MACo Summer Conference
Taking Care of BUSINESS
August 17-20, 2022
Roland Powell Convention Center
Ocean City, MD

EXHIBITOR BROCHURE

300 EXHIBITS
3,000 PARTICIPANTS
30+ SESSIONS
REASONS TO EXHIBIT

- **NETWORK:** Gain one-on-one access to **thousands** of Maryland's county decision-makers, legislators, state government officials, and private sector reps

- **FEATURE:** Highlight your services and how they can help county governments—this is your one-stop-shop for Maryland local and state customers

- **CONNECT:** Exhibiting creates rapport-building opportunities with potential customers

- **BE SEEN:** This 300-booth exhibit show is a must-see for all conference attendees—lunches, breaks, and special events in the hall are always big hits!

- **SAVE MONEY:** Cost-effective way to reach county government officials from all 24 Maryland jurisdictions

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.
**LOOKING FOR A BIG OPPORTUNITY?**

*County governments are looking for YOU!*

*Or your competitors.*

*If you want to do business with Maryland’s counties, you should exhibit at the MACo Summer Conference.*

County governments are searching for vendors offering virtually every business function and service found in Maryland. From logistics to printing, finance to office administration, training to trash removal, and much more…it’s here.

**Market your business to decision-makers specializing in these county services:**

- Administration
- Engineering
- Parks & Recreation
- Aging
- Environment
- Planning & Land Use
- Budget & Finance
- Health
- Purchasing & Procurement
- Communications
- Human Resources
- Schools & Education
- Corrections & Public Safety
- Human Services
- Tourism
- Cyber Security
- Information Technology
- Infrastructure
- ...and many MORE!
- Economic Development
- Legal & Liability
- Emergency Management
- Legal & Liability
- Infrastructure
- Emergency Management
- Information Technology
- Human Services
- Planning & Land Use
- Budget & Finance
- Communications
- Human Resources
- Parks & Recreation
- Engineering
- Administration

**ATTENDEES INCLUDE:**

- County Executives, Council Members, and Commissioners
- County decision-makers from all county departments
- Commercial and Nonprofit leaders
- State Senators and Delegates and their staff
- Congressmen
- State and Federal officials and their staff
- Maryland Cabinet Secretaries
- Maryland’s Governor, Lt. Governor, and their staff

*Don’t miss this opportunity to show what your company can do for Maryland’s counties!*
As an exhibitor at MACo’s Summer Conference, you will have the opportunity to get your company’s name, products, and services in front of the people you want to reach: decision-makers.

2021 SUMMER CONFERENCE ATTENDEES
1239 Attendees participated in 2021!

- Commercial: 32%
- County: 40%
- Other Government: 19%
- Press: 2%
- Legislators: 7%
- County Elected Officials: 26%
- County Senior Staff and Decision-Makers: 52%
- County Staff: 22%

All 23 counties and Baltimore City were represented: 492 county individuals participated!

122 of the 154 County Elected Officials attended our conference!

“Always a good job in every aspect. MACo is the premier state association conference in the nation.”
~National Association of Counties (NACo)
# 2022 Conference Schedule

**Wednesday, August 17, 2022**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 am</td>
<td>Registration Center</td>
</tr>
<tr>
<td>9:00 am</td>
<td>Golf Tournament</td>
</tr>
<tr>
<td>10:00 am</td>
<td>Tech Expo</td>
</tr>
<tr>
<td>Noon</td>
<td>Working Luncheons <em>(ticket required)</em></td>
</tr>
<tr>
<td>1:45 pm</td>
<td>Academy for Excellence Core Class</td>
</tr>
<tr>
<td>3:00 pm</td>
<td>Networking &amp; Coffee Break</td>
</tr>
<tr>
<td>3:30 pm</td>
<td>Academy for Excellence Core Class</td>
</tr>
<tr>
<td>3:45 pm</td>
<td>MACo Good Government Book Club</td>
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<tr>
<td>3:45 pm</td>
<td>Special Sessions</td>
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</tbody>
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**Thursday, August 18, 2022**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:30 am</td>
<td>Registration Center</td>
</tr>
<tr>
<td>8:00 am</td>
<td>Continental Breakfast</td>
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<tr>
<td>8:00 am</td>
<td>Large County Coalition Breakfast</td>
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<tr>
<td>8:00 am</td>
<td>Rural County Coalition Breakfast</td>
</tr>
<tr>
<td>9:00 am</td>
<td>Welcoming Session &amp; Keynote Address</td>
</tr>
<tr>
<td>10:00 am</td>
<td>Networking &amp; Coffee Break</td>
</tr>
<tr>
<td>10:00 am</td>
<td>Exhibit Halls Open</td>
</tr>
<tr>
<td>10:15 am</td>
<td><em>Conduit Street</em> Podcast LIVE!</td>
</tr>
<tr>
<td>11:30 am</td>
<td>Buffet Lunch <em>(ticket required)</em></td>
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<tr>
<td>11:30 am</td>
<td>Working Luncheons <em>(ticket required)</em></td>
</tr>
<tr>
<td>12:45 pm</td>
<td>General Session</td>
</tr>
<tr>
<td>1:45 pm</td>
<td>Networking &amp; Coffee Break</td>
</tr>
<tr>
<td>2:00 pm</td>
<td>Educational Sessions <em>(5 options!)</em></td>
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<tr>
<td>2:30 pm</td>
<td>Ice Cream &amp; Fruit Break <em>(ticket required)</em></td>
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<tr>
<td>3:30 pm</td>
<td>Educational Sessions <em>(5 options!)</em></td>
</tr>
<tr>
<td>3:30 pm</td>
<td>Hall C Closes to Prepare for Reception</td>
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<tr>
<td>4:30 pm</td>
<td>Taste of MD Reception in Exhibit Hall</td>
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**Friday, August 19, 2022**

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:30 am</td>
<td>Registration Center</td>
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<tr>
<td>7:30 am</td>
<td>County Elected Officials’ Forum <em>(ticket required)</em></td>
</tr>
<tr>
<td>8:00 am</td>
<td>Continental Breakfast</td>
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<tr>
<td>9:00 am</td>
<td>Exhibit Halls Open</td>
</tr>
<tr>
<td>9:00 am</td>
<td>General Session</td>
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<tr>
<td>10:00 am</td>
<td>Networking &amp; Coffee Break</td>
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<tr>
<td>10:30 am</td>
<td>Town Hall Forum, US Senator Cardin</td>
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<tr>
<td>11:30 am</td>
<td>Buffet Lunch <em>(ticket required)</em></td>
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<tr>
<td>Noon</td>
<td>Working Luncheons <em>(ticket required)</em></td>
</tr>
<tr>
<td>1:00 pm</td>
<td>Educational Sessions <em>(5 options!)</em></td>
</tr>
<tr>
<td>2:00 pm</td>
<td>Networking &amp; Coffee Break</td>
</tr>
<tr>
<td>2:15 pm</td>
<td>Educational Sessions <em>(5 options!)</em></td>
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<tr>
<td>3:15 pm</td>
<td>Governor’s Cabinet Reception</td>
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<tr>
<td>5:00 pm</td>
<td>Crab Feast <em>(ticket required)</em></td>
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**Saturday, August 20, 2022**

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00 am</td>
<td>Registration Center</td>
</tr>
<tr>
<td>8:00 am</td>
<td>Continental Breakfast</td>
</tr>
<tr>
<td>9:30 am</td>
<td>General Session</td>
</tr>
<tr>
<td>10:30 am</td>
<td>Networking &amp; Coffee Break</td>
</tr>
<tr>
<td>10:45 am</td>
<td>Forum</td>
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<tr>
<td>Noon</td>
<td>Adjournment</td>
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**What is a MACo Educational 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 FREE booth space?**

MACo’s Corporate Partner Program provides high visibility & great benefits!

View the brochure at [mdcounties.org/CPBrochure](http://mdcounties.org/CPBrochure), or contact Regina Brzozowsky ([reginabz@mdcounties.org](mailto:reginabz@mdcounties.org)) for more details!

Listed is a condensed version of the full schedule— **it is subject to change.**

Please check [www.mdcounties.org/MACoCon](http://www.mdcounties.org/MACoCon) for details and updates.
## EXHIBIT HALL ABC

### Booth Types & Fees
- All 10’x10’ booths
- Commercial/Nonprofit: $1,500—$3,000 (depending on location, see floorplan on page 10—11 for exact pricing)
- State: $1,000
- County: FREE for 1 booth per county (additional booth fees apply after 1st booth)
- Adjoining additional booth (all types): $1,300 each
- MACo Corporate Partner booths: FREE!

### Exhibiting Hours
- Wednesday SET-UP: 7:30 am—3:00 pm
- Thursday: 10:00 am—4:30 pm; 4:30 pm—6:30 pm
  - Hall C closes briefly 3:30 pm—4:30 pm for reception preparation
  - Entire hall open 4:30 pm—6:30 pm (Taste of MD Reception)
- Friday: 9:00 am—2:00 pm
- Friday BREAK-DOWN: 2:00 pm—5:00 pm

**Booths cannot be broken down before 2:00 pm on Friday**

### Included in Exhibit Booth
- One 6-foot draped table with two chairs
- One trash receptacle
- One 110 electrical outlet up to 500 watts
- Two sets of tickets per booth for both the Thursday and Friday lunches, Ice Cream Break, and the Taste of MD Reception (8 tickets total)
- Five badges for booth staff
- Business description/contact info in the Summer Conference mobile app
- Copy of the conference program
- Exhibitors may attend the educational sessions at no additional cost

**Discounted Wednesday Tech Expo booth for companies offering technology services and/or products**

### Available for Purchase
- Additional booth staff badges at $200, up to 3 additional badges per booth
- Additional meal tickets (e.g., Crab Feast tickets, which are not included with the booth)
- **Additional electricity, tables, audiovisual equipment, etc.**
- Convention Center services for freight handling, forklift and operator, and labor assistance to set up and/or dismantle exhibits
- **Carpeting** in the individual booths

### Safety Precautions
- At this time, MACo is not requiring mask-wearing or vaccinations, though we strongly encourage both, especially for vulnerable participants
- All event set-up will accommodate social distancing
- Children will NOT be allowed in the exhibit hall at any time, especially during exhibit hall set-up and breakdown

### Rules & Regulations
- [VIEW THE EXHIBITOR AGREEMENT](#), which includes rules and regulations, refund policy, waiver, and anti-harassment policy.

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## REGISTER ONLINE

**Questions? [Contact Regina Brzozowsky](mailto:regina.brzozowsky@maco.org)**
APPLYING FOR EXHIBIT SPACE

• Complete the online application ASAP—payment is due in full at time of registration. Booth space assignments will be made on a first-come, first-served basis, at MACo’s discretion.

• Booth space confirmations will be emailed in early June. Please do not call before June 15 to check on your confirmation. Your confirmation packet will also include the “Convention Center Services Rental Order Form,” as well as additional information about the conference.

BOOTH SPACE ASSIGNMENT

• Commercial/Non-Profit exhibitors must indicate their 1st, 2nd, 3rd, and 4th choice for booth space location on the online contract. No booth assignments will be made without full payment (MasterCard or VISA only).

• MACo reserves the right to assign exhibit space to best meet the needs of all exhibitors. State and County exhibitors may only request a specific location if they register at the Commercial rate.

BOOTH STAFF

• Booth staff must be from the SAME organization as the exhibiting company. Booth sharing is not allowed, except in very rare circumstances. Contact reginabz@mdcounties.org if you have any questions.

• Each 10’x10’ booth space comes with name badges for 5 staff. Up to 3 additional badges may be purchased for $200 each, per 10’x10’ space. Any additional company representatives can register at the Commercial attendee rate.

MACo IS NON-PARTISAN

• MACo does not allow the distribution of any political campaign materials or any political campaigning at our conferences. Persons, groups, and/or exhibits that violate this rule will be asked to leave the conference.

CONVENTION CENTER INFORMATION

• Roland Powell Convention Center (RPCC): 4001 Coastal Highway, Ocean City, MD 21842
• RPCC phone number is 410.289.8311; ask for Convention Services
• The convention center caterer is Centerplate (phone number: 410.723.8619). All food and beverages must be purchased through Centerplate. Outside food and beverages are not allowed.

ADDITIONAL INFORMATION

• Advance meal tickets may be ordered at the MACo County Member rate after booth space confirmations are distributed. Tickets purchased at the conference will be charged the on-site rate.

• At the Convention Center, there are no hand trucks or dollies available for your use. Please bring your own.

• The booth backdrop and dividers are made of flameproof drape fabric. The dividers between the booths are 3 feet high and the backdrop is 8 feet high (Hall A/B/C). Nothing may be hung higher than the 8-foot backdrop. Nothing may be hung from the ceiling unless part of a sponsorship agreement—contact reginabz@mdcounties.org if interested.

• Exhibitors’ Service Request and Rental Order Form lists all of these items/charges and will be emailed to all exhibitors with your space confirmation in early June.

• Children are not allowed in the exhibit hall at any time, ESPECIALLY booth set-up and breakdown.
**Tech Expo—a special showcase of technology solutions!**

Held on Wednesday of the conference, this special one-day tradeshow for technology companies is accompanied by 3 deep-dive educational sessions with a tech focus. With more than 60 booth spaces, the Tech Expo is a great opportunity for technology vendors to gain extra exposure. More details will be released soon—tech companies exhibiting in the larger Thursday/Friday show qualify for a discount to participate in the Wednesday Tech Expo!

**Crab Feast—THE networking event of the year!**

A conference tradition, the Friday evening Crab Feast is a highly-anticipated networking event for anyone involved in Maryland’s policy-making and local government arenas. More than 1,000 people attend to enjoy all-Maryland Chesapeake Bay blue crabs, picnic fare, and entertainment while they discuss common challenges and solutions. Crab Feast tickets are NOT included with a booth, but are available for exhibitors to purchase at our low county member rate.

**Taste of Maryland Reception — the mountains to the shore, all in one place!**

MACo’s Taste of Maryland Reception is a can’t-miss event! It offers our attendees and guests a chance to sample Maryland food and beverages, network with other conference participants, and still be able to attend the many events and activities happening outside of our conference that evening. The reception will be held in the NEW exhibit hall addition, with the county booths. What does YOUR county have to offer?

**WEDNESDAY GOLF TOURNAMENT**

**Bring clients to fill your foursome or let us match you with county golfers—a great networking opportunity!**

**Wednesday, August 17 - Ocean City Golf Club**

11401 Country Club Drive, Berlin, MD 21811 | Check In 7:30 am - Shotgun Start 9:00 am - SCRAMBLE

$75 - MACo Member (County government and Corporate Partners)

$90 - Non-Member - (Other government & commercial/non-profit)

$285 Member Foursome/$345 Non-Member Foursome

(Individual golfers and 1 member 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.*

**GOLF REGISTRATION**
EXHIBIT HALL THEME

Epic 80s

BOOTH DECORATION & EXHIBITOR COSTUME CONTEST

Participating in this contest will help draw attendees to your booth! Prizes will be given for exhibitor costumes and booth decorations matching our theme. Booth/costume judging will take place on Thursday afternoon and will be announced Friday morning. All exhibitors and booths are eligible to win prizes for best décor and costumes!

EXHIBIT HALL HOURS

(Hours are tentative and subject to change. Hours will be confirmed in future mailers)

Wednesday, August 17, 2022 - ALL EXHIBITS MUST BE SET-UP BY 4:00 PM
You will be assigned a specific move-in time included in the confirmation packet to be sent by May 27. The Exhibit Halls will close at 4:00 pm on Wednesday.

Set-Up Day
7:30 am – 3:00 pm (as per set schedule)
(Please arrive no later than 3:00 pm to set-up)

Thursday, August 18, 2022 - NO EXHIBIT SET-UP ALLOWED ON THURSDAY
Exhibit Hall ABC Open
10:00 am - 4:30 pm
(Hall C closes briefly 3:30 pm–4:30 pm for reception preparations)
Lunch*
11:30 am - 1:30 pm (ticket required)
Taste of MD Reception*
4:30 pm - 6:30 pm (ticket required)

Friday, August 19, 2022
Exhibit Hall ABC Open
9:00 am - 2:00 pm
Lunch*
11:30 am - 1:00 pm (ticket required)
Dismantle Exhibits
2:00 pm - 5:00 pm
(No breakdown before 2:00 pm. ALL Exhibits must be removed by 5:00 pm on Friday)

Attendees inside the Exhibit Hall might assume that items at your booth are complimentary. Exhibitors assume responsibility for securing all items in their exhibit booths.

*Two meal tickets are provided for each booth for Thursday and Friday lunches, Ice Cream Break, and the Taste of MD Reception. Five badges are included for booth staff, and up to three additional badges may be purchased per booth. Additional lunch tickets and/or Crab Feast tickets may be purchased in advance and on-site.
Corporate Partners are offered first choice of premium, feature, and highlight booths according to their partnership tier (all free!). Any remaining reserved booths will be sold at the amounts listed above.

For information on how to become a MACo Corporate Partner, contact Regina at reginabz@mdcounties.org.
EXHIBITOR TESTIMONIALS

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 does a great job of making sure there are opportunities for us to **start new relationships** while also being able to **connect with existing clients**.
— Nationwide Retirement Solutions

We have attended MACo conferences for over 10+ years. It is a **great platform** for us to link up with our County customers throughout the State of Maryland. It is a well-received conference that we look forward to annually!
— Waste Management of Maryland, Inc.

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

As a Corporate Partner and exhibitor at the MACo Summer Conference, Cigna has enjoyed working with the MACo team and counts this conference as a **key opportunity** to meet and connect with county officials and staff.
— Cigna

Over the years, MACo has set the standard when it comes to conferences in MD. As a participating exhibitor for many years, we feel they are constantly striving to **maximize the benefit** received from supporting and attending their events.
— Johnson Controls, Inc.
See who exhibited in 2021