



MARYLAND
Association of
COUNTIES

2013 SUMMER CONFERENCE

Bringing it ALL Back



August 14 - 17, 2013

Roland Powell Convention Center

Ocean City, Maryland

SPONSORSHIP & ADVERTISEMENT BROCHURE

Wednesday, August 14

7:30 am - 3:00 pm	Registration Open
7:30 am - 3:00 pm	Exhibitor Move In
8:00 am - 4:00 pm	Golf Tournament
1:15 pm - 3:15 pm	County Financial Mgmt. <i>(Academy Core Session)</i>
3:15 pm - 3:30 pm	Coffee Break
3:30 pm - 5:30 pm	Employee Issues <i>(Academy Core Session)</i>
6:00 pm - 9:00 pm	Corporate Partner Appreciation Dinner <i>(Off-site, Open to Corporate Partners ONLY)</i>

Thursday, August 15

7:00 am - 4:00 pm	Registration
7:30 am - 9:30 am	Continental Breakfast
9:00 am - 10:00 am	Welcoming Session & Keynote Address
10:00 am - 3:00 pm	Exhibit Hall A/B Open
10:00 am - 5:30 pm	Dockside Exhibit Hall Open
11:30 am - 1:30 pm	Buffet Lunch - Both Exhibit Halls
1:30 pm - 2:30 pm	Affiliate Sessions
2:30 pm - 3:00 pm	Ice Cream & Fruit Break
3:00 pm - 4:00 pm	Affiliate Sessions
3:00 pm - 5:00 pm	Exhibit Hall A/B Closed
4:00 pm - 5:30 pm	Taste of MD Reception in Dockside
5:00 pm - 6:30 pm	President's Reception in Hall A/B

Friday, August 16

7:00 am - 2:30 pm	Registration
8:30 am - 10:00 am	Continental Breakfast
9:00 am - 2:00 pm	Exhibit Halls Open
9:00 am - 10:30 am	General Session
10:30 am - 10:45 am	Coffee Break
10:45 am - 12:00 pm	General Session
11:30 am - 1:00 pm	Buffet Lunch
1:00 pm - 3:00 pm	Kids Event
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 <i>(Open to Elected Officials ONLY)</i>
5:00 pm - 8:00 pm	Crab Feast - Rain or Shine

Saturday, August 17

8:00 am - 10:30 am	Registration
8:30 am - 9:30 am	Continental Breakfast
9:00 am - 9:30 am	MACo Business Meeting
9:30 am - 11:00 am	Education Session
11:00 am - 11:15 am	Coffee Break
11:15 am - 12:15 pm	Governor's Address
12:15 pm	Adjournment

Schedule of Events

Exhibit Hall Hours & Events

Wednesday

7:30 am - 3:00 pm
Exhibit Move-in

Thursday

10:00 am - 3:00 pm - Hall A/B Open
10:00 am - 5:30 pm - Dockside Open
(Meals and breaks held in both Halls)

3:00 pm - 5:00 pm - Hall A/B Closed
(All Exhibits Closed & Cleared)

4:00 pm - 5:30 pm - Dockside Hall
Taste of Maryland Reception
(Dockside Hall closes at 5:30 pm)

5:00 pm - 6:30 pm - Hall A/B Open
President's Reception
(Ticket & Badge required)

Friday

9:00 am - 2:00 pm - Both Halls Open
(Meals and breaks held in both Halls)

2:00 pm - 9:00 pm
Closed—Exhibit Move-Out

www.mdcounties.org

<http://twitter.com/ConduitStreet>

Sponsorship Opportunities

Become a Sponsor:

During August 14-17, 2013, an estimated 2,000 local government officials, county staff decision-makers, legislators, and business representatives will convene at the Roland Powell Convention Center in Ocean City, Maryland for MACo's Summer Conference. As a sponsor, you will have the opportunity to put your company's products and services in front of the people you want to reach. In addition to other benefits listed, all sponsor information will be displayed on signage, online, in the printed program, and in our mobile app.

Exclusive Sponsorship Packages*

* Exclusive sponsorships are open to ONE sponsor each.
These are not co-sponsor opportunities.

SOLD Conference Registration—\$5,000

Be out in front of the crowd!

- Pre-conference, on-site, and post-conference marketing!
- Sponsor's logo and company link included on conference registration webpage and on our update emails sent to registrants.
- Sponsor logo printed on registration folders—each attendee receives a folder when they check-in at registration.
- Sponsor logo printed on At-a-Glance Schedule cards included in registration materials.
- One table to display sponsor promotional material provided in the high-traffic registration area.
- Sponsor recognition and company link will be displayed on the post-conference survey email.



The MACo Summer Conference Registration Desks

Registration is open all four days of the conference and is located at the entrance to the Convention Center.

Taste of Maryland Reception—\$5,000

Be the Hosts!

- We're showcasing Maryland's counties and tourism venues this year. Our Taste of Maryland Reception Thursday afternoon in Dockside Hall will celebrate all that Maryland has to offer with tasting samples of Maryland wineries, breweries, creameries, and other producers of Maryland delicacies.
- Sponsor gets a table during the reception inside the door of Dockside Hall to display promotional materials and greet guests.

SOLD Keynote Speaker—\$4,000

Put a face on your company's name!

- The Summer Conference officially gets started with our Welcoming Session & Keynote Speaker on Thursday morning. *Last year, we had a standing-room-only crowd for our inspirational keynote speaker!*
- This sponsor will select one company representative to introduce the keynote speaker. A great opportunity to "put a face to a name" and make your business more personal to our attendees.

SOLD Tote Bags—\$4,000

Send your branding home with our attendees!

- Sturdy, re-usable tote bags are given to all attendees so that they can collect materials from sessions and from 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!

SOLD Name Badge Neckwallets—\$5,000

Make a first impression—2,000 times!

- Badges are required for entrance to all events. We provide the 2,000 attendees and exhibitors with canvas neckwallets to display their names.
- Sponsor's logo will be imprinted on neckwallets.
- Networking is a big part of MACo's Summer Conference and the first place everyone looks when meeting someone is the name badge—get your logo next to all of our attendees' and exhibitors' names!

Sponsorship Opportunities

Mobile App: *myMACoCon*

MACo is proud to announce that we will have a **NEW** mobile app for our 2013 Summer Conference: *myMACoCon*

Features Include:

- Registrant, sponsor, and exhibitor profiles accessible before, during, and after the event
- Robust profiles managed individually by each user through the password-protected system
- Ability to personalize profiles with videos, documents, social media links, and more!
- Exhibitor lead generation option which will assist exhibitors in identifying and connecting with potential customers at the conference
- Easily accessible conference schedule including session information and interactive mapping of venue and exhibit halls
- Scheduling capabilities to select sessions and events to attend
- Personalized QR Codes for each user and an integrated QR Code Reader within the app to make sharing contact information and tracking leads even easier!

MACo's Summer Conference attracts nearly 2,000 people. Upon registering to attend the conference, each individual will be invited to browse our app's event website and we believe that many of them will carry that experience with them through the mobile app once they're on site.

myMACoCon Lead Sponsor - \$5,000 **(exclusive - there will be only 1 Lead Sponsor)**

Benefits:

- "Sponsored by" line and sponsor web address included in myMACoCon invitation email to registrants. Estimated views: 2,000
- Sponsor logo featured on the Splash screen of the app-this is the screen the user sees first when accessing the app
- Sponsor's logo included on myMACoCon website banner and app banner
- Lead sponsor credit on all signage referencing the new myMACoCon experience. Signage will be placed in registration foyer, exhibit halls, and on second level of Convention Center
- Full page ad in printed program
- Sponsor credit on blog, website, printed program, general sponsor signage, and verbally in the Welcoming Session



Sponsorship Opportunities

Mobile App: *myMACoCon*

myMACoCon Co-Sponsor - \$2,000

Benefits:

- Sponsor's logo included on the Splash screen of the app—this is the screen the user sees first when accessing the app
- Co-sponsor credit on all signage referencing the new myMACoCon experience, half-page ad in printed program, sponsor credit on blog, website, and verbally during the Welcoming Session.

myMACoCon Direct Message Sponsor - \$500

Benefits:

- One message of the sponsor's choosing and approved by MACo may be sent through the myMACoCon system to all users.
- Only 4 message slots available! *Ex: "Company ABC welcomes you to MACo's Summer Conference and invites you to stop by Booth #123 to talk about how we can help your county decrease its telecommunications expenses!"*

Food & Event Sponsorship Packages

Golf Tournament (Wednesday, August 14, 2013, 9:00 am—2:00 pm)

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

Please contact Allison Valliant at avalliant@mdcounties.org with any questions.

Snack Carts [2 available] - \$1,000 each

Signage is provided on the snack carts—our golfers will be sure to see your company name and logo when they go to get a drink or a snack!

Team Member Prizes for the Top 3 Teams - \$750

Provide the prizes given to our top three teams—and present them at our Golf Tournament Awards Ceremony! A great opportunity to get your company out in front of our golfers!

Continental Breakfast - \$500

Breakfast and sponsor signage is set near our check-in table and all of the golfers need to check in.

Sponsor the coffee and breakfast to get the golfers' tournament day started off right!

Hole Sponsorships - \$500 each

Signs displaying sponsor names are displayed at each sponsored hole. Every golfer will see your company name!

Prize Drawings or Giveaways - Sponsor choice & purchase

Provide a raffle prize or giveaway item to give our golfers something to remember you by!

Sponsorship Opportunities

Food & Event Sponsorship Packages

SOLD Continental Breakfast - \$2,000 (includes Thursday, Friday, and Saturday!)

Help our attendees and exhibitors kick off their conference days with continental breakfast! Breakfast is open two hours each day in THREE different locations—Sponsor sign is displayed at each breakfast location on all three days. Sponsorship includes all main buffet breakfast locations for all three days of breakfast.

Buffet Lunch - \$2,000 each (Thursday—SOLD or Friday)

Lunch is offered to ticket-holders in both of the exhibit halls and on the second floor for lunch meetings. This sponsorship includes all three locations for each day purchased. Signage is displayed at each buffet location. Sponsor information is printed on table signs and displayed on each dining table.

All-day Beverage Station - Thursday (SOLD) or Friday—\$1,750 EACH; Wednesday (SOLD) or Saturday—

\$750 EACH: Coffee, tea, water, and sodas are provided all day long for our conference attendees and exhibitors. For Thursday and Friday, sponsorship includes THREE beverage stations—1 in each exhibit hall and 1 on the second floor of the Convention Center outside of the meeting rooms. On Wednesday and Saturday, sponsorship includes the second floor location only (exhibit halls are closed). Signage is displayed at all beverage stations for the entire day for each day purchased.

SOLD Afternoon Ice Cream & Fruit Break [30 minutes] - \$1,000

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 meetings. Sponsor receives its company name on signage and a table near the break for promotional materials.

SOLD Governor's Cabinet Reception—\$2,000

This reception is held on Friday and is for county elected officials and members of the Governor's Cabinet ONLY. Sponsor name will be on signage and a table will be provided inside the reception for sponsor promotional materials. However, the sponsor may not attend this event—this event is an opportunity for elected officials and Cabinet members to speak candidly about local government issues. It is also a great chance to get your company name in front of Maryland's leaders!

President's Reception

Our President's Reception takes place in Exhibit Hall A/B and provides a chance for exhibitors and attendees to network. Food and beverages are served and a band performs. There is a decoration and costume contest, as well as an awards ceremony for our President's Healthy Counties Award.

Food & Beverages - \$2,000

Sponsor will receive 2 tickets to the President's Reception.

SOLD Entertainment - \$1,000

Sponsor will receive 1 ticket to the President's Reception.



Guests at the President's Reception.

Sponsorship Opportunities

Food & Event Sponsorship Packages

SOLD Kids' Event—\$750

On Friday afternoon, we hold a fun event for the children of our registered attendees. We provide a clown and snacks. The children always look forward to receive goody bags containing giveaways from our exhibitors. Sponsor may provide a branded tote bag to hold the giveaways for the children. Send your branding home with our attendees!

Crab Feast

Our Friday evening Crab Feast is one of the highlights of MACo's Summer Conference.

A full cookout-style meal of steamed 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.



One of our two FULL Crab Feast tents!



Guests enjoying the buffet.

SOLD Band—\$1,000*

Signage will be placed near our stage.
Sponsor will receive 1 Crab Feast ticket.

SOLD Ice Cream —\$1,000* or Main Buffet—\$2,000*

Signage will be placed near all buffet lines.
Sponsor will receive 2 Crab Feast tickets.

SOLD Cups—\$3,000*

Sponsor logo will be printed on plastic cups to be placed at each of the six beverage locations at the Crab Feast.
Sponsor will receive 3 Crab Feast tickets.

SOLD Crab Mallets—\$4,000

Sponsor's logo will be printed on crab mallets for all of our guests to use during the Crab Feast. Sponsor will receive 3 Crab Feast tickets. (Exclusive Sponsor!)

SOLD Beverage Cart & Stands—\$5,000*

This sponsorship includes ALL SIX of our beverage locations at the Crab Feast. Signs will be placed at all beverage stand locations. Sponsor will receive 4 Crab Feast tickets.



Face-painting!



Part of our buffet and beverage stands.



Governor O'Malley and our Washington County folks!

*Co-sponsor opportunity. Contact Kaley at kwalker@mdcounties.org if you would like to be the exclusive sponsor for this item.

Sponsorship Opportunities

General Sponsorships (all receive Signage; written recognition in the program, on the website, and in the mobile app)

- \$500 - Receives sponsor acknowledgment
- \$1,000 - Receives half-page program ad
- \$1,500 - Receives full-page program ad
- \$2,000 - Receives 1 Full Conference Registration and 1 Full-page program ad

Track Sponsorships

MACo is offering session tracks as part of our conference program. This year, our session tracks are “**Tourism & Economic Development**” and “**Environmental.**” A session from each of these tracks will be featured during the 4 timeslots devoted to affiliate educational sessions. The session track element of our conference allows those conference attendees with a strong interest in these issues to have a concentrated series of 4 sessions that focus on the track topic over the course of our conference.

Track Sponsor (EXCLUSIVE*) - \$3,000

Exclusive sponsorship—no other sponsor may sign on for this opportunity

Benefits: Sponsor will receive, at ALL 4 track sessions, signage, verbal recognition, and a table in the session room for sponsor promotional material. Additionally, 1 full page program ad and 2 complimentary full conference registrations.

Track Sponsor (CO-SPONSORSHIP) - \$1,500

Co-sponsorship— other sponsors may sign on for this opportunity and share credit as “co-sponsors”

Benefits: Co-sponsor will receive, at ALL 4 track sessions, signage and verbal recognition. Additionally, a half-page program ad and 1 complimentary full conference registration.

*Sponsorships are sold on a first-come, first-served basis.

Program Advertisements

MACo distributes over 1,000 copies of the Summer Conference Program. Every attendee receives a program when they check in to receive their name badge. The program contains valuable information such as the schedule, session descriptions, and exhibitor descriptions and placement in the exhibit hall. Advertising in the program is a great way to get your message in the hands of 1,000 + MACo Summer Conference attendees!

The program is 5 1/2" inches wide by 8 inches long. It is printed in black-and-white except for the front and back covers. Digital files need to be received in the MACo office by July 2, 2013. Files need to be either PDF or JPG and should be sent to kwalker@mdcounties.org.

Program Ad Options:

Back Cover Full Page (color) - SOLD	4 1/2" wide x 7 1/2" long	\$3,000
Center 2-Full Page Spread (black/white) - SOLD	9" wide x 7 1/2" long	\$2,000
Inside Front Cover - Full Page (color)	4 1/2" wide x 7 1/2" long	\$1,500
Inside Back Cover - Full Page (color) - SOLD	4 1/2" wide x 7 1/2" long	\$1,000
Full Page (black/white)	4 1/2" wide x 7 1/2" long	\$ 750
Half (1/2) Page (black/white)	4 1/2" wide x 3 3/4" long	\$ 500

MACo CORPORATE PARTNER SUMMER CONFERENCE BENEFITS

2013 Summer Conference Benefits	GOLD	SILVER	BRONZE
Exhibit Booth in Hall A/B	100% Free	50% Discount	50% Discount
Booth Location in Hall A/B <i>Apply as a Corporate Partner no later than May 3rd</i>	Priority Location	✓	✓
Free Full Conference Registrations	4	2	1
Additional Conference Registrations at Reduced County Member Rate	Unlimited	Unlimited	Unlimited
Event Sponsor	Crab Feast	President's Reception	Welcoming Session
Complimentary Program Advertisement	Full Page	Full Page	Half Page
Complimentary Golf Tournament - Tee Times	4	2	1
Complimentary Golf Tournament - Hole Sponsor	✓	✓	
Program & Corporate Partner Signage	✓	✓	✓
Private Wednesday Dinner with MACo Board of Directors	✓	✓	✓

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 continued education, 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 than May 3rd! Hall A/B is our largest exhibit hall and the host of the MACo President's Reception. 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 than May 3rd.

Winter Conference - Nearly 400 leaders from across the state attend to discuss upcoming issues for the General Assembly session. The Governor gives his traditional address to the attendees and installs MACo's new Board of Directors.

- ◆ All Partners receive complimentary booth space in an intimate 24-booth exhibit hall.
- ◆ 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, county and State agencies and offices. Nearly 2,500 copies are distributed to county government officials, State officials, federal delegation members, non-profits, businesses, advertisers, and others.

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. News updates are added daily, offering our members timely county government news, various subscriptions, and feed options.

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

Contact our Outreach Coordinator, Kaley Walker, at 410.269.0043 or at kwalker@mdcounties.org. Sign up today and you can receive the **Summer Conference benefits** listed above just in time for the 2013 event!

2013 MACo Summer Conference - Sponsor & Advertising Agreement

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 _____

SPONSORSHIP OPPORTUNITIES

Exclusive Sponsorships

SOLD Registration - \$5,000
 ___ Taste of MD Reception - \$5,000
 SOLD Sponsor of Keynote Speaker - \$4,000
 SOLD Tote Bags - \$4,000
 SOLD Neck Wallets - \$5,000

Golf Tournament

___ Snack Carts (2)- \$1,000 each
 ___ Team Prizes - \$750
 SOLD Cont. Breakfast - \$500
 ___ Hole Sponsor - \$500 each
 ___ Giveaways
(Golf giveaways are sponsor choice & purchase)

Food & Event Sponsorships

<p>SOLD Cont. Breakfast- \$2,000 SOLD Th. Buffet Lunch - \$2,000 ___ Fri. Buffet Lunch - \$2,000 All-Day Beverage Station: SOLD Wednesday - \$750 SOLD Thursday - \$1,750 ___ Friday - \$1,750 ___ Saturday - \$750</p> <p>President's Reception: ___ Food & Bevs - \$2,000 SOLD Entertainment - \$1,000</p>	<p>SOLD Ice Cream & Fruit Break - \$1,000 SOLD Cabinet Reception - \$2,000 SOLD Kids' Event - \$750</p> <p>Crab Feast: ___ Beverage Cart & Stands - \$5,000 SOLD Crab Mallets - \$4,000* SOLD Cups - \$3,000 ___ Main Buffet - \$2,000 SOLD Ice Cream - \$1,000 ___ Band - \$1,000</p>
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Mobile App: myMACoCon

___ LEAD SPONSOR - \$4,000 *(exclusive sponsorship)*
 ___ Co-Sponsor - \$2,000
 ___ Direct Message Sponsor—\$500 EACH

General Sponsorships

___ \$500 ___ \$1,000 ___ \$1,500 ___ \$2,000

Program Advertisements

(over 1,000 copies of the Program are distributed)

CHOOSE QUANTITY BELOW:

SOLD Back Cover Full Page	4 1/2" wide x 7 1/2" long	\$3,000
SOLD Center 2-Full Page Spread	9" wide x 7 1/2" long	\$2,000
___ Inside Front Cover - Full Page	4 1/2" wide x 7 1/2" long	\$1,500
SOLD Inside Back Cover - Full Page	4 1/2" wide x 7 1/2" long	\$1,000
___ Full Page	4 1/2" wide x 7 1/2" long	\$ 750
___ Half (1/2) Page	4 1/2" wide x 3 3/4" long	\$ 500

Track Sponsorships

Tourism & Economic Development Track

___ Track Sponsor (Exclusive) - \$3,000
 ___ Track Co-Sponsor - \$1,500

Environmental Track

___ Track Sponsor (Exclusive) - \$3,000
 ___ Track Co-Sponsor - \$1,500

PAYMENT METHOD

Amount Due: \$ _____

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

Please check appropriate box: Check/Money Order VISA MasterCard

Credit Card Number: _____ Expiration Date _____ Billing Zip: _____

Print Cardholder Name: _____

Cardholder Signature: _____

MAIL OR FAX completed registration form **with payment** to:
 MACo- Attn: Kaley Walker
 169 Conduit Street, Annapolis, MD 21401
 FAX: 410.268.1775

Questions? kwalker@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.