MARYLAND ASSOCIATION of COUNTIES
Summer Conference
Water, Water Everywhere
August 15-18, 2018
Roland Powell Convention Center | Ocean City, MD
Sponsorship & Advertisement Brochure
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 “*Water, Water Everywhere.*” From the health of the Bay and Maryland’s waterways to the infrastructure, treatment, and regulations that ensure safe and healthy water flows through our pipes, county governments are keeping our residents afloat. Conference sessions will discuss the Bay, water infrastructure, watermen and oyster/fishery/habitat issues, floods and other natural disasters, and ways to put the wind back in the sails of a tight budget.

**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, but may be a sales-oriented presentation about your products and services. 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 4,000 followers on Twitter (@MDCounties) and more than 630 likes on Facebook. MACo will post a “Thank You” tweet and/or Facebook posting 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 registered on-site.

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

WEDNESDAY, AUGUST 15, 2018
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 16, 2018
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 - 4:30 pm  Exhibit Hall AB Open
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)
3:00 pm - 4:45 pm  Affiliate Sessions
4:30 pm - 6:30 pm  Kids’ Party (separate registration required)

FRIDAY, AUGUST 17, 2018
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 18, 2018
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  Gubernatorial Candidates’ Forum
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 14 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.

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.
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 but may be sales-oriented – partisan and campaign-oriented presentations are strictly prohibited. Use these sessions as an opportunity to show how you are a thought 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!**

Fifteen 30-minute timeslots are scheduled and will be assigned on a first-come, first-served basis. Contact Nicolette Querry today to confirm your sponsorship of $3,000

### Schedule

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<th>WEDNESDAY, AUGUST 15, 2018</th>
<th>FRIDAY, AUGUST 17, 2018</th>
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<td>Noon—12:30 pm</td>
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## OPPORTUNITIES

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<td>Tech Expo</td>
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### INVESTMENT

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<td>Promotional Material Chair Drops</td>
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PODCAST SPOTLIGHT $4,000

Be the star of the show!
MACo’s Conduit Street Podcast airs weekly. Policy Associate Kevin Kinnally and Executive Director Michael Sanderson host the show and discuss county and state government issues in a casual, yet 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!

CRAB FEAST SNOW CONE STAND $5,000

Be everyone’s favorite sponsor!
MACo’s Crab Feast is our most highly-attended networking event. It is held outside in August...so it’s HOT. Be a hero and provide a cool and fun treat. Be the sponsor of our snow cone stand (crushed ice with flavors added by request) and you’re sure to be the talk of the evening!

- Sponsor’s logo on the snow cone stand, which will be prominently placed at the Crab Feast
- 3 Crab Feast tickets
- Audience: More than 1,000 guests will see your logo and have the opportunity to enjoy the snow cone stand!

INFUSED WATER STATION

Provide a healthy refreshment!
Our guests will be impressed that your company is the one behind this trendy feature! MACo will provide fruit-infusing water bottles, water, and fruit for a 2-hour water station.

- 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 $4,000

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:** “State of the Bay” – Focusing on the current state of the Chesapeake Bay, work counties have done to sustain and improve its health and what they will need to do moving forward according to new statutes.
  - **General Session 2:** “The Wealth in Our Water” – A look at just how much we rely on water to cultivate economic opportunity - from our delicious aquaculture to the regional economic engine that is the Port of Baltimore.
  - **General Session 3:** “Rising Tide for Educational Excellence” – A panel presentation focusing on emerging recommendations from the state education funding commission.
- Audience: Approx. 400 guests will attend each session.
EXCLUSIVE

SOLD

COMMERCIAL EXHIBIT HALL SPONSOR

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!

SOLD

CONFERENCE REGISTRATION

Be out in front of the crowd!
Pre-conference, on-site, and post-conference marketing!

- Sponsor’s logo printed (one-color) on folders containing registration information—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 11, 2018
- Sponsor receives promoted post on Mobile App (see page 10)
- Sponsor use of one table to display promotional material in the high-traffic registration area
- Sponsor recognition and company link displayed on the post-conference survey email
- Audience:
  - In 2017, 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!

SOLD

KEYNOTE SPEAKER

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.mdcoundties.org/MACoCon
EXCLUSIVE

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

NECKWALLETS

$5,000

Make a first impression—2,000 times!

Badges are required for entrance to all events. MACo provides the 2,000+ 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 their neckwallets 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!

AUDIO/VISUAL EQUIPMENT

$5,000

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!

TASTE OF MARYLAND RECEPTION HOST

$4,500

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, 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, 2018
- Audience: Approx. 850 attendees and exhibitors will be sure to see your branding at this highly-anticipated event!

TOTE BAGS

$4,500

Send your branding home with our attendees!

Sturdy, re-usable tote bags are given to all attendees to collect giveaways from sessions and from the exhibit halls. Don’t miss this opportunity to have visible branding on items that the attendees will take home and use 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!

THANKS TO:

LGIT

TASTE OF MARYLAND RECEPTION HOST

$4,500

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

SOCIAL MEDIA

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

$4,000

- Sponsored link on "Splash Screen" of app will link out to Sponsor’s website
- Lead sponsor credit on mobile app signage
- Business listing included in Sponsor section
- Full page ad in printed program booklet

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

CO-SPONSOR

$2,000

GOLF TOURNAMENT

Wednesday, August 15, 2018, 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 - $2,000

Sponsor logo displayed on Tournament registration form in registration brochure (if signed on by May 2, 2018). 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

THANKS TO:

Prize Drawings or Giveaways - Sponsor choice

THANKS TO:

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 Nicolette (nquerry@mdcounties.org) by July 6, 2018 of what you’d like to bring.

SOLD

SOLD

SOLD

SOLD
GENERAL SPONSORSHIPS

EARLY BIRD ATTENDANCE PRIZES

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 20+ affiliate sessions and 4 general sessions.
- Sponsor’s name and one-sentence description will be read at each raffle (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

$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 nquery@mdcounties.org for 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.

Need a custom sponsorship? Contact Nicolette at nquery@mdcounties.org

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.
- At-a-Glance Card: 8.5 inches high by 3 inches wide. Printed in black and white. Shows the brief version of the schedule with times, titles, and room numbers. This card is a great quick reference (and program bookmark) and allows for a sponsor’s logo to be printed on one side, sized 2.5” wide by 2” high.*

Ads should be JPG files and must be sent to nquery@mdcounties.org by July 13, 2018.

Program Ad Options:

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover Full Page (color)</td>
<td>5.5” wide x 8.5” high</td>
<td>$2,000</td>
</tr>
<tr>
<td>Center 2-Full Page Spread (blk/wht)</td>
<td>11” wide x 8.5” high</td>
<td>$1,500</td>
</tr>
<tr>
<td>Inside Front Cover - Full Page (color)</td>
<td>5.5” wide x 8.5” high</td>
<td>$750</td>
</tr>
<tr>
<td>Inside Back Cover - Full Page (color)</td>
<td>5.5” wide x 8.5” high</td>
<td>$500</td>
</tr>
<tr>
<td>Full Page (black/white)</td>
<td>5.5” wide x 8.5” high</td>
<td>$300</td>
</tr>
<tr>
<td>Half Page (black/white)</td>
<td>5.5” wide x 4.25” high</td>
<td>$150</td>
</tr>
<tr>
<td>*Logo on At-a-Glance Card (black/white)</td>
<td>2.5” wide x 2” high</td>
<td>$500</td>
</tr>
</tbody>
</table>

Become a Sponsor.
**TECH EXPO**

**WEDNESDAY, AUGUST 15, 2018**

- 7:30 am - 10:00 am     Tech Expo Exhibit Set-Up
- 11:00 am - 4:00 pm     Tech Expo Exhibits Open
- 11:00 am - Noon        Open Time to Browse Exhibits
- Noon - 12:15 pm        Boxed Lunch Buffet
- 12:30 pm - 1:30 pm     Tech Expo Deep Dive Session
- 1:30 pm - 1:45 pm      Networking Break with Exhibitors
- 1:45 pm - 2:45 pm      Tech Expo Deep Dive Session
- 2:45 pm - 3:00 pm      Networking Break with Exhibitors
- 3:00 pm - 4:00 pm      Open Time to Browse Exhibits

---

**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 15, 2018 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 2 deep-dive sessions on technology topics that will attract local government officials, staff, and stakeholders most interested in experiencing the latest technology first-hand.

**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)

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

---

**Tech Expo Floorplan**

---

**Become a Sponsor.**

[www.mdcoundies.org/MACoCon](http://www.mdcoundies.org/MACoCon)
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/MTC Tech Expo
- Logo on Wednesday lunch ticket (if confirmed by July 6)
- Solutions Showcase Session (a 30-minute opportunity to present to MACo’s conference attendees—limited availability)
- Complimentary exhibit booth in Exhibit Hall AB (a $1,400 value: participate in MACo’s larger 250-booth tradeshow on Thursday and Friday)
- Complimentary prime exhibit space at the Tech Expo Tradeshow
- 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

Tech Expo Co-Sponsor

Be a resource, show your support!

- Solutions Showcase Session (a 30-minute opportunity to present to MACo’s conference attendees—limited availability)
- Complimentary prime exhibit space at the Tech Expo Tradeshow
- Flyer included in the 1,000 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 Contributing Sponsor

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

www.mdcoundies.org/MACoCon
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

ICE CREAM & FRUIT BREAK — SOLD $3,000

Our Thursday afternoon break is a big hit! Ice cream 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 6, 2018
- Audience: Approx. 750 attendees and exhibitors line up for this special treat!

GOVERNOR’S CABINET RECEPTION (Only 5 spots available!) $3,000

This reception is held on Friday—members of the Governor’s Cabinet are invited to attend and meet with our conference guests.

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!

CURRENT SPONSORS:

aws

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.

Chapter Organization Meetings:

- Large County Coalition (Thursday, 8 am—9 am)
- Rural County Coalition (Thursday, 8 am—9 am)
- County Official Diversity Caucus (Thursday, noon—1 pm)
- Women of MACo (Friday, noon—1 pm)

Sponsor Benefits:

- Sponsor may give 2 minutes of welcoming remarks
- Sponsor materials displayed on meeting tables
- Audience: Each meeting attracts at least 50 attendees, as many as 80, depending on the agenda

AFFILIATE MEETING OR SESSION SPONSOR $2,000

Several of MACo’s 14 affiliate organizations meet during our Summer Conference. These groups focus on specific areas of county government: Administrators, Aging, Attorneys, Budget & Finance, Corrections, Emergency Managers, Engineers, Environmental Health, Health Officers, Human Resources, Human Services, 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 Nicolette Querry (nquerry@mdcounties.org) to inquire about specific affiliate meetings.
BUFFET LUNCH $3,500 for 2 days or $2,000 for 1 day

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 greet guests at the main 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 6, 2018*
- **Audience:** All 2,000+ participants will access the various buffets!

TASTE OF MARYLAND RECEPTION CO-SPONSOR $1,500—$3,000

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.

- **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 - $1,500**
  - 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 may be printed on promotional items. **Audience:** 30+ kids join us for this event!

SATURDAY FULL BUFFET BREAKFAST $3,500

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 may speak on topic of choice (with MACo approval) for 15 minutes at the breakfast
- 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 CO-SPONSOR $2,000

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 $3,000

Coffee, tea, water, and sodas are provided all day long for our conference attendees and exhibitors. THREE beverage stations for Thursday and Friday—one 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).

- Signage displayed at all beverage stations, each day of the conference
- Table provided for sponsor promotional materials near second-floor beverage station
- *Sponsor logo printed on disposable coffee cup sleeves if confirmed by June 15, 2018*
- **Audience:** All 2,000+ participants are likely to stop by several times throughout the event!
FOOD & EVENT

CRAB FEAST

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.

Audience: 1,000+ local government stakeholders and leaders!

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

Snow Cone Stand—$5,000
(See page 7 for details)

Event Co-Sponsor—$4,000*
- Logo printed on meal tickets if confirmed by July 6, 2018
- 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

Lemonade/Water Stand Cups—$3,000*
- Sponsor logo printed in one color on re-usable plastic cups, placed at all of these drink stand locations
- Sponsor receives 3 Crab Feast tickets

Main Buffet—$2,500
- Signage placed near stage
- Sponsor receives 3 Crab Feast tickets

Band—$2,500*
- Signage placed near stage
- Sponsor receives 3 Crab Feast tickets

Ice Cream—$1,000*
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- Sponsor receives 3 Crab Feast tickets

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

ATTENDEE LOUNGE

$5,000

Our attendees need a quiet place to talk, work together, and find 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 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**
- **Audience:** Hundreds of guests will stop by to use the lounge or take in a Solutions Showcase Session!

DAILY CONFERENCE EMAIL

$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!

COMPLIMENTARY WIRELESS INTERNET

$3,000

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 registrant’s check-in materials**
- **Audience:** All 2,000+ attendees and exhibitors will know you provided this necessary service!

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 their devices without having to miss sessions!

- **Sponsor logo and messaging displayed on the 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

$2,000

Help them check up on 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!
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 of 2)**—$1,000 each

**PROMOTIONAL MATERIAL CHAIR DROPS**  
$1,000

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 lvelasco@mdcounties.org!

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

- Exhibitor description and contact information displayed in MACo’s printed program, the conference mobile app, and our website!
- Create a 30-second video clip to be displayed on MACo’s website as part of our online Exhibitor Showcase. The Showcase is open to everyone (conference participants and MACo’s blog readership) and goes online one month prior to conference to help participants get acquainted with your company’s services
- 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)
<table>
<thead>
<tr>
<th>2018 Summer Conference Benefits</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Booth in Hall A/B</td>
<td>100% Free</td>
<td>50% Discount</td>
<td>50% Discount</td>
</tr>
<tr>
<td>Booth Location in Hall A/B</td>
<td>Premium Location</td>
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<td>✓</td>
</tr>
<tr>
<td><strong>Apply as a Corporate Partner no later then May 2nd</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Free Full Conference Registrations</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>
</tr>
<tr>
<td>Event Sponsor</td>
<td>Crab Feast</td>
<td>Taste of Maryland Reception</td>
<td>Welcoming Session</td>
</tr>
<tr>
<td>Complimentary Program Advertisement</td>
<td>Full Page</td>
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<td>Half Page</td>
</tr>
<tr>
<td>Complimentary Golf Tournament - Tee Times</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Complimentary Golf Tournament - Hole Sponsor</td>
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<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Program &amp; Corporate Partner Signage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Private Wednesday Dinner with MACo Board of Directors</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

**Become a Corporate Partner TODAY to receive these great benefits and MORE:**

**Summer Conference and Crab Feast** - Nearly 2,000 county, state and federal government officials, speakers, and exhibit personnel gather for educational sessions, briefings from State agencies, meetings, sharing ideas and networking with a 230-booth Trade Show.
- **Gold Partners** receive **complimentary booth space** in Exhibit Hall A/B in a prime location if your booth contract is received no later then May 2! Hall A/B is our largest exhibit hall. This is where you want to be!
- **Silver and Bronze Partners** receive a **50% discount on booth space** and are guaranteed a booth in Exhibit Hall A/B if your booth contract is received no later then May 2.

**Winter Conference** - More than 400 leaders from across the state attend to discuss upcoming issues for the General Assembly session. Traditionally, the Governor gives his address to the attendees and installs MACo’s new Board of Directors.
- All Partners receive complimentary booth space in our 50-booth tradeshow
- All Partners receive complimentary registrations depending on partnership level

**“Must-Have” Publication - The Directory of County Officials**, produced by MACo, is published biennially. This indispensable statewide directory lists county, municipal, State, and federal elected officials, State appointed officials, key county and State department personnel, and county and State agencies and offices. Nearly 2,500 copies are distributed to county government officials, legislators, State officials, federal delegation members, non-profits, businesses, advertisers, and others. All Corporate Partners receive a complimentary ad in the Directory.

**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 for to be included in the blog (with MACo approval).

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

Contact our Outreach Coordinator, Nicolette Querry, at 410.269.0043 or at nquerry@mdcounties.org.  
Sign up today and you can receive the **Summer Conference benefits** listed above in time for the 2018 event!
2018 MACo Summer Conference - Sponsor & Advertising Application

Company Name
(As you would like it to appear on promotional signage and in the program)
Contact Name (print)

Address
City __________________________ State ________ Zip __________
Phone __________________________ Email __________________________

Company Description for Business Listing (to be used in printed program and in mobile app)
________________________________________________________________________
________________________________________________________________________

(or attach description to this application)

___________ 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 Full 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__________________________ 3) Sponsorship Name__________________________
Sponsorship Amount __________________________ Sponsorship Amount __________________________

2) Sponsorship Name__________________________ 4) Sponsorship Name__________________________
Sponsorship Amount __________________________ Sponsorship Amount __________________________

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

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 with payment to:
MACo—Attn: Nicolette Querry
169 Conduit Street, Annapolis, MD 21401
FAX: 410.268.1775

PAYMENT METHOD

Total Amount Due: $ __________

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 __________________________
Wednesday, August 15 - 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 - County government and Corporate Partners
$90 - Non-Member - All other government & commercial

YOU MUST BE A CONFERENCE ATTENDEE, SPONSOR, OR EXHIBITOR TO PARTICIPATE IN THE GOLF TOURNAMENT
Choose your own foursome or we can do it for you! You are responsible for finding your own replacement if you cancel after registration. 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.

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: __________________
email: ________________________________

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 ADDRESSESS: __________________
CARDHOLDER NAME: __________________
SIGNATURE: *(Required)__________________________

MACo USE ONLY:
DATE PAID: ______________ CHECK NUMBER ______________ AMOUNT PAID: ______________

Send Form and Payment to:
MACo
169 Conduit Street
Annapolis, MD 21401
Fax Number: 410.268.1775
Questions?
NICOLETTE QUERRY
410.269.0043
nquerry@mdcounties.org
“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

"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.

“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