Sponsor MACo’s Winter Conference to Market Your Company to Maryland’s Local Government

Reasons to Sponsor:

CONNECT WITH DECISION-MAKERS
Join the 700+ county and state leaders and legislators who attend MACo’s Winter Conference. Leading into Maryland’s General Assembly Session (the intensive 90 days of law-making that affect all residents of our state), this event provides a forum for building solutions.

BE A RESOURCE & INDUSTRY LEADER
Provide the opportunity for government decision-makers to participate in the numerous educational sessions, workgroups, meetings, and briefings that will help shape Maryland’s policy landscape. Your contributions show you understand county issues and support their needs.

BUILD LASTING PARTNERSHIPS
Meet the leaders who approve the expenses, sign the contracts, procure the services, and MAKE THINGS HAPPEN. Our attendees are department heads, elected officials, and legislators—these are the people you need to meet!

Theme and Topics:

“BUILDING FOR THE FUTURE”
This conference will focus on county governance challenges and best practices – from the foundation to the rooftop – that will decide Maryland’s future.

Topics to be discussed include:
- school construction
- clean energy infrastructure and solar siting
- education funding
- medical cannabis in the workplace
- land use and zoning
- long term traffic safety planning
- engaging with constituents
- employee benefits
- inmate health care
- parks and recreation
- tourism
- cybersecurity

Sponsoring this conference is the best way to get your product or service in front of county decision-makers. Establish your company or organization as a leader in your field and as a partner for county governments.
### Wednesday, December 4, 2019

- **8:00 am - 4:30 pm** | Attendee Registration
- **9:00 am - 11:30 am** | Exhibitor Registration & Set-up
- **10:30 am - 11:30 am** | Roundtable: School Construction
- **10:30 am - 11:45 am** | Academy Core: Risk Management
- **11:00 am - 5:00 pm** | Attendee Lounge
- **11:00 am - 6:30 pm** | Exhibit Halls
- **11:00 am - 6:30 pm** | Cyber Cafe
- **Noon - 1:00 pm** | Lunch Buffet & Working Lunches
- **12:15 pm - 12:45 pm** | Solution Showcase Session (PRIME)
- **1:00 pm - 1:30 pm** | Solution Showcase Session (x3)
- **1:30 pm - 1:45 pm** | Networking & Coffee Break
- **1:45 pm - 2:45 pm** | Affiliate Sessions
- **2:45 pm - 3:15 pm** | Sponsored Snack Break
- **2:45 pm - 3:15 pm** | Networking & Coffee Break
- **2:45 pm - 3:15 pm** | Solution Showcase Session (PRIME)
- **3:15 pm - 4:15 pm** | Affiliate Sessions
- **3:15 pm - 4:45 pm** | Academy Core: Financial Mgmt
- **4:30 pm - 5:00 pm** | Solution Showcase Session (PRIME)
- **4:30 pm - 5:30 pm** | Naloxone/CPR Training
- **5:00 pm - 6:00 pm** | Women of MACo Reception
- **5:30 pm - 6:30 pm** | Welcoming Reception
- **6:30 pm - 8:30 pm** | Welcoming Banquet & Awards Ceremony
- **8:30 pm - 9:30 pm** | Corporate Partners Reception
- **9:30 pm - 11:30 pm** | Dueling Pianos Reception

### Thursday, December 5, 2019

- **7:30 am - 3:30 pm** | Registration
- **7:30 am - 3:30 pm** | Exhibit Halls
- **7:30 am - 3:30 pm** | Cyber Cafe
- **7:30 am - 5:30 pm** | Attendee Lounge
- **7:30 am - 8:45 am** | County Elected Officials Forum, Breakfast & Business Meeting
- **7:30 am - 8:45 am** | Continental Breakfast
- **9:00 am - 10:15 am** | General Session
- **9:30 am - 4:00 pm** | Spouse/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
- **11:45 am - 12:15 pm** | Solutions Showcase Session (PRIME)
- **12:45 pm - 1:15 pm** | Solutions Showcase Sessions (x3)
- **12:45 pm - 1:45 pm** | MACo Book Club
- **12:45 pm - 1:45 pm** | Naloxone/CPR Training
- **1:45 pm - 2:00 pm** | Networking & Coffee Break
- **2:00 pm - 3:00 pm** | Affiliate Sessions
- **3:00 pm - 3:30 pm** | Sponsored Snack Break
- **3:00 pm - 3:30 pm** | Networking & Coffee Break
- **3:00 pm - 3:30 pm** | Solutions Showcase Session (PRIME)
- **3:30 pm - 4:30 pm** | Affiliate Sessions
- **4:45 pm - 5:15 pm** | Solutions Showcase Session (PRIME)
- **5:00 pm - 6:00 pm** | Diversity Caucus Reception
- **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 6, 2019

- **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
- **8:45 am - 9:15 am** | Solutions Showcase Sessions (x3)
- **9:30 am - 10:45 am** | General Assembly Forecast
- **10:45 am - 11:00 am** | Networking & Coffee Break
- **11:00 am - Noon** | Closing General Session
- **Noon - 12:30 pm** | Boxed Lunch Buffet

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**So many chances to connect...**

- Coffee breaks
- Continental breakfast
- Snack breaks
- Lunches
- Receptions
- Dinners
- Evening events
### SOLUTIONS SHOWCASE SESSIONS

**An exclusive opportunity for MACo Winter Conference Sponsors and Corporate Partners!**

- 30-minute educational sessions to help you highlight your services
- No MACo-hosted panels happen during these times
- All content belongs to the sponsor/presenter – *partisan and campaign-oriented presentations strictly prohibited!*
- MACo will provide the room, projector, screen, and internet connection
- MACo will help build targeted invitation lists and issue invite conference registrants to attend your session!

**NEW THIS YEAR:** MACo will offer 3 blocks of Solutions Showcase Sessions—these sessions cannot be competing companies—reserve yours today!

#### 30-minute timeslots are available:

<table>
<thead>
<tr>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
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<tbody>
<tr>
<td>12:15 pm—12:45 pm*</td>
<td>11:45 am—12:15 pm*</td>
<td>8:45 am—9:15 am***</td>
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<td>1:00 pm—1:30 pm***</td>
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</table>

* = PREMIUM showcase spot—no other showcase sessions during this time, reserved for Corporate Partners/specific sponsors

***= 3 sessions (from companies in non-competing industries) will be offered during these timeslots

MACo promotes the Showcase through its blog, special emails to attendees, and a flyer given to attendees at check-in. Sessions are available on a first-come first-served basis and are only available to Sponsors of $4,000 or more. Sponsors are encouraged to promote their sessions to attendees on MACo’s Mobile App and on social media using #MACoCon.

Please contact [Heather Legg](#) for questions or to reserve your Solutions Showcase session.
Dueling Pianos Reception—$5,000

Be the maestro of the evening!

EXCLUSIVE — only one sponsor!

• Sponsor naming rights — your name listed everywhere MACo advertises or mentions this reception
• Sponsor logo displayed on pianos and signage pointing guests to the reception
• 1 Full Conference Registration
• 2 additional Welcoming Banquet tickets
• Premium Solution Showcase Session
• Audience: Most of our 500+ guests will plan to attend!

Karaoke Reception—$5,000

Karaoke is a big hit at Winter Conference! Help us make this year just as memorable!

EXCLUSIVE — only one sponsor!

• Sponsor naming rights — your name listed everywhere MACo advertises or mentions this reception
• Sponsor logo displayed on DJ stand and signage pointing guests to the reception
• 1 Full Conference Registration

Registration—$4,000

Be out in front of the crowd!

MACo opens registration for this event in late September, which means months of marketing for the Registration Sponsor. This includes pre–conference, on-site, and post-conference marketing!

• Sponsor’s logo and company link included on the following:
  - Promotional Emails
  - 6-Week Countdown Email
  - Digital and Printed Promotional Brochure
  - Conference registration webpage
  - Update emails sent to registrants
  - Post-conference survey email
• Sponsor logo printed on the following:
  - Registration padfolio notepads
• Sponsor promotional material may be displayed at MACo Registration Desk
• Sponsor Receives a Prime Solutions Showcase
• Sponsor receives 2 Full Conference Registrations
• Audience:
  - Over 1,000 unique views of pre-event promotional material
  - Countdown Emails sent to over 8,000 individuals for the weeks leading up to conference

Attendee Lounge—$4,000

Thanks to:

Life Is On  Schneider Electric

presented by our sponsors to highlight their products and services!

• Sponsor receives 1 Full Registration
• Sponsor logo printed on table tents and signage within the room, and signage directing attendees to the room
• Sponsor may provide promotional materials to display within the room
• Complimentary internet and water provided in the room—all other catering or audio/visual needs or other expenses will be the sponsor’s responsibility
• Sponsor receives a Prime Solutions Showcase
• Audience: This room is on the second floor on the main hallway to the convention center— all of our attendees will see that you provided this service and most will use it!

Dueling Pianos Reception—$5,000

BE THE MAESTRO OF THE EVENING!

EXCLUSIVE — only one sponsor!

Thanks to:

WGL Energy

A WGL Entity

• 2 additional Welcoming Banquet tickets
• Premium Solution Showcase Session
• Audience: Most of our 500+ guests will plan to attend!

Register now!
Includes complimentary full-page program advertisement; sponsorship ribbon at conference; recognition on signage, in program & on MACo website, blog, and mobile app; and additional benefits as listed. All Premiere Level Sponsorships (except Inaugural Banquet) are EXCLUSIVE sponsorships, and will only have one sponsor.

**Hyatt Hotel Room Keycards—$4,000**

**Be the key to their home-away-from-home!**

Most of MACo’s Winter Conference attendees stay two nights at the Hyatt.

Get your branding on their room keycards:

- Sponsor design will be printed on Hyatt room keycards for our attendees’ use during our conference.
- Sponsor receives promoted post on mobile app customized for you!

**General Assembly Forecast—$4,000**

**As one of the last conference events—don’t pass up this opportunity to be fresh in the minds of the attendees!**

This forward-looking session gives attendees a chance to hear from an Administration representative, along with leaders in the House and Senate, about what is coming up in the 2020 legislative session.

Always highly-attended, this session is a great opportunity to be in the spotlight in front of our attendees.

- Sponsor’s company representative introduces the Forecast (2 minutes of remarks)
- **Audience:** Approx. 350 attendees and guests join us for this session

**Audio/Visual Equipment—$4,000**

**Make sure your message is seen—by EVERYONE!**

The screen is the first thing attendees see when they walk into a session room.

- Sponsor’s logo and messaging (approved by MACo) will be displayed on the screen as guests and attendees enter each education session room
- **Audience:** ~900 views of your logo and messaging over the course of the conference!

**Mobile App Sponsorships**

**App Co-Sponsor—$1,500**

*(2 available)*

- Co-sponsor credit on all mobile app signage
- Half-page ad in printed program booklet

**App Lead—$4,000**

- Sponsor logo included on app’s opening screen
- “Sponsored by” line and sponsor web address included in mobile app invitation email to registrants.
- Sponsored link on app’s menu, will link out to Sponsor’s website
- Lead sponsor credit on mobile app signage
- **Audience:** Approx. 400 people. Most of our attendees will download and use this app.

**Thanks to:**

- **World Wide Technology**
- **American Fidelity**
- **Nationwide Retirement Solutions**
**Includes complimentary half-page program advertisement; sponsorship ribbon at conference; recognition on signage, in program & on MACo website, blog, and mobile app, and additional benefits as listed. Lead Sponsorships are EXCLUSIVE—there may only be one for each option.**

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**Lead Sponsorships**

**Early Bird Attendance Prizes—$3,000**
**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 affiliate sessions and general sessions.
- Sponsor’s name and one-sentence description read at each raffle
- Sponsor may provide gift cards in addition to the sponsorship contribution
- **Audience**: Each of our 500+ participants will hear your name and description

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**Lunch—$2,000**
**Keep them fueled up for a great day!**
Wednesday lunch kicks off our conference. Thursday lunch follows our General Sessions and precedes our Affiliate Sessions. Friday’s lunch follows our Closing Session and closes out the conference. All are great chances to sit down and talk with attendees about how your company can help them.
- Sponsor may display promotional materials on a table near the lunch buffet
- Sponsor logo printed on lunch tickets, given to each full registrant, and each daily registrant who purchases a ticket (if contract received by Nov. 8)
- **Audience**: Approx. 400 people will attend

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**Welcoming & Awards Banquet Host—$3,000**
**Put a face on your company’s name!**
This event highlights county members who have excelled in public services and best practices! Give a toast to congratulate the winners and nominees on their great work!
- Sponsor will lead Champagne Toast
- Sponsor receives 5 Banquet tickets & reserved seats at a VIP table near the stage
- Sponsor logo printed on event ticket if confirmed by November 8, 2019
- Sponsor logo printed on both sides of the table number cards
- **Audience**: Approx. 400 people will attend—there are usually about 40 tables of 10 people each

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**Daily Conference Email—$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 (approximately 750 people!)
Inaugural Banquet Host—$4,000

This event receives our highest attendance—
don’t miss this chance to be seen by our attendees!

This event is the highlight of MACo’s Winter Conference!
The Governor traditionally installs MACo’s Board of Directors and
addresses the audience with the Administration’s thoughts for the
upcoming General Assembly Session.

- Sponsor gets 2 minutes to welcome
guests
- Sponsor logo printed on the table number cards—typically 45 tables
  of 10 people
- Sponsor logo printed on Inaugural Banquet ticket, given to each full
  registrant and each daily registrant who purchases a ticket (if contract received by November 8, 2019)
- Sponsor name printed on signage to be displayed at the Banquet
- **Sponsor will receive 1 VIP banquet table near the stage, 10 Banquet tickets, and a confirmed registrant list to invite registered guests to join them at this table**

Neckwallets—$3,000

Make a first impression—over and over again!

Networking is a big part of MACo’s Winter Conference and the first place everyone looks when meeting someone is the name badge—get your logo next to all of our attendees.

- Sponsor’s logo imprinted on canvas neckwallets
- Audience: Each of our 500+ participants must wear a neckwallet throughout the conference—your branding will always be in sight!

Mobile Device Charging Station—$3,000

*Give them the charge they need!*

Mobile device charging stations provide attendees with a quick, convenient means of charging their phones or tablets. Lockers keep users’ devices safe while they charge.

- Sponsor logo displayed on the mobile charging station
- Sponsor may provide artwork to wrap the station
- Sponsor receives 1 Full Conference Registration
- **Audience:** All of our 500+ attendees will see the charging station and appreciate your generosity for providing such a necessary service! Compatible with nearly 98% of all mobile devices.
**Sponsorship & Advertisement Opportunities**

**Supporting Sponsorships**

*Includes sponsorship ribbon at conference; recognition on signage, in program & on MACo website, blog, and mobile app, and additional benefits as listed. Supporting Sponsorships are co-sponsorships unless marked as EXCLUSIVE.*

**Banquet Centerpieces: Inaugural Banquet—$3,000 or Awards Banquet—$2,000**

*Be at the center of the conversation!*

After each Banquet, we give away the centerpieces to one lucky attendee at each table.

- Sponsor logo printed on table cards
- MACo President will verbally thank the Sponsor at the Banquet during the centerpiece giveaway (40-45 attendees will get to take home a centerpiece thanks to you!)
- **Audience:** Approximately 400/450+ banquet guests will hear our President thank you for your sponsorship as he asks guests to check their place settings for the winning ticket. About 40/45

**Continental Breakfasts—$3,000**

*Give our attendees a great start to their day!*

Two breakfasts are offered: Thursday breakfast precedes our General Sessions and Friday breakfast leads into our General Assembly Session Forecast. Both breakfasts will see high attendance!

- Sponsor logo displayed on signage near the continental breakfast buffet for both breakfasts
- Sponsor receives 1 Full Conference Registration
- **Audience:** Approx. 500 people over 2 days yields an estimated 1,000+ views of your logo!

**Inaugural Banquet Co-Sponsor—$3,000 or Awards Banquet Co-Sponsor—$2,000**

*Get a front row seat!*

These two events feature our County Champion award winners and innovative county programs and individuals showing exceptional public service. At the Inaugural Banquet, the Governor traditionally addresses the attendees about the upcoming legislative Session and installs MACo’s Board of Directors.

- **Audience:** Approximately 400/450+ banquet guests will hear our President thank you for your sponsorship as he asks guests to check their place settings for the winning ticket. About 40/45

**Affiliate Meeting Sponsor —$2,000**

*Speak directly to county decision-makers!*

Several of MACo’s 13 affiliate organizations meet during our Winter Conference. These groups focus on specific areas of county government: Administrators, Aging, Attorneys, Budget & Finance, Corrections, Emergency Management, Engineers, Environmental Health, Health Officers, Human Resources, Human Services, Information Technology, 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 speak for 5 minutes at the beginning of the meeting (remainder of meeting is private and for affiliate members only)
- Sponsor must be approved by MACo and the affiliate organization

Contact Virginia White (vwhite@mdcounties.org) to inquire about specific affiliate meetings.
**Sponsorship & Advertisement Opportunities**

**Supporting Sponsorships**

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**Coffee Breaks—$2,000**

*Get your logo into the hands of our attendees!*

There are several coffee breaks throughout the conference. The sponsor’s logo will be printed on branded coffee cup sleeves. This is a unique opportunity to be sure our attendees know your name!

- Sponsor’s logo printed on custom coffee cup sleeves
- Sponsor promotional material may be displayed at a table near the coffee break
- **Audience:** 500+ attendees will have the opportunity to use this branded item FIVE different times over the 3 days of the conference: 2,000+ views of your logo!

**WiFi Sponsor—$2,000**

*Facilitate the connection!*

The ability to do business digitally is more important than ever—be the provider of free wireless internet for our attendees!

- Sponsor logo displayed on signage informing attendees that free WiFi was provided by the sponsor
- Sponsor logo displayed on “Connect to WiFi” cards included in each registrants’ check-in materials
- **Audience:** All 500+ participants will see that you sponsored this service!

**Cyber Café—$2,000 EXCLUSIVE! Only one Sponsor!**

Sometimes a phone or tablet screen just isn’t large enough to do what you need to do! MACo provides 6 internet-connected laptop computers and 2 printers for attendees to check their email or do other business on-site at the Convention Center.

- Sponsor logo displayed on background of computer screen
- Sponsor website set as homepage of internet browsers
- **Audience:** Hundreds will see your logo and branding!

**Stylus Pens—$2,000**

*Give them a gift they’ll take home and use all the time*

EXCLUSIVE—only one sponsor!

Most of our attendees have some kind of touchscreen device. This elegant and useful pen will be branded with the sponsor’s logo and will be handed out at registration to all of our attendees.

**MACo Book Club—$2,000**

*Provide the opportunity for MACo attendees to discuss governance best practices and solutions!*

MACo’s “good government” Book Club continues

- Sponsor may give 2 minutes of welcoming remarks at the book club
- Sponsor logo on signage
- Sponsor gets name on bookmarks
- Sponsor gets a half-page ad
- **Audience:** Approx. 30 attendees will join this session
Sponsorship & Advertisement Opportunities

Supporting Sponsorships

Includes sponsorship ribbon at conference; recognition on signage, in program & on MACo website, blog, and mobile app, and additional benefits as listed. Supporting Sponsorships are co-sponsorships unless marked as EXCLUSIVE.

Chapter Organization Event Sponsorship—$2,000
Support a mission!

Our chapter organizations focus on specific missions within county service—don’t miss this opportunity to support the work of the Diversity Caucus, Large County Coalition, Rural County Coalition, or Women of MACo.

- Sponsor logo and contact information printed event signage
- Sponsor may give 2 minutes of welcoming remarks during the event
- **Audience:** Varies by organization, but approximately 75—125 attendees attend these events

Inaugural Banquet VIP Table—$1,500
Secure 10 of the best seats in the house and invite guests to join you! (2-1 TABLE LEFT!)

Our most highly-attended event is our Inaugural Banquet. Traditionally, the Governor installs our Board of Directors and addresses the guests with his thoughts for the upcoming General Assembly Session.

Get great seats and invite potential partners and customers to join you!

- Sponsor receives 1 table near the stage
- Sponsor logo printed on sign to reserve table
- Sponsor receives 10 tickets for the Inaugural Banquet
- **Audience:** Approx. 450 people attend this dinner

Inaugural Banquet Reception—$1,000

**Thanks to our current sponsors:**

- pepco
- delmarva power
- LGIT
- MARYLAND ENVIRONMENTAL SERVICE
- NAIOP
- wellpath
- PrimeCare Medical, Inc.
- NORTHWEST MAGLEV

**Thanks to:**

- Potomac Edison
- FARM CREDIT

Don’t miss this heavy-hitting networking event!
This reception precedes our

Popcorn and Chocolate Breaks—$1,000 each
Give them a fun break!

Attendees will have the chance to sample several flavors of popcorn on Wednesday or indulge in different chocolatey treats on Thursday while they browse the exhibits during our extended 30-minute breaktime! These breaks are VERY popular with our attendees!

- Sponsor may display promotional materials on a table near the break
- Sponsor logo displayed on signage
- Sponsor may greet guests as they enjoy the break

Thanks to our current sponsor:

- FRANKLIN & PROKOPIK & ASSOCIATES
- ATTORNEYS AT LAW
**Sponsorship & Advertisement Opportunities**

**Program Booklet Advertisements**

Each of our 600+ attendees receives a conference program booklet containing the schedule, session descriptions, and other information relative to the event. Advertisements in the program will be seen by county decision-makers, Senators, Delegates, State officials, and others involved in local government. Reserve your ad space today!

<table>
<thead>
<tr>
<th>Ad Space Description</th>
<th>Size</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>5.5” wide by 8.5” tall (color ad)</td>
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<tr>
<td>Inside Front Cover</td>
<td>5.5” wide by 8.5” tall (color ad)</td>
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<tr>
<td>Inside Back Cover</td>
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<tr>
<td>Full Page</td>
<td>5.5” wide by 8.5” tall (black &amp; white ad)</td>
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<tr>
<td>Half Page</td>
<td>5.5” wide by 4.25” tall (black &amp; white ad)</td>
<td>$150</td>
</tr>
<tr>
<td>Center 2-Page Spread</td>
<td>11” wide by 8.5” tall (black &amp; white ad)</td>
<td>$1,250</td>
</tr>
<tr>
<td>At-a-Glance Cards</td>
<td>3” wide by 2” tall, bottom of schedule card (black &amp; white)</td>
<td>$500</td>
</tr>
</tbody>
</table>

AD SPECS: Email artwork to Heather Legg at hlegg@mdcounties.org by November 8, 2019. High resolution (greater than 300 dpi) JPG files ONLY. Faxed ads are NOT acceptable. The conference program measures 8.5 inches top to bottom (long) x 5.5 inches left to right (wide). Inside and Outside Cover ads are RGB color, all other ads need to be grayscale or black/white. Ad space reservations require signed Agreement and full payment. Conference Program ad art must be emailed by November 8, 2019, directly to Heather Legg at hlegg@mdcounties.org

**General Sponsorships**

**Promotional Material Chair Drop—$1,000**

*Make sure they get your information!*

MACo staff will place your promotional materials on the chairs for either our 2019 General Assembly Forecast or one of our General Sessions. This is a great opportunity to get your promotional materials directly into the hands of our attendees. Promotional materials must be approved by MACo. **Sponsor must provide copies of materials.**

- 2019 General Assembly Forecast, 1 of 2 General Sessions, or the Closing General Session (350 copies)

**Winter Conference Email Blast—$1,000**

*We’ll help you get into their inbox! (ONLY 2-1 AVAILABLE)*

MACo will send an email containing the sponsor’s messaging to all registered conference attendees and exhibitors during the conference. Don’t miss this opportunity to have your message be seen!

- Sponsor logo, contact information, and messaging sent as an email from MACo during conference
- Messaging must be approved by MACo—no campaigning or partisan messaging!
- **Audience:** All 500+ of our attendees and exhibitors will received this email!

**Contributing Sponsors—$500-$2000**

- $500—Receives sponsor acknowledgment on signage, program, and mobile app
- $1,000—Receives Full Page Program Ad, sponsor acknowledgment on signage, program, and mobile app
- $2,000—Receives 1 Full Conference Registration and 1 Full Page Program Ad, sponsor acknowledgment on signage, program, and mobile app
MACo Corporate Partner Winter Conference Benefits

**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 and installs MACo’s Board of Directors.

- All Partners receive complimentary booth space in either the foyer or prime spaces in Choptank
- All Partners receive complimentary registrations depending on partnership level
- All Partners have the opportunity to choose their own sponsorship within their partnership level

**Winter Conference Corporate Partner Sponsorship Options:**

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<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
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<tr>
<td><strong>Exclusive - Only One Sponsor</strong></td>
<td>Co-Sponsors Accepted—CP Only</td>
<td>Co Sponsors Accepted</td>
<td>Co Sponsors Accepted</td>
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<td>Hotel Key Cards</td>
<td>Inaugural Banquet</td>
<td>Awards Banquet</td>
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<td>Mobile App Lead</td>
<td>Inaugural Centerpieces</td>
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<td>WIFI</td>
<td>Custom Sponsorship</td>
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<td>Daily Conference Email</td>
<td>Custom Sponsorship</td>
<td>Custom Sponsorship</td>
<td>Custom Sponsorship</td>
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</table>

Sponsorship Values: $4,000  Sponsorship Values: $3,000  Sponsorship Values: $2,000  Sponsorship Values: $1,000

**Summer Conference** - Approximately 3,000 county, state and federal government officials, speakers, and exhibit personnel gather for educational sessions, briefings from State agencies, meetings, sharing ideas and networking. The conference also hosts a 250-booth trade show and a 60-booth Tech Expo.

- All Partners receive complimentary booth space in Exhibit Hall AB
- All Partners receive complimentary registrations depending on partnership level
- All Partners have the opportunity to choose their own sponsorship within their partnership level

**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 for to be included in the blog (with MACo approval).

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

Contact our Communications Coordinator, Heather Legg, at 410.269.0043 or at hlegg@mdcounties.org.

Sign up today and you can receive the Winter Conference benefits listed above in time for the December 2019 event!
MACo SPONSORSHIP & ADVERTISING AGREEMENT

Complete & return by November 8, 2019 (to be listed in the printed program booklet)

Company Name (as it will be listed in program) __________________________________________________________

PRINT Name of Contact _____________________________________________________________

Mailing Address ________________________________________________________________

City ___________________________ State _______ Zip ___________________________

Phone ___________________________ Email ___________________________

Company Description for Business Listing (to be used in mobile app) __________________________________________________________

(or attach description to this application)

SPONSORSHIP SELECTION

1) Sponsorship Name ___________________________ Sponsorship Amount ___________________________

2) Sponsorship Name ___________________________ Sponsorship Amount ___________________________

3) Sponsorship Name ___________________________ Sponsorship Amount ___________________________

PROGRAM BOOKLET ADVERTISEMENTS

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Size</th>
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<th>Price</th>
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<td>5.5&quot; wide x 8.5&quot; tall (color)</td>
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<td>At-a-Glance Card</td>
<td>3&quot; wide x 2&quot; tall (b/w)</td>
<td>$500</td>
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PAYMENT: Check or Money Order payable to MACo. Confirmation/receipt will be emailed to the email address on this form.

Please check appropriate box: □ Check/Money Order □ Visa □ MasterCard

Card Number ___________________________ Exp. Date ___________ Billing Zip ______

Billing Street Address and Zip ___________________________

Name on Card ___________________________________________ Signature ___________________________

MAIL or FAX completed form with payment to: MACo—Attn: Heather Legg, 169 Conduit Street, Annapolis, MD 21401
Fax: 410.268.1775 Phones: 410.269.0043 or 301.261.1140 Payment must accompany this form to be processed.
Questions? Email Heather at hlegg@mdcounties.org

MACo reserves the right to reject any application which, in the opinion of the Association, is not in keeping with its mission and goals. Sponsorships and advertising from partisan and political groups and individuals are specifically prohibited. All options are on a first-come, first-served basis and ANY promotional material, text, signage, and advertisements provided by sponsors must be approved by MACo.
The MACo Winter Conference sponsorship program offers:

- The opportunity for companies to market their products and services to hundreds of local government officials, staff members, Senators, Delegates, and others involved in Maryland’s government.

- Networking and partnership-building events affording face-to-face interaction with Maryland’s county decision-makers

- Access to educational forums and sessions that are shaping public policy in Maryland—join in the conversation!

For more information on how your organization can take advantage of these unique opportunities, please contact one of the MACo staff members listed below:

**Sponsorships & Corporate Partnerships:**
Heather Legg  
*Communications Coordinator*  
Ph: 410.269.0043  
Email: hlegg@mdcounties.org

**EXHIBITS:**
Leslie Velasco  
*Administration & Finance Director/Exhibits Manager*  
Ph: 410.269.0043  
Email: lvelasco@mdcounties.org

**Other Conference Questions:**
Virginia White  
*Events & Member Services Director*  
Ph: 410.269.0043  
Email: vwhite@mdcounties.org

WEB: [www.mdcounties.org/MACoCon](http://www.mdcounties.org/MACoCon)

**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.