MACo Summer Conference

Taking Care of BUSINESS

August 17-20, 2022

Roland Powell Convention Center
Ocean City, MD

SPONSOR BROCHURE

300 EXHIBITS
3,000 PARTICIPANTS
30+ SESSIONS
Taking Care of Business

Our society continues to grapple with the aftermath of the COVID-19 pandemic. While public health and safety remain the top priority, county government leaders are also exploring avenues to boost and support local businesses. At this conference, MACo and county leaders will explore resources available for recovering and struggling businesses, creative ways to achieve common goals, and partnerships available to take our communities from “surviving” to “thriving.”

Why Sponsor?

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

MACo will help you reach 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.

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.**
BENEFITS

What comes with a sponsorship?

OPPORTUNITY TO PRESENT ON A TOPIC OF YOUR CHOICE

Top level sponsors get a chance to showcase their products and services.

Event sponsors of $5,000 or more are offered the opportunity to participate in our Solutions Showcase, a series of 30-minute sessions hosted and presented by our sponsors. Topics must be approved by MACo and are encouraged to reflect best practices industry trends. A limited number of sessions are available and they are scheduled on a first-come, first-served basis. See page 5 for more details.

FEATURED ARTICLE ON OUR BLOG

You’ll be introduced to our network: thousands of local government stakeholders.

MACo’s blog, Conduit Street, is followed by almost 9,000 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. Your blog article will also be included in an edition of our 6-Week Countdown Email, which goes out to our entire mailing list (9,500+ addresses).

PUBLIC “THANK YOU” ON SOCIAL MEDIA

You’ll be thanked publicly by MACo on social media—expand your following!

MACo has more than 5,000 followers on Twitter (@MDCounties) and more than 1,700 on Facebook. MACo will post a “Thank You” tweet and/or Facebook post about your organization, using your Twitter handle or hashtag of choice (or linking to your website if you’re not on social media).

BUSINESS LISTINGS: MACo MOBILE APP

Your contact information & services will be made VERY available for our attendees.

You’ll get to write your own company listing to be published in MACo’s conference mobile app—the “gotta have” tool for navigating our conference!

NAME DISPLAYED ON SIGNAGE

Your company name will be flashed around—it’s all about brand recognition!

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

Many sponsorships include additional benefits such as complimentary event tickets or speaking opportunities!

Become a Sponsor.

www.mdcoundies.org/MACoCon
2022 CONFERENCE SCHEDULE

WEDNESDAY, AUGUST 17, 2022
7:30 am - 3:00 pm Registration Center
9:00 am - 2:00 pm Golf Tournament
10:00 am - 4:00 pm Tech Expo
Noon - 1:00 pm Working Luncheons (ticket required)
1:45 pm - 3:15 pm Academy for Excellence Core Class
3:00 pm - 3:15 pm Networking & Coffee Break
3:30 pm - 5:00 pm Academy for Excellence Core Class
3:45 pm - 4:45 pm MACo Good Government Book Club
3:45 pm - 4:45 pm Special Sessions

THURSDAY, AUGUST 18, 2022
7:30 am - 4:00 pm Registration Center
8:00 am - 9:30 am Continental Breakfast
8:00 am - 9:00 am Large County Coalition Breakfast
8:00 am - 9:00 am Rural County Coalition Breakfast
9:00 am - 10:00 am Welcoming Session & Keynote Address
10:00 am - 10:15 am Networking & Coffee Break
10:00 am - 4:30 pm Exhibit Halls Open
10:15 am - 11:15 am Conduit Street Podcast LIVE!
11:30 am - 1:30 pm Buffet Lunch (ticket required)
11:30 am - 12:30 pm Working Luncheons (ticket required)
12:45 pm - 1:45 pm General Session
1:45 pm - 2:00 pm Networking & Coffee Break
2:00 pm - 3:00 pm Educational Sessions (5 options!)
2:30 pm - 3:30 pm Ice Cream & Fruit Break (ticket required)
3:30 pm - 4:30 pm Educational Sessions (5 options!)
4:30 pm - 6:30 pm Reception

FRIDAY, AUGUST 19, 2022
7:30 am - 2:30 pm Registration Center
7:30 am - 8:45 am County Elected Officials’ Forum (ticket required)
8:00 am - 9:30 am Continental Breakfast
9:00 am - 2:00 pm Exhibit Halls Open
9:00 am - 10:00 am General Session
10:00 am - 10:30 am Networking & Coffee Break
10:30 am - 11:30 am Town Hall Forum, US Senator Cardin
11:30 am - 1:00 pm Buffet Lunch (ticket required)
Noon - 1:00 pm Working Luncheons (ticket required)
1:00 pm - 2:00 pm Educational Sessions (5 options!)
2:00 pm - 2:15 pm Networking & Coffee Break
2:15 pm - 3:15 pm Educational Sessions (5 options!)
3:15 pm - 4:15 pm Governor’s Cabinet Reception
5:00 pm - 8:00 pm Crab Feast (ticket required)

SATURDAY, AUGUST 20, 2022
8:00 am - 10:30 am Registration Center
8:00 am - 9:30 am Continental Breakfast
9:30 am - 10:30 am General Session
10:30 am - 10:45 am Networking & Coffee Break
10:45 am - Noon Gubernatorial Forum
Noon Adjournment

Who Attends MACo’s Summer Conference?
- County Elected Officials
- County Professionals:
  - Chief Administrative Officers, Budget & Finance Directors, Engineers, Attorneys, Health Officers, IT Directors, Emergency Managers, Human Resources Directors, Human Services Directors, Parks & Recreation, and MORE!
- Legislators—both State and Congressional
- State Officials and Professionals
- Nonprofit Organizations
- Commercial Companies

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

This is a condensed and abbreviated version of the MACo Summer Conference schedule and is subject to change. Full details available at www.mdcounties.org/MACoCon

Connect with Counties...
MACo’s Solutions Showcase

MACo Summer Conference event sponsors of $5,000 or more are invited to host 30-minute sessions about resources and solutions for county governments.

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

MACo will help with promotion.
MACo will list the sessions in a blog article and in materials 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!
30-minute timeslots are scheduled and will be assigned on a first-come, first-served basis—some timeslots may have two Solutions Showcases happening at one time, in different rooms. Contact Regina today to confirm your sponsorship of $5,000 or more and reserve your Solutions Showcase Session!

SCHEDULE

WEDNESDAY, AUGUST 17, 2022
10:15 am—10:45 am
11:00 am—11:30 am
11:45 am—12:15 pm
12:30 pm—1:00 pm
1:15 pm—1:45 pm
2:00 pm—2:30 pm
2:45 pm—3:15 pm
3:30 pm—4:00 pm

THURSDAY, AUGUST 18, 2022
10:00 am—10:30 am
10:45 am—11:15 am
11:30 am—Noon
12:15 pm—12:45 pm
1:00 pm—1:30 pm
3:00 pm—3:30 pm

FRIDAY, AUGUST 19, 2022
10:00 am—10:30 am
10:45 am—11:15 am
11:30 am—Noon
12:15 pm—12:45 pm
2:15 pm—2:45 pm

SATURDAY, AUGUST 20, 2022
9:30 am—10:00 am
10:30 am—11:00 am

Reserved for MACo’s Platinum Corporate Partners

Become a Sponsor.

www.mdcounties.org/MACoCon
<table>
<thead>
<tr>
<th>Category</th>
<th>Page #</th>
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<tr>
<td>Comfort &amp; Convenience</td>
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<tr>
<td>Corporate Partner Summer Conference Benefits</td>
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<th>Investment</th>
<th>Sponsorship</th>
<th>Page #</th>
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<tr>
<td><strong>Let’s discuss it!</strong></td>
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<td>Complimentary Wireless Internet—LEAD</td>
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<td>Mobile App</td>
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<td>$3,000—$500</td>
<td>Contributing Sponsors</td>
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<td>All-Day Beverage Station (4 Days)</td>
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<td>Affiliate Meeting or Session</td>
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<td>Program Ads</td>
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<td>Email Marketing Message</td>
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<td>$2,000</td>
<td>Promotional Material Chair Drops</td>
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PODCAST SPOTLIGHT  SOLD

Be the star of the show!
MACo’s Conduit Street Podcast airs weekly with more than 1,000 listens per episode. MACo’s expert policy staff 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 15-minute podcast spotlight
• Sponsor receives 1 complimentary full conference registration
• Audience: Approx. 50 on-site audience members and 1,000+ podcast listeners! More listen to episodes that stay online forever!

WATER STATION  SOLD

Provide a healthy refreshment!
Our guests will be impressed that your company is the one behind this refreshing conference break.

• MACo will provide fruit-infusing water bottles and water
• Sponsor’s logo printed one-color on fruit-infusing water bottles
• Sponsor receives 1 complimentary full conference registration
• Table provided near break for sponsor promotional materials
• Audience: Guests will receive fruit infuser water bottle with your logo on it!

GENERAL SESSION  EXCLUSIVE! Only one sponsor per session!

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

• Sponsor’s representative will give 2 minutes of welcoming remarks at the beginning of ONE of these sessions:
  • Federal Town Hall Forum with U.S. Senator Ben Cardin
  • Infrastructure: Large and Small
  • Maryland’s Economic Development Forecast
  • Community Colleges and Career and Technical Education
• Audience: Approx. 400 guests will attend each session.

Need a custom sponsorship?  Contact Regina at reginabz@mdcounties.org

Become a Sponsor.
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 400+ people attend the Keynote Presentation

EXCLUSIVE

**CONFERENCE REGISTRATION**

$6,000

**EXCLUSIVE! Only one sponsor!**

**SOLD**

Be out in front of the crowd!

Pre–conference, on-site, and post-conference marketing!

- Sponsor’s logo printed (one-color) on folders containing materials — all attendees receive a folder at check-in!
- Sponsor’s logo and company link included on conference registration webpage, Conference 6-Week Countdown e-Newsletter, and online brochures
- Sponsor logo on printed brochure
- Sponsor receives promoted post on Mobile App (see page 10)
- Sponsor recognition and company link on the post-conference survey email
- Sponsor use of one table to display promotional material in the high-traffic registration area

Audience:

- **In 2021, there were 25,000+ views of event promotional emails containing registration sponsor branding**
- Branding printed on registration brochure reaches 3,000+ individuals, PLUS
- Each of our 3,000+ participants will see your branding when they register online, in pre-event reminders, upon arrival each day of the conference, and when they receive the post-event survey—that’s more than 10,000 views of your branding and messaging!

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

EXCLUSIVE! Only one sponsor!

**KEYNOTE SPEAKER**

$5,000

**SOLD**

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 400+ people attend the Keynote Presentation

**COMMERCIAL EXHIBITION**

$6,000

**EXCLUSIVE! Only one sponsor!**

**SOLD**

Be head and shoulders above the crowd! HIGH VISIBILITY - Literally!

Our Exhibit Hall houses more than 300 organizations. Get name recognition with all of them, PLUS our 3,000+ participants when they visit the hall!

- **Complimentary exhibit booth in prime location**
- Large fabric aisle number banners hang over the Exhibit Hall— 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 receives 1 complimentary full conference registration
- Sponsor receives 2 complimentary Crab Feast tickets
- **Audience**: 3,000+ participants visiting the exhibit halls several times a day over 2 days—that’s thousands of views of your branding!

**Connect with Counties...**

www.mdcounties.org/MACoCon
EXCLUSIVE

NECKWALLETS

SOLD

EXCLUSIVE! Only one sponsor per session!

$6,000

Make a first impression—3,000+ times!

Badges are required for entrance to all events. MACo provides ALL attendees and ALL exhibitors with canvas neckwallets to display their names.

- Sponsor’s logo imprinted in one color, one-sided, on neckwallets
- Sponsor receives 1 complimentary full conference registration
- **Audience:** Each of our 3,000+ participants and exhibitors must wear a neckwallet to access educational sessions and exhibit halls—your branding will always be in sight!

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

EXCLUSIVE! Only one sponsor!

AUDIo/VISUAL EQUIPMENT

SOLD

EXCLUSIVE! Only one sponsor!

$5,000

Make sure your message is seen—by EVERYONE!

MACo offers more than 30 educational sessions at this conference. A/V equipment (projectors, screens, etc.) are used in all of those highly attended sessions.

- Sponsor’s logo and messaging (approved by MACo) will be displayed on the screen as guests and attendees enter each education session room
- Sponsor receives 1 complimentary full conference registration
- **Audience:** ~2,700 views of your logo and messaging over the course of the conference!

EXCLUSIVE! Only one sponsor!

CLOSING SESSION

SOLD

EXCLUSIVE! Only one sponsor!

$6,000

Be the last sponsor standing! Introduce the closing speaker and give 2 minutes of remarks.

The Governor traditionally delivers the closing address at the capstone event of MACo’s Summer Conference. It is attended by hundreds of participants, along with members of the press.

- Sponsor’s logo and messaging (approved by MACo) will be displayed on the screen as guests and attendees enter the room
- Sponsor will introduce the speaker and give 2 minutes of remarks
- **Audience:** Hundreds of participants will go home with your company as their last impression.

EXCLUSIVE! Only one sponsor!

TOTE BAGS

SOLD

EXCLUSIVE! Only one sponsor!

$6,000

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 very visible branding on items that the attendees will use right away and take home with them and use again and again!

- Sponsor logo printed in one color, one-sided on re-usable tote bags
- Sponsor receives 1 complimentary full conference registration
- **Audience:** All 2,000+ attendees will receive a tote bag at registration— these sturdy and re-usable totes have a post-conference destiny of hauling groceries for years to come!

Become a Sponsor.

reginabz@mdcounties.org
**Golf Tournament Lead Sponsor** (Exclusive - there will be only 1 Lead Sponsor) $4,000

- Sponsor branding on “Splash Screen” of app—the first screen users see when they access the app
  Estimated views: 80,000+
- "Sponsored by" line and sponsor web address included in mobile app invitation email to registrants.

**CO-SPONSOR** (4 opportunities available) ONLY 1 LEFT! $2,000

- Co-sponsor credit on all mobile app signage
- Business listing included in Sponsor section
- "Sponsored by" line and sponsor web address included in mobile app invitation email to registrants.
  Estimated views: 2,500

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**Golf Tournament Lead Sponsor** - $4,000 (EXCLUSIVE!)
Sponsor logo displayed on Tournament online registration form and attendee, sponsor, and exhibitor brochures. Sponsor receives a complimentary foursome in the tournament, a promotional table near tournament check-in, and will help host the Awards Ceremony!

**Golf Tournament Co-Sponsor** - $2,000
Sponsor logo displayed on Tournament online registration form and attendee, sponsor, and exhibitor brochures. Receives 2 complimentary tee times!

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

**Continental Breakfast** - $1,000
Breakfast and sponsor signage is set near our check-in table where every golfer must sign in. Sponsor breakfast to get the golfers’ tournament day started off right!

**Prize Drawings or Giveaways** - Sponsor choice & purchase
Provide a raffle prize or giveaway item to give our golfers something to remember you by! To be listed in our printed program booklet, email Regina (reginabz@mdcounties.org) by June 10, 2022.

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**Wednesday, August 17, 2022, 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, 9 am shotgun start (check-in at 7:30 am), scramble format competition for foursomes.

**Want to golf in the tournament?**
- **SINGLE** (must be a registered attendee, sponsor, or exhibitor)
  - $75 - MACo Member
  - $90 - Non-Member
- **FOURSOME** (1 golfer must be a registered attendee, sponsor, or exhibitor)
  - $285 Member Foursome/$345 Non-Member Foursome

Choose your own foursome or we can do it for you! Directions and teams will be emailed in early August.

**REGISTER AS A GOLFER**

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Connect with Counties...

www.mdcounties.org/MACoCon
GENERAL SPONSORSHIPS

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

HIGH VISIBILITY - Provide the extra incentive for attendees to get to their sessions on time!
- MACo educational sessions are PACKED with information for attendees. To ensure timely arrival to the sessions, MACo offers “early bird” attendees the chance to enter into a raffle to win gift cards at each of MACo’s sessions.
- Sponsor logo appears on envelope containing prize tickets, handed out at registration
- Sponsor’s name and one-sentence description will be read at each prize drawing (approx. 75 people per affiliate session, 400 per general session)
- Sponsor may provide gift cards in addition to the sponsorship contribution
- Sponsor receives 1 complimentary full conference registration
- **Audience:** Each of our ~3,000 participants will hear your name and description while attending an educational session

CONTRIBUTING SPONSORS  $3,000

- $3,000—Receives 2 Full Conference Registrations, 1 Full Page Ad, sponsor name on signage, program, and mobile app

EMAIL MARKETING MESS AGE  sponsor option—only 4 available!  $1,500

MACo will send one email to registered attendees and exhibitors on behalf of the sponsor—more than 3,000 recipients! Email content must be approved by MACo (non-partisan, not in conflict with MACo’s legislative priorities, etc.). Contact vwhite@mdcounties.org with your email sample.
- **Audience:** More than 3,000 conference participants will receive your email, sent from MACo. Past emails have had a 40% open rate, well above the industry average of 23% for similar emails.

PROGRAM ADVERTISEMENTS

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

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

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

*Ads should be JPG files and must be sent to vmaas@mdcounties.org by July 1, 2022.*

**Program Ad Options:**

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<tr>
<th>Option</th>
<th>Size</th>
<th>Price</th>
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<tbody>
<tr>
<td>Back Cover Full Page (color)</td>
<td>5.5&quot; wide x 8.5&quot; high</td>
<td>$2,000</td>
</tr>
<tr>
<td>Center 2-Full Page Spread (black/white)</td>
<td>11&quot; wide x 8.5&quot; high</td>
<td>$1,500</td>
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<tr>
<td>Inside Front Cover Full Page (color)</td>
<td>5.5&quot; wide x 8.5&quot; high</td>
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<td>5.5&quot; wide x 8.5&quot; high</td>
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<tr>
<td>Full Page (black/white)</td>
<td>5.5&quot; wide x 8.5&quot; high</td>
<td>$500</td>
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<tr>
<td>Half Page (black/white)</td>
<td>5.5&quot; wide x 4.25&quot; high</td>
<td>$300</td>
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**At-a-Glance Card**

MACo’s condensed schedule is printed on a handy 3”x12” card that is an easy and quick reference of dates, times, event titles, and locations. Very useful and a “must-have” for all participants, it’s a great way to make sure your branding and messaging is front-and-center. Sponsor logo goes on the top of the card, one-side, one-color.

At-a-Glance Card (black/white)  3” wide x 12” high  $3,000

**Want a custom sponsorship?** Contact Regina at reginabz@mdcounties.org

Become a Sponsor.
TECH EXPO

WEDNESDAY, AUGUST 17, 2022
7:30 am - 4:00 pm  Registration Open
10:00 am - 4:00 pm  Tech Expo
11:00 am - 12:00 noon  Tech Expo Session 1
12:00 noon - 1:15 pm  Lunch
1:15 pm - 2:15 pm  Tech Expo Session 2
2:15 pm - 2:30 pm  Snack/Coffee Break
2:30 pm - 3:30 pm  Tech Expo Session 3

What is the Tech Expo?

6-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 17, 2022 from 10:00 am until 4:00 pm at the Convention Center in Ocean City.

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

Ready to sign up to exhibit? Contact Regina Brzozowsky.

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 contact Regina Brzozowsky to register. Vendors participating in our larger 2-day tradeshow (separate registration required) get to register in the Tech Expo for only $200!

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.
TECH EXPO LEAD SPONSOR
EXCLUSIVE—only 1 sponsor! $5,000
Take the lead, be ahead of the crowd!
- Give 5 minutes of welcoming remarks at kick-off to Expo
- Logo prominently displayed on blog articles and emails about the MACo Tech Expo
- Logo on Wed. lunch ticket (if confirmed by July 8)
- Solutions Showcase Session (a 30-minute opportunity to present to MACo’s conference attendees—limited availability)
- Complimentary commercial exhibit booth (a $1,500 value: participate in MACo’s larger 300-booth tradeshow on Thursday and Friday)
- Complimentary prime exhibit space at the Tech Expo
- Sponsor receives 1 complimentary full conference registration
- Business listing in MACo’s conference mobile app
- Listed on sponsorship signage
- Verbal acknowledgement at the kick-off to the expo

TECH EXPO CONTRIBUTING SPONSOR
Co-sponsor option—only 4 available! $3,000
Be a resource, show your support!
- Complimentary prime exhibit space at the Tech Expo
- 1 Full MACo Summer Conference Attendee Registration (a $610 value!)
- Listed on sponsorship signage
- Verbal acknowledgement at the kick-off to the expo

TECH EXPO SNACK BREAK SPONSOR
Co-sponsor option—only 2 available! $2,000
Provide the snacks that keep guests fueled for the day!
Grab-and-go snack boxes will be provided for all guests.
- Sponsor listed on signage placed near the break
- Verbal acknowledgement at the kick-off to the expo
- 1 Wednesday registration with lunch ticket ($275 value)
- Complimentary table at Tech Expo Tradeshow ($500 value)

TECH EXPO SUPPORTING SPONSOR
Co-sponsor option—only 4 available! $1,000
Visibility that will get you noticed!
- Listed on sponsorship signage
- Verbal acknowledgement at the kick-off to the expo
- 1 Wednesday registration ($275 value)
- Discounted price for table at Tech Expo Tradeshow - $300 instead of $500

Become a Sponsor.

reginabz@mdcounties.org
THURSDAY ICE CREAM AND FRUIT BREAK $3,000

This is a fun and refreshing treat that always energizes our attendees! It's a big hit!
- Sponsor receives a table near the break for promotional materials
- **Sponsor logo printed on event tickets if confirmed by July 8, 2022**
- **Audience:** Approx. 750 attendees and exhibitors line up for this special treat!

GOVERNOR’S CABINET RECEPTION Co-sponsor option—only 6 available! $3,000

This event 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 approximately 400 of MACo’s conference attendees!

CHAPTER ORGANIZATION EVENT $3,000

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

**Chapter Organization Meetings:**
- Large County Coalition Breakfast (Thursday)
- Rural County Coalition Breakfast (Thursday)
- County Official Diversity Caucus Lunch and Women of MACo Lunch (Thursday)
- Sponsor Benefits:
  - Sponsor may give 2 minutes of welcoming remarks
  - Sponsor materials displayed on meeting tables
  - **Audience:** Meetings attract at least 70 attendees, can be as many as 150, depending on the agenda

AFFILIATE MEETING OR SESSION $2,000

Several of MACo’s 13 affiliate organizations meet during our Summer Conference. These groups focus on specific areas of county government: Administrators, Attorneys, Budget & Finance, Corrections, Emergency Managers, Engineers, Environmental Health, Health Officers, Human Resources, Human Services/Aging, Information Technology Officers, Parks & Recreation, and Planners. **This is a great opportunity to speak directly to front-line professionals and staff decision-makers about your area of expertise.**
- Sponsor logo will be printed on meeting room signage
- Sponsor may attend the first 5 minutes to give remarks before the meeting is closed to nonmembers
- **Audience:** For meetings, about 20 individuals; for sessions, about 70—all individuals interested in that specific topic or county service area!

*Sponsor must be approved by MACo and the affiliate organization.*

Contact Virginia White (vwhite@mdcounties.org) to inquire about specific affiliate meetings.
**Lunch—Thursday or Friday**

$4,000

Lunch is offered to ticket-holders on Thursday and Friday.* Add a personal touch and bring banners, promotional materials, and signage to place near the lunches.

- Sponsor signage displayed at each lunch location for the sponsor’s chosen day
- Sponsor receives 3 tickets for the sponsored day’s lunch
- **Sponsor logo printed on meal tickets if confirmed by July 8, 2022**
- **Audience:** ~3,000+ participants daily!

*Looking to sponsor Wednesday lunch for the Tech Expo? Check out the Tech Expo Lead sponsorship on page 13.

**Décor and Centerpieces**

$3,000

Floral centerpieces and décor add to the atmosphere of our event. Add to this aesthetic element for our attendees!

- Sponsor logo (and possibly branding colors!) incorporated into floral centerpieces if confirmed by May 1, 2022
- Sponsor receives 1 full attendee registration
- **Audience:** ~3,000+ participants daily!

**Breakfast**

$3,000

Continental or boxed breakfast will be served Thursday—Saturday of the conference. Help provide a great way to start the day! Add a personal touch and bring banners, promotional materials, and signage to place near the breakfast.

- Sponsor signage displayed near breakfast
- Table provided for sponsor promotional materials near breakfast
- **Audience:** ~3,000+ participants daily!

**Welcoming Session**

$3,000

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.

- Sponsor signage displayed at entrance to session
- Table provided for sponsor promotional materials in session room
- **Audience:** Approx. 400 people attend our official opening event!

**All-Day Beverage Stations**

$2,000/station

Limited to 5 co-sponsors!

Coffee, tea, water, and sodas are provided all day long for our conference attendees and exhibitors. THREE beverage stations available for all 4 days—1 in the foyer, 2 on the second floor of the Convention Center outside of the meeting rooms.

Each co-sponsor will receive:

- Logo on signage displayed at all beverage stations, for each day of the conference
- **Sponsor logo printed on disposable coffee cup sleeves if confirmed by June 10, 2022**
- **Audience:** All ~3,000 participants are likely to stop by several times throughout the event!
Our Friday evening Crab Feast is one of the highlights of MACo’s Summer Conference.

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

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

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

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

**CRAB FEAST**

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

- **Crab Mallets — $4,000**
  - Sponsor’s logo printed on wooden crab mallets for guests to use at the Crab Feast **(confirm by June 10)**
  - Sponsor receives 4 Crab Feast tickets

- **Event Sponsor — $4,000**
  - Logo printed on meal tickets if confirmed by July 8
  - Sponsor receives 4 Crab Feast tickets

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

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

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

- **Ice Cream — $1,500**
  - Signage placed near ice cream line
  - Sponsor receives 1 Crab Feast ticket

- **Crab Bibs — $4,000**
  - Sponsor one-color logo on disposable crab bibs **(confirm by June 8)**
  - Sponsor logo on signage
  - Sponsor receives 3 Crab Feast tickets

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

Governor and Mrs. Hogan usually attend and walk around greeting guests at the Crab Feast!
HAND SANITIZER STATIONS (10!)  
**Co-sponsor opportunity—only 3 available!**  
$5,000

*Provide the means to help guests stay safe!*
Branded hand sanitizer stations will be placed throughout the Convention Center. Only 3 sponsors will be selected, and each sponsor will have 10 stations with their branding mounted on the station.

- Sponsor-designed poster will be mounted above 10 hand sanitizer stations distributed throughout the Convention Center
- MACo staff will monitor and refill hand sanitizer stations
- **Audience:** Hundreds of guests will stop by to use the hand sanitizer stations!
- **Want to be the exclusive sponsor?** Contact Regina at reginabz@mdcounties.org.

COMPLIMENTARY WIRELESS INTERNET—**Co-sponsor still available!**  
$3,000—$5,000

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

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

*Help our attendees know what they shouldn’t miss each day of the conference!*
MACo sends a daily conference email detailing hot topics and updates for each day of the conference.
- Sponsor logo, description, and link displayed in the body of the email
- **Audience:** Email will be sent to all registrants, exhibitors, speakers, and sponsors. 56% open rate = 1,500+ views!

CHARGING STATION  
**Co-sponsor opportunity—only 2 available!**  
$3,000

*Keep our attendees charged and communicating!*
Brand our mobile device charging station with your logo and messaging and you’re sure to get noticed! Whether Apple or Android, phone or tablet, these programmable charging lockers allow attendees to charge devices without having to miss sessions!
- Sponsor logo and messaging displayed on the charging station screen and full wrap-around station design
- **Audience:** Placed in a prominent location, this charging station will be seen by all 2,500 participants on each day of the conference!

RIBBON TABLE  
**Co-sponsor opportunity—only 2 available!**  
$2,000

*Attendees love their ribbons!*
This table is visited by all attendees so they can collect ribbons—both fun and noting their titles and offices—to display on their name badges.
- Sponsor logo displayed on a sign near the table, which is located in the main foyer across from the registration kiosks
- **Audience:** Hundreds will see your logo and branding!

**Become a Sponsor.**

reginabz@mdcounties.org
BRANDED STYLUS PENS
$2,500

Give them something they’ll use everyday, in different ways!
One end of this pen is a standard ink pen, while the other is a stylus for touch-screen devices. 1,000 registrants will receive this pen at check-in.

- Sponsor logo will be printed in one color on the pen
- Audience: All 2,000 attendees will receive a pen when they check-in at the conference!

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 Regina Brzozowsky!

Become an Exhibitor!

Benefits of being a MACo Summer Conference Exhibitor:

- Exhibitor displayed in MACo’s printed program, the conference mobile app, and our website!
- 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
- 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)

Ready to Reserve Your Sponsorship?

Email Regina Brzozowsky at reginabz@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.

“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

“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