



MARYLAND ASSOCIATION of COUNTIES

Time to Reboot: Tomorrow's Tech Today



MACo Winter Conference December 8-10, 2021

Hyatt Regency Chesapeake Bay Hotel
Cambridge, Maryland

EXHIBITOR BROCHURE

Exhibit at MACo's Winter Conference to...

- **NETWORK:** Gain one-on-one access to more than 500 of Maryland's county decision-makers, legislators, state government officials, and private sector reps
- **FEATURE:** Increased visibility for each exhibitor due to the limited and exclusive number of tabletop exhibits available (only 68 available)
- **CONNECT:** Exhibiting creates rapport-building opportunities with potential customers
- **BE SEEN:** Exhibits are in the conference center main foyer and enclosed coffee break area—ensuring your display will be seen frequently!
- **SAVE MONEY:** Cost-effective way to reach county government officials from all 24 Maryland jurisdictions

Attendees to Meet:

- County Elected Officials (County Executives, Council Members, Commissioners)
- County department decision-makers and professionals (Chief Administrative Officers, Budget & Finance Directors, Land Use & Planning Directors, Emergency Managers, Human Resources Directors, etc.)
- Legislators—Maryland's Senators and Delegates
- State Officials: Governor, Lt. Governor, Secretaries and lead staff
- Commercial and Non-profit representatives



MARYLAND
Association of
COUNTIES

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.

SCHEDULE

Please note that the schedule is tentative and subject to change.
Check www.mdcounties.org for updates.

Wednesday, December 8, 2021

8:00 am - 4:30 pm	Attendee Registration
9:00 am - 11:00 am	Exhibitor Registration & Set-up
9:00 am - 10:30 am	Academy Core: Open Meetings
10:45 am - 11:45 am	Roundtable: DEI in Local Govt
10:30 am - 11:45 am	Academy Core: Ethics
11:00 am - 6:30 pm	Attendee Lounge
11:00 am - 6:30 pm	Exhibit Halls
Noon - 1:00 pm	Lunch Buffet & Working Lunches
1:15 pm - 1:45 pm	Networking & Coffee Break
1:30 pm - 2:30 pm	Affiliate Sessions
2:30 pm - 3:00 pm	Sponsored Snack Break
3:00 pm - 4:00 pm	Affiliate Sessions
4:15 pm - 5:15 pm	MACo's Good Government Book Club
5:00 pm - 6:00 pm	Women of MACo/Diversity Caucus Reception
5:30 pm - 6:30 pm	Welcoming Reception
6:30 pm - 8:30 pm	Welcoming Banquet & Awards Ceremony
8:30 pm - 9:00 pm	Corporate Partners Reception
9:00 pm - 11:00 pm	Dueling Pianos Reception
11:00 pm - Midnight	Sponsored Late Night Reception

Thursday, December 9, 2021

7:30 am - 3:30 pm	Registration
7:30 am - 3:00 pm	Exhibit Halls
7:30 am - 5:30 pm	Attendee Lounge
7:30 am - 9:00 am	Continental Breakfast
8:00 am - 9:00 am	County Elected Officials Forum, Breakfast & Business Meeting (MACo members only)
9:15 am - 10:15 am	General Session
9:30 am - 4:00 pm	Guest Tour
10:15 am - 10:30 am	Networking & Coffee Break
10:30 am - 11:30 am	General Session
11:45 am - 12:45 pm	Lunch Buffet & Working Lunches
1:00 pm - 1:30 pm	Networking & Coffee Break
1:30 pm - 2:30 pm	Affiliate Sessions
2:30 pm - 3:00 pm	Sponsored Snack Break
3:00 pm - 4:00 pm	Affiliate Sessions
6:00 pm - 7:00 pm	Inaugural Banquet Reception
7:00 pm - 8:30 pm	Inaugural Banquet
8:30 pm - 9:30 pm	President's Reception
9:30 pm - 11:30 pm	Karaoke Reception

Friday, December 10, 2021

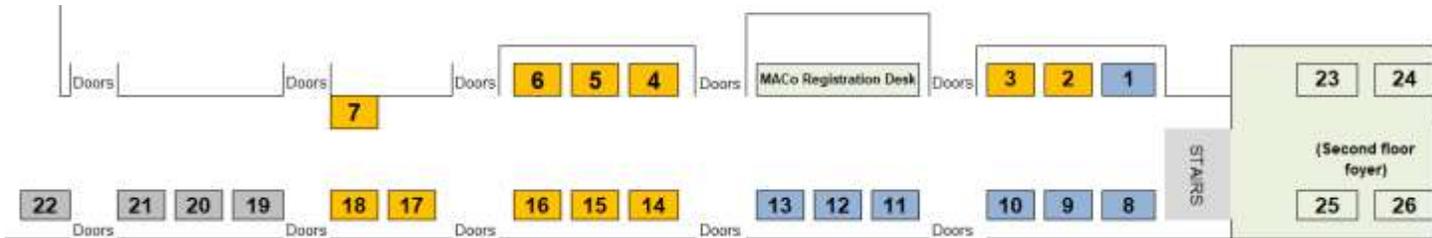
7:30 am - 10:30 am	Registration
7:30 am - 10:30 am	Attendee Lounge
7:30 am - 9:30 am	Continental Breakfast
8:00 am - 9:30 am	Academy Core: Employment Issues
9:45 am - 11:00 am	General Assembly Forecast
10:45 am - 11:00 am	Networking & Coffee Break
11:15 am - 12:15 pm	Closing General Session
12:15 pm - 12:45 pm	Boxed Lunch



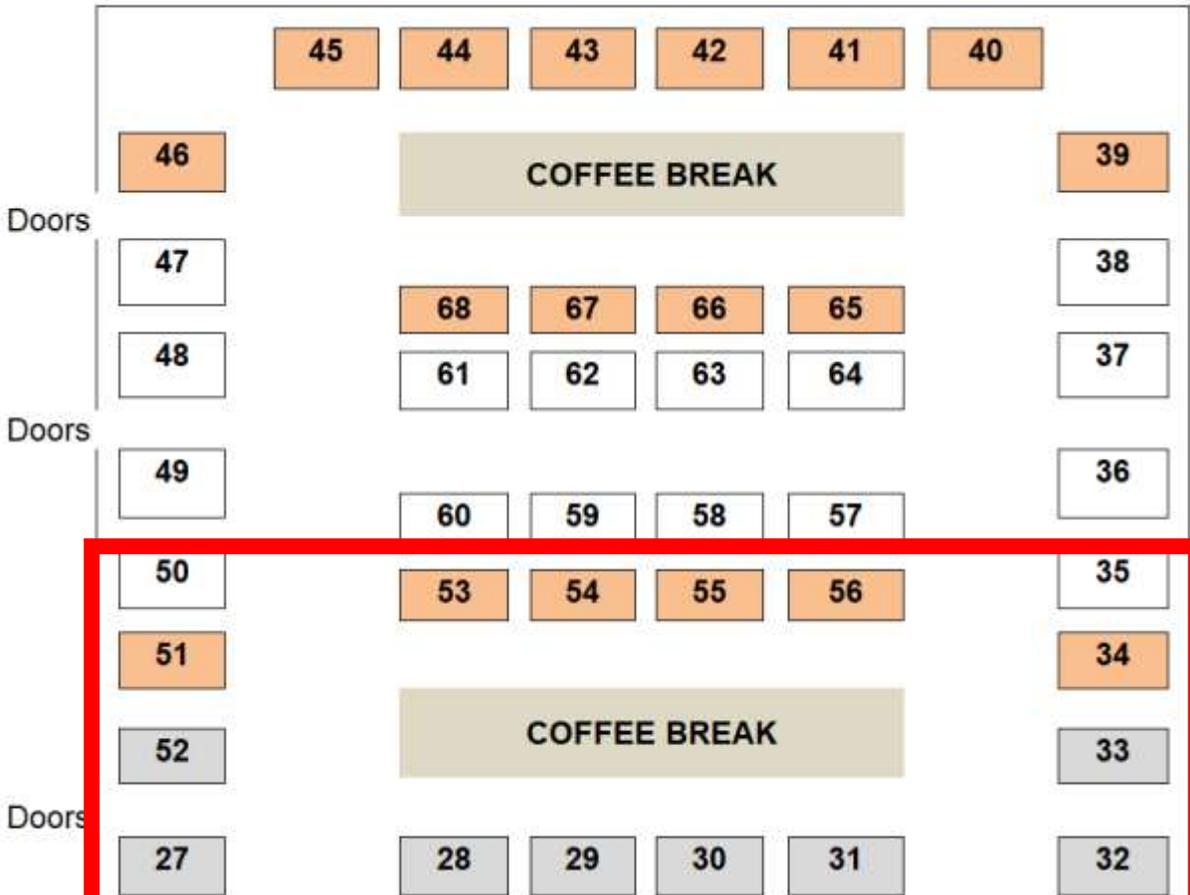
MACo EXHIBITOR LAYOUT

KEY	Premium \$1,400	Feature \$1,200	Highlight \$1,000	VIP \$800	Standard \$600
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Chesapeake Foyer Exhibits—Reserved for Platinum, Gold, and Silver Partners:



Choptank Exhibits—Select Spaces Reserved for Silver and Bronze Partners:



RESERVED FOR MACo CORPORATE PARTNERS

EXHIBITING AT THE MACo WINTER CONFERENCE

MACo's Winter Conference offers 68 tabletop exhibit spaces for two days of connecting with Maryland's county and state leadership.

EXHIBIT DATES:

Wednesday, Dec 8, 2021

Set-up...9:00 am—11:00 am

Exhibit... 11:00 am—6:30 pm

Thursday, Dec 9, 2021

Exhibit...7:30 am—3:00 pm

Break-down...3:00 pm—5:00 pm

Exhibitors who break down before 3:00 pm on Thursday will not be invited back and will be charged a \$150 penalty fee.

INCLUDED:

- 1 six-foot by two-foot skirted table and two chairs
- Badges for two exhibit personnel (no meal tickets)
- Attendance at educational sessions for exhibit personnel
- Business listing in MACo's mobile app
- Basic wireless internet connection

NOT INCLUDED:

(but may be purchased separately):

- Exhibit personnel meal tickets (see next page)
- Additional exhibit personnel badges (see next page)
- Electrical access, audio/visual equipment
- Enhanced internet connection

NOTE: These are tabletop exhibits, not booth spaces. Please notify Virginia White at vwhite@mdcounties.org if you'd like to bring a large backdrop or exhibit set-up—there may not be space available, depending on the size needed.

EXHIBIT PLACEMENT:

Please view the exhibit floorplan (previous page)—exhibit space is assigned at MACo's discretion.

[MACo Corporate Partners](#) receive priority placement for their exhibits. Exhibitors interested in MACo's Corporate Partner Program (which includes benefits like FREE premium booth placement, high visibility sponsorships, and attendee registrations at MACo's Summer AND Winter Conferences) should [view the Corporate Partner Program brochure](#) and [contact Virginia White](#) to discuss the options.

PRICING:

(Exhibit spaces are prioritized for [MACo Corporate Partners](#) as listed below—any prioritized spaces left available after all partners have confirmed their exhibit placements will be available for purchase by non-partners)

Premium	\$1,400	PRIORITY for Platinum Partners
Feature	\$1,200	PRIORITY for Gold Partners
Highlight	\$1,000	PRIORITY for Silver Partners
VIP	\$ 800	PRIORITY for Bronze Partners
Standard	\$ 600	

TERMS AND CONDITIONS:

[MACo Exhibitor Rules and Regulations](#)

[MACo Hold Harmless Waiver](#)

DEADLINE:

In theory...November 5 (exhibitors registering late may not be included in the printed program booklet).

In practice...ASAP—our exhibits always sell out!

QUESTIONS:

Contact Virginia White at vwhite@mdcounties.org

[REGISTER ONLINE](#)

ADDITIONAL ITEMS/SERVICES AVAILABLE FOR PURCHASE

MEAL TICKETS & EXTRA BADGES

Two badges are included with each exhibit space. Meal tickets are **NOT** included in exhibit space price.

Tickets are required for: Wednesday Lunch, Wednesday Banquet, Thursday Lunch, Thursday Banquet, Friday Boxed Lunch.

Family Guest Tour/Lunch includes just the Thursday off-site tour and lunch.

TICKETS (pricing is per ticket, on-site may not be available)	Early Cost	On-Site Cost
Additional Badge (no meals included)	\$150 (limit 2)	\$150 (limit 2)
Wednesday Lunch	\$25.00	\$35
Wednesday Awards Banquet	\$75.00	\$90
Thursday Spouse/Guest Tour & Lunch	\$220.00	not available
Thursday Lunch	\$35.00	\$45
Thursday Inaugural Banquet	\$90.00	\$100
Friday Box Lunch	\$20.00	\$35

Registering Exhibit Personnel and Purchasing Meal Tickets and/or Additional Badges:

After exhibit space is confirmed, exhibitors may [register exhibit personnel online](#)—*a valid, unique email address is required for each personnel registration*. Exhibitors may also purchase meal tickets and extra badges through that link.

Exhibitor AV Rental:

[View the Hyatt's Exhibitor Rental Pricing and Form](#) (send to Hyatt per instructions on form, do not send to MACo)

Hotel Reservations:

[View our discounted hotel room rates](#) at both the Hyatt and the Holiday Inn Express.

SPONSORSHIP OPPORTUNITIES

Looking for additional visibility opportunities? Sponsor the MACo Winter Conference!

Sponsorship options include signage, listings in our mobile app, and more ways to get your company name in front of our 1,000 participants!

Options include:

- Breakfasts, Lunches & Banquets
- Coffee Breaks
- Special Breaks—Popcorn & Chocolate!
- Registration
- Neckwallets
- Mobile Device Charging Station
- Giveaways: Tote Bags, Pens & More!
- Dueling Piano Reception
- Conference Email Blast
- MACo Affiliate Meetings & Sessions
- General & Custom Sponsorships



Contact Virginia White at vwhite@mdcounties.org for more information!

MACo CORPORATE PARTNER PROGRAM

MACo's Corporate Partner program connects industry leaders with county government decision-makers. Partners engage in a year-round program to highlight their expertise, products, and services as solutions for county governments.

Benefits include complimentary priority placement exhibit space, high-visibility sponsorships, and attendee registrations at both the Summer and Winter Conferences, along with invitations to exclusive events with county leadership, and more.

[VIEW THE FULL LIST OF BENEFITS in MACo's Corporate Partner Brochure](#)

Winter Conference Benefits	Platinum	Gold	Silver	Bronze
Complimentary Exhibit Space	Free Premium Foyer	Free Feature Foyer	Free Highlight	Free VIP Choptank
Complimentary Sponsorship	Platinum Options	Gold Options	Silver Options	Bronze Options
Free Full Conference Registrations	5	4	2	1
County-Rate Discounted Registrations	Unlimited	Unlimited	Unlimited	Unlimited
Complimentary Program Ad	Full Page	Full Page	Half Page	Half Page
Onsite Signage	✓	✓	✓	✓
Solutions Showcase Session	Prime Times	Priority, if available	Free, if available	Free, if available

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

Winter Conference - More than 500 leaders from across the state attend to discuss upcoming issues for the General Assembly session. Traditionally, the Governor gives his address to the attendees and installs MACo's new Board of Directors.

- ◆ All Partners receive **complimentary booth space** in the conference center foyer or prime spaces in the ballroom.
- ◆ All Partners receive complimentary registrations depending on partnership level.

Summer Conference and Crab Feast - More than 2,000 county, state and federal government officials, speakers, and exhibit personnel gather for educational sessions, briefings from State agencies, meetings, sharing ideas and networking with a 230-booth Trade Show.

- ◆ All Partners receive **complimentary booth space** in Exhibit Hall A/B in prime locations based on partnership level if your booth contract is received no later than May 1!
- ◆ All Partners receive complimentary registrations depending on partnership level.

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

Communications and Promotions - Through print and electronic communications, members are provided with **easy access to information, events and research**. MACo's website and *Conduit Street* blog receive thousands of visitors weekly. News updates are added daily, offering our members timely county government news, various subscriptions, and feed options. Partners may submit company news items of interest to be included in the blog (with MACo approval).

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

Contact our Member Services Director, Virginia White, at 410.269.0043 or at vwhite@mdcounties.org.

Sign up today and you can receive the **Winter Conference benefits** listed above in time for the 2021 event!

TESTIMONIALS

“At Nationwide Retirement Solutions, we strive to have partners who share our enthusiasm for and understanding of the importance of helping Public Sector employees be prepared for retirement. Over the last 25 years we've had the opportunity to share those ideas with the members of MACo.

Throughout the year we attend many conferences, and **we are always certain the MACo Summer and Winter Conferences are first on our calendar** because they allow us to maintain existing relationships and provide excellent opportunities to develop new ones.”

~ *Nationwide Retirement Solutions*

“There is **no better way to learn, grow, and connect with Maryland county officials** and staff than at the MACo Winter Conference! This conference is a ‘must attend’ for our organization every year!”

~ *National Association of Counties*

“What a great time. We were talking about the people who do such a good job in safety and health for their counties. We’re honored to be able to answer questions about workers’ compensation and benefits of being part of a great organization. **The new relationships we build within MACo are priceless.** Thank you for your support.”

~ *Chesapeake Employers’ Insurance Company*

“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.*

“As a Corporate Partner and exhibitor at the MACo conferences, Cigna has enjoyed working with the MACo team and **counts these conferences as a key opportunity to meet and connect with county officials and staff.**”

~ *Cigna*



[Register online before spaces sell out!](#) 8