Participate and Connect with Maryland County Leaders

The Maryland Association of Counties (MACo) annual Summer Conference brings together government stakeholders from every level. The 2020 theme is “2020 Vision: Today’s Roadmap, Tomorrow’s Reality” and will focus on how our decisions now guide where Maryland’s counties will be in the years ahead. What better time than 2020 to talk about our vision? At this Summer Conference, MACo and county leaders will explore strategic planning, evolving service delivery, advancing technologies, land use challenges, and fiscal obstacles – all of which constitute the fabric of local leadership.

The Tech Expo is a one-day event featuring technology leaders, tech-focused educational sessions for local government officials, and partnership-building opportunities.

You should participate if...

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 visible at the Tech Expo 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. Participate in these conversations, and make a difference.

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

MACo can help you reach over 2,000 of Maryland’s county leaders, legislators, State government officials, commercial and nonprofit representatives...all in one place.

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

All sponsors and exhibitors are promoted through an article on MACo’s blog, a featured link in MACo’s popular “6-Week Conference Countdown” email, a sponsor business listing in our mobile app, and signage, with more benefits as listed for each option.

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.*
TECH EXPO DETAILS

WEDNESDAY, AUGUST 19, 2020

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

Schedule is tentative and subject to change. Please check www.mdcounties.org/MACoCon for details and updates.

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 19, 2020 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.

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.

$500 Exhibiting Opportunity

That’s right - it’s only $500 to participate as a vendor in the Tech Expo tradeshow, but there are a limited number of spots available, so register today. ($200 for vendors in our larger 2-day tradeshow: www.mdcounties.org/SC19ExhibitorBrochure)

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

Tech Expo Floorplan

Key: Green booths reserved for Tech Expo sponsors.

Become an Exhibitor.

www.mdcounties.org/MACoCon
SPONSORSHIPS

TECH EXPO LEAD SPONSOR (EXCLUSIVE—only 1 lead sponsor) $5,000

Take the lead, be ahead of the crowd!
- Give 5 minutes of welcoming remarks at the Expo kick-off
- Logo prominently displayed on blog articles and emails about the MACo Tech Expo
- Logo on Wednesday lunch ticket (if confirmed by July 10)
- Solutions Showcase Session (a 30-minute opportunity to present to MACo’s conference attendees—limited availability)
- Complimentary exhibit booth in Exhibit Hall AB (a $1,500 value: up to 5 staff can participate in MACo’s larger 250-booth tradeshow on Thursday and Friday)
- Complimentary prime exhibit space at the Tech Expo Tradeshows
- Business listing in MACo’s conference mobile app
- 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 Co-sponsor option—only 2 available! $3,000

Be a resource, show your support!
- Complimentary prime exhibit space at the Tech Expo Tradeshows
- Full page program ad in MACo’s printed program booklet
- 1 Full MACo Summer Conference Attendee Registration (a $770 value!)
- Listed on sponsorship signage
- Verbal acknowledgement at the kick-off to the expo

TECH EXPO CONTRIBUTING 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
- Verbal acknowledgement at the kick-off to the expo
- 1 Wednesday registration ($305 value)
- Table at Tech Expo Tradeshows

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 ($305 value)
- Table at Tech Expo Tradeshows – discounted price of $250 instead of $500

Become a Sponsor.
2020 MACo Tech Expo Sponsorship 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)

SPONSORSHIP SELECTION

☐ Lead Sponsor—$5,000
☐ Co-Sponsor—$3,000
☐ Snack Break Sponsor—$2,000
☐ Contributing Sponsor—$1,000

PAYMENT METHOD

Total Amount Due: $ _________

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: Heather Legg
169 Conduit Street, Annapolis, MD 21401
FAX: 410.268.1775

Questions? hlegg@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 __________________________

Please send your company logo for us to display on our mobile app and website!
JPGs ONLY to hlegg@mdcounties.org
COMPANY INFORMATION

Company/Booth Name ____________________________________________________________
Contact Person __________________________________________ Title ______________________
Address ________________________________________________________________________
City ______________________________ State _______ Zip ____________________________
Phone ___________________________ Fax ___________________________ Email ____________
Web Address ________________________ Twitter Handle: __________________________

Business Description (for the mobile app - If left blank, no listing will be in the app). Please feel free to email description to lvelasco@mdcounties.org:
___________________________________________________________________________
___________________________________________________________________________

Check here if you would like to use last year’s description ☐

Booth Cost
☐ Tech Expo Booth Only $500
☐ Tech Expo Booth Add-on: $200
   (Must already be registered for MACo’s Conference Tradeshow on Aug 20-21 to select “Add-on” option)
☐ Corporate Partner Tech Expo Booth: FREE!

LOCATION PREFERENCE
Use the enclosed floor plan to select your preferred booth #
Booth # Preference (see pg 2):
1st ______  2nd ______

DEMONSTRATION DESCRIPTION (All vendors MUST bring technology to demonstrate to attendees)
For promotion of the Expo. Please be brief and compelling—this is how the registrants will decide which booths to visit. Please feel free to email description to lvelasco@mdcounties.org:
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________

RULES & REGULATIONS
☐ I have read and understand the Exhibitor Rules & Regulations: www.mdcounties.org/TechExpoPolicies

PAYMENT INFORMATION - Check, MasterCard/Visa (Sorry, no American Express), or Purchase Order accepted. Make checks payable to the Maryland Association of Counties (MACo), 169 Conduit St., Annapolis, MD 21401.

VISA/MasterCard _________________________ Exp. Date _____________
Billing Address (if different from above) ________________________________
Name on Card __________________________________ Signature __________________

MACo OFFICE USE ONLY
Date Deposit Paid __________________ Check/Purchase Order Number __________________
Amount Paid __________________________ Comments ____________________________
“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 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

“QAI and DocPoint's MACo experience started with getting registered by a team of true professionals that were able to assist throughout the process. Those who stopped by our table/booth were happy to be at the event and were looking forward to learning more about the sponsors. We are currently engaged with several opportunities for business that would not have happened without MACo.”

- DocPoint Solutions