@mdcounties.org) to inquire about specific affiliate meetings.
FOOD & EVENT

BUFFET LUNCH

Lunch is offered to ticket-holders in both of the exhibit halls and on the second floor for lunch meetings on Thursday and Friday. Add a personal touch and bring banners, promotional materials, and signage to decorate the buffet.

- Signage displayed at each buffet location
- Sponsor information printed on table signs and displayed on each table
- Table provided for sponsor promotional materials near exhibit hall buffets
- Sponsor may provide representatives to greet guests as they enter the main buffet
- 3 Lunch Tickets
- **Sponsor logo printed on meal tickets if confirmed by July 5, 2019**
- **Audience:** All 2,000+ participants will access the various buffets!

TASTE OF MARYLAND RECEPTION SPONSOR

This reception provides a chance for exhibitors and attendees to network while enjoying tasting samples of Maryland’s best regional food and beverages. Exhibitors offer tasting samples and MACo provides heavier refreshments, appetizers, and hor’s d’oeuvres.

- **Event Co-Sponsor - $3,000**
  - Sponsor receives 2 tickets to the Taste of Maryland Reception and their name on event signage. **Audience:** Approx. 850 participants will attend this highly-anticipated event!
- **Kids’ Event - $2,000**
  - Children of Reception guests will be able to play with capable and enthusiastic child care providers who will entertain them with games, clowns, crafts, and other activities while their parents enjoy the reception. Sponsor name and logo on registration forms. Sponsor may provide kid-friendly give-away items.

SATURDAY FULL BUFFET BREAKFAST

Send them home with a great start to our last conference day! Attendees enjoy a full buffet breakfast on Saturday morning before our Education-themed General Session, which is followed by the Governor’s Address.

- **Sponsor logo and contact information displayed on breakfast tables**
- **Table provided for sponsor promotional materials near breakfast location**
- **Audience:** Approx. 100 people attend this full breakfast buffet to fuel up for the last day of the conference!

WELCOMING SESSION SPONSOR

The Official kick-off of MACo’s Summer Conference! Following welcoming remarks by our President, the Ocean City Mayor, and the Worcester County Commission President, our Keynote Speaker will make a presentation. This session is attended by approximately 350 people.

- **Sponsor signage displayed at entrance to session**
- **Table provided for sponsor promotional materials in session room**
- **Audience:** Approx. 350 people attend our official opening event!

ALL-DAY BEVERAGE STATION—4 DAYS

Coffee, tea, water, and sodas are provided all day long for our conference attendees and exhibitors. THREE beverage stations for Thursday and Friday—1 in each exhibit hall and 1 on the second floor of the Convention Center outside of the meeting rooms. Wednesday and Saturday, only second floor location (exhibit halls closed).

- **Sponsor logo printed on disposable coffee cup sleeves if confirmed by June 14, 2019**
- **Audience:** All 2,000+ participants are likely to stop by several times throughout the event!
Our Friday evening Crab Feast is one of the highlights of MACo’s Summer Conference.

A full cookout-style meal of steamed Maryland blue crabs, hotdogs, hamburgers, crab cakes, and all the trimmings is served to our attendees and exhibitors under tents in the parking lot of the Convention Center.

A band plays music throughout the event to add to the festive atmosphere. Clowns entertain the young and the young-at-heart!

This is THE networking event of the conference and shouldn’t be missed by anyone hoping to have a visible commercial presence at MACo’s Summer Conference.

Choose one or more of our sponsorship options below to be sure that your company has the visibility you need to do business with Maryland’s local government decision-makers.

- **Beverage Cart & Stands** — $6,000
  - Sponsor logo printed in one color on re-usable plastic cups placed at each of our adult beverage carts and stands
  - 5 Crab Feast tickets

- **Event Sponsor** — $4,000*
  - Logo printed on meal tickets if confirmed by July 5, 2019
  - 4 Crab Feast tickets

- **Crab Mallets** — $4,000
  - Sponsor’s logo printed on wooden crab mallets for guests to use at the Crab Feast
  - 4 Crab Feast tickets

- **Band** — $3,000*
  - Signage placed near the stage
  - Sponsor receives 3 Crab Feast tickets
  - Band verbally thanks sponsor during the event

- **Lemonade/Water Stand** — $2,000*
  - Sponsor logo printed in one color on re-usable plastic cups, placed at all of the drink stand locations
  - Sponsor receives 2 Crab Feast tickets

- **Main Buffet** — $2,000*
  - Signage placed near all buffet lines
  - Sponsor receives 2 Crab Feast tickets

- **Ice Cream** — $1,000*
  - Signage placed near ice cream line
  - Sponsor receives 1 Crab Feast ticket

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*Co-sponsor opportunity. Contact Virginia at vwhite@mdcounties.org if you would like to be the exclusive sponsor for this item.*
COMFORT & CONVENIENCE

ATTENDEE LOUNGE  EXCLUSIVE! Only 1 Sponsor!  $5,000

Our attendees need a quiet place to talk, work together, and create solutions—provide this space!

MACo’s attendees need to be able to sit down and talk in small groups or one-on-one outside of our sessions and scheduled activities. The lounge is also the location of MACo’s Solutions Showcase Sessions, which are offered throughout the conference. The Attendee Lounge will host the Cyber Café (sponsored separately), which draws many attendees to the space!

- Sponsor gets to name the attendee lounge!
- Sponsor logo printed on table tents and signage within the lounge, and on signage directing attendees to the lounge
- MACo staff will assist in room set-up arrangements and connecting the sponsor to the catering company (Catering costs, audio/visual fees, etc., not included in the sponsorship)
- Sponsor may provide promotional materials to be displayed in the lounge
- Sponsor gets priority choice of available Solutions Showcase Sessions!
- Audience: Hundreds of guests will stop by to use the lounge or take in a Solutions Showcase Session!

COMPLIMENTARY WIRELESS INTERNET  $3,000—$5,000

Facilitate the connection!

- Sponsor logo displayed on signage announcing that free WiFi was provided by the sponsor
- Sponsor logo displayed on “Connect to WiFi” instructional cards included in each registrants’ check-in materials
- LEAD SPONSOR at $5,000 gets to choose WiFi password—ONLY ONE LEAD SPONSOR
- Co-sponsors accepted at $3,000 each
- Audience: All 2,000+ attendees and exhibitors will know you provided this necessary service!

DAILY CONFERENCE EMAIL  EXCLUSIVE! Only 1 Sponsor!  $4,000

Help our attendees know what they shouldn’t miss each day of the conference!

MACo sends a daily conference email detailing hot topics and updates for each day of the conference.

- Sponsor logo, description, and link displayed in the body of the email
- Audience: Email will be sent to all registrants, exhibitors, speakers, and sponsors. 56% open rate = 1,400+ views!

CHARGING STATION  $3,000

Keep our attendees charged and communicating!

Brand our mobile device charging station with your logo and messaging and you’re sure to get noticed! Whether Apple or Android, phone or tablet, these programmable charging lockers allow attendees to charge devices without having to miss sessions!

- Sponsor logo and messaging displayed on charging station screen and full wrap-around station design
- Audience: Placed in a prominent location, this charging station will be seen by all 2,000+ participants on each day of the conference!

CYBER CAFÉ  EXCLUSIVE! Only 1 Sponsor!  $2,000

Help them check up things at the office or at home.

Sometimes a phone or tablet screen just isn’t large enough to do what you need to do! MACo provides 6 internet-connected laptop computers and 2 printers for attendees to check their email or do other business on-site at the Convention Center.

- Sponsor logo displayed on background of computer screen
- Sponsor website set as homepage of internet browsers
- Audience: Hundreds will see your logo and branding!
**BRANDED STYLUS PENS**

$2,500

*Give them something they’ll use everyday, in different ways!*

One end of this pen is a standard ink pen, while the other is a stylus for touch-screen devices.

- Sponsor logo will be printed in one color on the pen
- **Audience:** All 1,000+ attendees will receive a pen at check-in.

**PROMOTIONAL MATERIAL CHAIR DROPS**

$1,000

*Make sure they get your information!*

MACo staff will personally place your promotional materials on the chairs for either our Keynote Speaker presentation or one of our General Sessions. This is a great opportunity to get your promotional materials directly into the hands of our attendees. Promotional materials must be approved by MACo. Sponsor must provide 400 copies of materials.

- **Keynote Speaker Presentation**—$1,000
- **General Sessions (1 out of choice of 4)**—$1,000 each
- **Audience:** Approx. 350 people each session will receive your materials on their chairs!

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**Need even more exposure to MACo’s Summer Conference Attendees?**

Our members and attendees are always looking for cost-saving products and services and they know there’s no better way to do that than at the MACo Summer Conference. Booth spaces are limited and sell out quickly—sign up today to interact face-to-face with our attendees and make long-lasting partnerships.

*Learn more by contacting ivelasco@mdcounties.org!*

---

**Benefits of being a MACo Summer Conference Exhibitor:**

- Exhibitor displayed in MACo’s printed program, the conference mobile app, and our website!
- Each booth will receive a list of conference attendees and their contact information
- Exhibitors may participate in all MACo conference sessions at no additional charge
- Table draping for your booth is included!
- Each booth receives 2 tickets for Thursday and Friday lunches, Thursday afternoon Ice Cream & Fruit Break, and the Thursday evening Taste of Maryland Reception
- Additional tickets for the social events are available to exhibitors at the County Member rate (our lowest rate!)
- Exhibitors may sign up for the Golf Tournament (additional fee and registration required)
### Summer Conference Benefits

<table>
<thead>
<tr>
<th></th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Booth</td>
<td>Free Premium</td>
<td>Free Feature</td>
<td>Free Highlight</td>
<td>Free</td>
</tr>
<tr>
<td>Space available on a limited basis.</td>
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<tr>
<td><strong>Apply by November 3, 2019</strong></td>
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<td></td>
</tr>
<tr>
<td>Free Full Conference Registrations</td>
<td>5</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Additional Conference Registrations at Reduced County Member Rate</td>
<td>Unlimited</td>
<td>Unlimited</td>
<td>Unlimited</td>
<td>Unlimited</td>
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<tr>
<td>Complimentary Event Sponsor</td>
<td>Platinum Options</td>
<td>Gold Options</td>
<td>Silver Options</td>
<td>Bronze Options</td>
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<tr>
<td>Complimentary Program Advertisement</td>
<td>Full Page</td>
<td>Full Page</td>
<td>Half Page</td>
<td>Half Page</td>
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<tr>
<td>Program &amp; Onsite Corporate Partner Signage</td>
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<tr>
<td>Corporate Partner Dinner</td>
<td>3 Reps</td>
<td>3 Reps</td>
<td>2 Reps</td>
<td>2 Reps</td>
</tr>
<tr>
<td>Complimentary Golf Tee Times</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
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</tbody>
</table>

**Level Price:**
- PLATINUM: $20,000
- GOLD: $16,000
- SILVER: $12,000
- BRONZE: $8,000

**Become a Corporate Partner TODAY to receive these great benefits and MORE:**
- All Partners receive complimentary booth space
- All Partners receive complimentary registrations depending on partnership level
- All Partners have the opportunity to choose their own sponsorship within their partnership level

### Summer Conference
- Approximately 3,000 county, state and federal government officials, speakers, and exhibit personnel gather for educational sessions, briefings from State agencies, meetings, sharing ideas and networking. The conference also hosts a 250-booth trade show and a 60-booth Tech Expo.

### Winter Conference
- More than 500 leaders from across the state attend to discuss upcoming issues for the General Assembly session. Traditionally, the Governor gives an address and installs MACo’s new Board of Directors.

### Summer Conference Corporate Partner Sponsorship Options:

<table>
<thead>
<tr>
<th>Exclusive - Only One Sponsor</th>
<th>Co-Sponsors Accepted</th>
</tr>
</thead>
<tbody>
<tr>
<td>A/V Equipment</td>
<td>Crab Feast</td>
</tr>
<tr>
<td>Attendee Lounge</td>
<td>Buffet Lunch</td>
</tr>
<tr>
<td>Tech Expo Lead</td>
<td>General Session</td>
</tr>
<tr>
<td>Tote Bags</td>
<td>Golf Tournament Lead</td>
</tr>
<tr>
<td>Taste of MD Reception</td>
<td>Mobile App Lead</td>
</tr>
<tr>
<td>Custom Sponsorship</td>
<td>Custom Sponsorship</td>
</tr>
</tbody>
</table>

**Sponsorship Values:**
- PLATINUM: $5,000
- GOLD: $4,000
- SILVER: $3,000
- BRONZE: $2,000

### Communications and Promotions
- Through print and electronic communications, members are provided with easy access to information, events and research. MACo’s website and Conduit Street blog receive thousands of visitors weekly. News updates are added daily, offering our members timely county government news, various subscriptions, and feed options. Partners may submit company news items of interest to be included in the blog (with MACo approval).

### Need more information on how to become a MACo Corporate Partner?

Contact our Member Services Director, Virginia White, at 410.269.0043 or at vwhite@mdcounties.org. 
*Sign up today and you can receive the Summer Conference benefits listed above in time for the 2019 event!*
**CHOOSE QUANTITY BELOW:**

- **Back Cover Full Page**  5.5" wide x 8.5" high  $2,000
- **Center 2-Full Page Spread**  11" wide x 8.5" high  $1,500
- **Inside Front Cover - Full Page**  5.5" wide x 8.5" high  $750
- **Inside Back Cover - Page**  5.5" wide x 8.5" high  $500
- **Full Page**  5.5" wide x 8.5" high  $300
- **Half Page**  5.5" wide x 4.25" high  $150

**SPONSORSHIP SELECTION**

1) Sponsorship Name: __________________________  
   Sponsorship Amount: __________________________

2) Sponsorship Name: __________________________  
   Sponsorship Amount: __________________________

3) Sponsorship Name: __________________________  
   Sponsorship Amount: __________________________

4) Sponsorship Name: __________________________  
   Sponsorship Amount: __________________________

**PROGRAM ADVERTISEMENTS**

(1,500+ copies of the Program are distributed)

**PAYMENT METHOD**

*Check or Money Order payable to MACo. Visa & MasterCard Accepted (sorry, no American Express)*

Please check appropriate box:  ☐ Check  ☐ VISA  ☐ MasterCard

Credit Card Number: ___________________________  Expiration Date: ________________

Billing Address (Street, City, State, & Zip): ___________________________

Print Cardholder Name: ___________________________

Cardholder Signature: ___________________________

MAIL OR FAX completed registration form **without payment** to:

MACo – Attn: Leslie Velasco  
169 Conduit Street, Annapolis, MD 21401  
FAX: 410.268.1775  

Questions?  vwhite@mdcounties.org  
Phone: 410.269.0043

**MACo reserves the right to decline any applicant who, in the opinion of the Association, is not in keeping with its mission and goals.**

**Sponsorships and advertisements from partisan and political groups and individuals are specifically prohibited.**

MACo Office Use Only

Date Paid: ___________________________  Check or PO Number: ___________________________  Amount: ___________________________
**GOLF TOURNAMENT**

Wednesday, August 14 - Ocean City Golf Club  
11401 Country Club Drive, Berlin, MD 21811  
410.641.1779

Check In 7:30 am - Shotgun Start 9:00 am - SCRAMBLE

$75 - MACo Member (Conference Registrants & Exhibitors Only) - County government and Corporate Partners  
$90 - Non-Member (Conference Registrants, Exhibitors, & Sponsors) - All other government and Commercial  
NEW: $285 Member Foursome/$345 Non-Member Foursome  
(1 golfer of the foursome must be a Conference Registrant, Exhibitor, or Sponsor)

Choose your own foursome or we can do it for you! Directions and teams will be emailed to you a week prior to the Golf Tournament. Be sure to include your email below.

**Completely fill out information for EACH golfer below or REGISTER ONLINE**

<table>
<thead>
<tr>
<th>Send Form and Payment to:</th>
</tr>
</thead>
</table>
| MACo  
169 Conduit Street  
Annapolis, MD 21401  
Fax Number: 410.268.1775  
Questions?  
ALLISON VALLIANT  
410.269.0043  
avalliant@mdcounties.org  
  |

| Your Name: ___________________ | Title: ___________________  
| Company Name: ___________________  
| Address: ___________________  
| City: ___________________ State: ___________________ Zip: __________  
| Telephone: ___________________ Fax: ___________________  
| email: ___________________  

| Player 2: ___________________ | Title: ___________________  
| Company Name: ___________________  
| Address: ___________________  
| City: ___________________ State: ___________________ Zip: __________  
| Telephone: ___________________ Fax: ___________________  
| email: ___________________  

| Player 3: ___________________ | Title: ___________________  
| Company Name: ___________________  
| Address: ___________________  
| City: ___________________ State: ___________________ Zip: __________  
| Telephone: ___________________ Fax: ___________________  
| email: ___________________  

| Player 4: ___________________ | Title: ___________________  
| Company Name: ___________________  
| Address: ___________________  
| City: ___________________ State: ___________________ Zip: __________  
| Telephone: ___________________ Fax: ___________________  

Want to be matched with county golfers? No guarantees, but tell us which counties you need to connect with and we'll do our best to match you! Counties: ____________________________________________

Your product or service: ____________________________________________

**PAYMENT:** No refunds. Your registration will NOT be processed without a COMPLETED FORM & PAYMENT.

Sorry, we do not take AMEX.

CARD#: ___________________ EXPIRATION DATE: __________
SECURITY CODE #: ___________________ BILLING ADDRESS: ___________________  
CARDHOLDER NAME: ___________________  
SIGNATURE: *(Required)* ___________________

MACo Office Use Only

Date Paid ___________________ Check or PO Number ___________________ Amount ___________________
“The Summer Conference provides a great opportunity for BGE to take part in educational sessions and meetings regarding the most important issues facing our local governments. Last year’s conference was very valuable for building and maintaining relationships with key county and community leaders. As a leading partner of Maryland’s counties, BGE was pleased to be a Gold Sponsor of last year’s conference.”
- BGE

“We look forward to attending the MACo Summer Conference every year. It is a great networking opportunity for companies looking to form business relationships and develop partnerships with Maryland counties. For Delta Dental, this is a sound investment, and a terrific chance to connect with county decision-makers.”
- Delta Dental

"MACo provides the most positive experience of any conference at which we exhibit. It is well run, efficient and very well attended. MACo provides an invaluable service by granting us exposure and access to "decision makers" at both the State and County level. Almost equally important is the opportunity to interact (network) with fellow exhibitors. We hope to continue our participation in the MACo conference for years to come."
- Lanier Electronics Group, Inc.

”MACo provides an excellent opportunity to have quality time with our long time customers in a terrific setting. It also gives us a chance to meet new County and City members and network with our peers.”
- Motorola Solutions, Inc.

"MACo provides valuable services to not only Maryland’s counties but its government agency partners as well. The Summer MACo conference is absolutely critical for networking and showcasing the programs of any organization.”
- Office of Communications, Comptroller of Maryland

“Throughout the year we attend many conferences, and we are always certain the MACo Summer/Winter Conferences are first on our calendar because they are the most organized and well run. The conferences allow us to maintain existing relationships and provide excellent opportunities to develop new ones.”
- Nationwide Retirement Solutions

“MEDI has been a committed vendor at the MACo conference for 25+ years. A great opportunity to get in front of all levels of state government. Always a job well done.”
- Tim Gaia, Senior Account Manager, MEDI