



MARYLAND ASSOCIATION of COUNTIES

Eye of the Storm

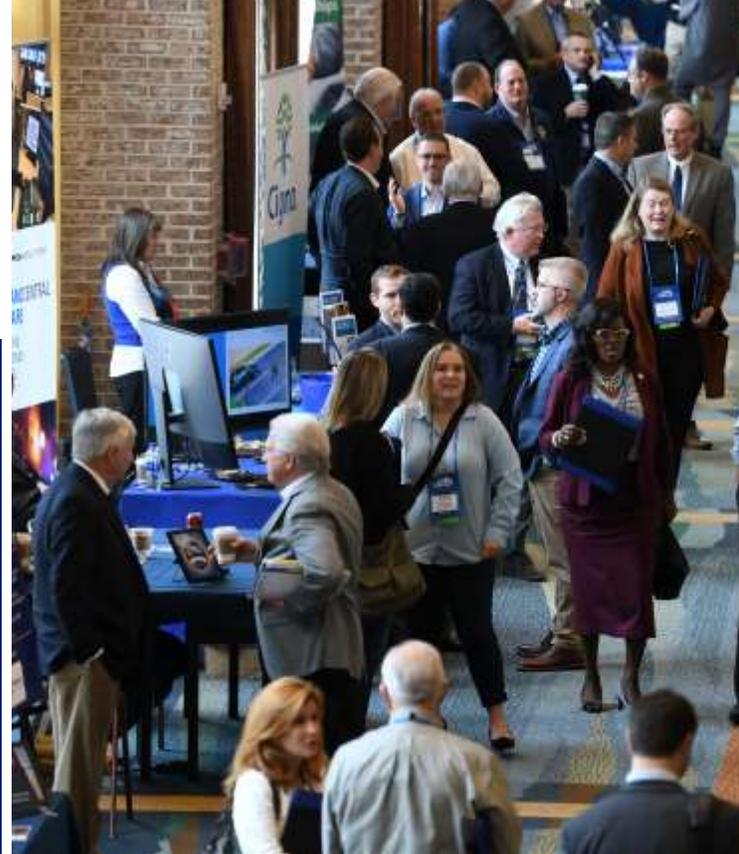


MACo Winter Conference
December 6-8, 2023
Hyatt Regency Chesapeake Bay Hotel
Cambridge, Maryland

SPONSOR BROCHURE



Sponsor MACo's Winter Conference to market your company to Maryland's local government decision-makers.



Reasons to Sponsor:

CONNECT WITH DECISION-MAKERS

Join the 1,000+ 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:

"Eye of the Storm"

With budgets stretched to the max, and looming – but uncertain – county-funded commitments on the horizon, local governments are in a precarious position. Add to that the ongoing concerns with affordable housing, climate change, and workforce recruitment and retention – among others – and it's easy to see the perfect storm is brewing. This conference will discuss where Maryland is right now on these important issues, what's ahead, and how governments and community partners can work together to face these challenges and weather the storm.

Topics to be discussed include:

- county governance best practices
- diversity, equity, and inclusion
- social media and communications
- recreational cannabis
- land use and zoning
- employee benefits
- parks and recreation
- cybersecurity and ransomware

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.

SCHEDULE

Wednesday, December 6, 2023

8:00 AM - 4:30 PM	Registration Open
8:00 AM - 10:00 AM	Continental Breakfast
8:00 AM - 11:00 AM	Exhibits Set Up
9:00 AM - 9:15 AM	Networking and Coffee Break
9:00 AM - 10:30 AM	Academy Core: Public Information Act
10:45 AM - 11:00 AM	Networking Coffee Break
11:00 AM - 12:30 PM	Academy Core: Basics of Risk Management
10:45 AM - 11:45 AM	Opening Roundtable
11:00 AM - 6:30 PM	Exhibits Open
12:00 PM - 1:00 PM	Affiliate Member Meetings & Lunches*
12:00 PM - 1:00 PM	Lunch Buffet*
1:15 PM - 1:45 PM	Networking Coffee Break
1:30 PM - 2:30 PM	Educational Session Block (4 sessions)
2:30 PM - 3:30 PM	Popcorn Break
3:00 PM - 4:00 PM	Educational Session Block (4 sessions)
4:15 PM - 5:15 PM	MACo's Good Government Book Club Discussion
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 - 9:00 PM	Corporate Partner Dessert Reception
9:00 PM - 11:00 PM	Backyard Games Night!

Thursday, December 7, 2023

7:30 AM - 3:30 PM	Registration Open
7:30 AM - 3:00 PM	Exhibits Open
7:30 AM - 9:00 AM	Continental Breakfast
8:00 AM - 9:00 AM	County Elected Officials Forum, Breakfast, & Business Meeting*
9:15 AM - 10:15 AM	General Session
9:30 AM - 4:00 PM	Guest Lunch (registration required)
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*
11:45 AM - 12:45 PM	Affiliate Group Meetings & Lunches*
11:45 AM - 12:45 PM	Rural County Coalition Lunch*
11:45 AM - 12:45 PM	Large County Coalition Lunch*
1:00 PM - 1:30 PM	Networking Coffee Break
1:30 PM - 2:30 PM	Educational Session Block (4 sessions)
2:30 PM - 3:00 PM	Chocolate Break
2:30 PM - 3:00 PM	Networking Coffee Break
3:00 PM - 5:00 PM	Exhibits Break Down
3:00 PM - 4:00 PM	Educational Session Block (4 sessions)
5:30 pm - 6:30 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

So many chances to connect...

- Coffee breaks
- Continental breakfast
- Snack breaks
- Lunches
- Receptions
- Dinners
- Evening events



Friday, December 8, 2023

7:30 AM - 10:30 AM	Registration Open
7:30 AM - 9:30 AM	Continental Breakfast
8:00 AM - 9:30 AM	Academy Core: Ethics
8:30 AM - 9:30 AM	Special Session
9:30 AM - 9:45 AM	Networking Coffee Break
9:45 AM - 11:00 AM	2024 General Assembly Forecast
11:00 AM - 11:15 AM	Networking Coffee Break
11:15 AM - 12:15 PM	Closing Session
12:15 PM - 12:45 PM	Wrap-Up Boxed Lunches*

*=ticket required

SOLUTIONS SHOWCASE SESSIONS

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

- 30-minute educational sessions to help you highlight your services
- 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 invite conference registrants to attend your session!
- Must be a MACo Corporate Partner or sponsor at the \$6,000 level or higher to participate

MACo Corporate Partners have first choice of Solutions Showcase Sessions.

Contact Regina Brzozowsky at reginabz@mdcounties.org by October 6 if you are interested in presenting a session.

30-minute timeslots:

Wednesday	Thursday	Friday
10:30 AM-11:00 AM	11:45 AM-12:15 PM	9:00 AM-9:30 AM*
11:15 AM-11:45 AM	12:45 PM-1:15 PM	
12:00 PM-12:30 PM	1:30 PM-2:00 PM*	
12:45 PM-1:15 PM	2:30 PM-3:00 PM	
1:30 PM-2:00 PM*	3:00 PM-3:30 PM*	
2:30 PM-3:00 PM		
3:00 PM-3:30 PM*		

* = offered at the same time as MACo's other educational sessions

MACo promotes the Showcase through its blog, targeted emails to attendees, the mobile app, and the printed program booklet. Sessions are available on a first-come first-served basis and are only available to Sponsors of \$6,000 or more. Sponsors are encouraged to promote their sessions to attendees on MACo's Mobile App and on social media using #MACoCon.



Please contact reginabz@mdcounties.org for questions or to reserve your Solutions Showcase Session.

PREMIERE SPONSORSHIPS

Includes 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 are EXCLUSIVE sponsorships, and will only have one sponsor.

Attendee Lounge—\$5,000

SOLD

MACo's attendees need to be able to meet in small groups or one-on-one outside of sessions and scheduled activities. A space will be set aside for attendees to use as they need it.

- Sponsor receives 2 Full Conference Registrations
- Sponsor logo printed on signage in the space, and signage directing attendees to the space
- Sponsor may provide promotional materials to display within the space
- Solution Showcase Session (see pg. 4)
- **Audience:** This space 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!

Registration—\$5,000

Be out in front of the crowd!

SOLD

Includes pre-conference, on-site, and post-conference marketing!

- Sponsor logo and company link included on the following:
 - Promotional emails
 - 6-Week Countdown email
 - Digital promotional brochure
 - Conference registration webpage
 - Update emails sent to registrants
 - Post-conference survey email
- Sponsor logo printed on Registration padfolio (if confirmed by November 6) - Distributed to all Attendees!
- Solutions Showcase Session (while slots are available—see pg. 4)
- 2 Full Conference Registrations
- **Audience:**
 - Over 4,000 unique views of pre-event promo material
 - Countdown Emails sent to thousands of individuals for the weeks leading up to conference

Backyard Games Night—\$6,000

Great networking in a fun

environment! Giant Jenga! Giant Connect4! Cornhole! And so many more challenging games!



- Sponsor naming rights—your name listed everywhere MACo advertises or mentions this reception
- Sponsor logo displayed in room and signage pointing guests to the event
- 2 Complimentary Full Conference Registrations
- Solutions Showcase Session (while slots are available—see pg. 4)
- **Audience:** About 400 people will attend! And 1,000+ will see your name in promotional materials

Karaoke Reception—\$6,000

Karaoke is a big hit at Winter Conference!

Help us as

SOLD



- 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
- 2 Complimentary Full Conference Registrations
- Solutions Showcase Session (while slots are available—see pg. 4)
- **Audience:** About 400 people will attend! And 1,000+ will see your name in promotional materials

Late Night Reception—\$4,000 (Wednesday or Thursday)

Keep the networking going!

This late night reception will begin at 11 pm and offer snacks and drinks to cap off the night.

- Sponsor naming rights—your name listed everywhere MACo advertises or mentions this reception
- 2 Full Conference Registrations
- **Audience:** About 250 people will attend!

LEAD SPONSORSHIPS

Includes sponsorship ribbon at conference; recognition on signage, in program, on MACo website, blog, and mobile app; and additional benefits as listed. All Lead Level Sponsorships are EXCLUSIVE sponsorships, and will only have one sponsor.

Hyatt Hotel Room Keycards—\$5,000 (Exclusive—only 1 sponsor)

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 key!

- Sponsor design printed on Hyatt room keys for our attendees' use during our conference (if received by October 13)
- Solutions Showcase Session (while slots are available)
- 1 Complimentary Full Conference Registration
- **Audience:** The majority of our attendees will use this keycard several times a day on each of the 3 days of our conference!

SOLD

Customized for you!



General Assembly Forecast—\$4,000 (Exclusive—only 1 sponsor)

One of the last conference sessions—miss up this opportunity to be in front of the attendees!

SOLD

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 2024 legislative session.

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

- Sponsor representative introduces the Forecast with 2 minutes of remarks
- 1 Complimentary Full Conference Registration
- **Audience:** Approx. 400 attendees and guests join us for this session

Neckwallets—\$4,000 (Exclusive—only 1 sponsor)

Make a first impression—over 700 attendees! 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' and exhibitors' names!

SOLD

- Sponsor logo imprinted on canvas neckwallets
- 1 Complimentary Full Conference Registration
- **Audience:** Each of our 700+ participants must wear a neckwallet throughout the conference— the Sponsor's branding will always be in sight!



Daily Conference Email—\$5,000 (Exclusive—only 1 sponsor)

Help our attendees know what they shouldn't miss each day of the conference!

SOLD

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
- 1 Complimentary Full Conference Registration
- Solutions Showcase Session (while available)
- Audience: Email will be sent to all registrants, exhibitors, speakers, and sponsors (approximately 900 people!)

Audio/Visual Equipment—\$4,000 (Exclusive—only 1 sponsor)

Make sure your message is seen—by EVERYONE!

The screen is the first thing attendees see when they walk into a session room. Get your messaging on our screens to be sure attendees see your name and info multiple times during the conference.

SOLD

- Sponsor logo and messaging (approved by MACo) displayed on screen as guests and attendees enter each education session room
- 1 Complimentary Full Conference Registration
- **Audience:** Approx. 2,800 views of your logo and messaging over the course of the conference!

LEAD SPONSORSHIPS

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Early Bird Attendance Prizes—\$5,000 (Exclusive—only 1 sponsor)

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 name and one-sentence description read at each raffle
- Solutions Showcase Session (while slots are available—see pg. 4)
- 1 Complimentary Full Conference Registration
- **Audience:** Each of our 500+ participants will hear your name and description

SOLD



Inaugural Banquet Host—\$6,000 (Exclusive—only 1 sponsor)

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 will give 2 minutes of welcoming remarks
- Sponsor logo printed on table number cards
- 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 1, 2023)
- Sponsor name printed on signage displayed at the Banquet
- 1 Complimentary Full Conference Registration
- ***Sponsor will receive 1 VIP banquet table near the stage and a confirmed registrant list to invite registered guests to join them at this table***
- Solutions Showcase Session (while slots are available—see pg. 4)
- **Audience:** Approx. 450 attendees and guests join us for this dinner



Welcoming & Awards Banquet Host—\$4,000 (Exclusive—only 1 sponsor)

Put a face on your company's name!

This event highlights county members who have excelled in their practices and best practices! Give a toast to congratulate the winners and nominees on their great work!

- Sponsor will lead Champagne Toast with 2-minute Toast
- Sponsor receives 4 Banquet tickets
- Sponsor logo printed on event ticket (if confirmed by October 20, 2023)
- Sponsor logo printed on table number cards
- 1 Complimentary Full Conference Registration
- **Audience:** Approx. 350 attendees and guests join us for this dinner

SOLD



Your logo here!

SUPPORTING SPONSORSHIPS

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

Banquet Centerpieces: Inaugural Banquet—~~SOLD~~\$3,000 or Awards Banquet—~~SOLD~~2,500 *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 centerpiece cards
- MACo President will verbally thank the Sponsor at the Banquet during the centerpiece giveaway (Approx. 40 attendees will get to take home a centerpiece thanks to you!)
- **Audience:** Approximately 350/450+ 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 individuals take home a centerpiece each night!



Continental Breakfasts—\$3,000 (2 available) ONLY 1 LEFT! *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 buffet
- 1 Complimentary Full Conference Registration
- **Audience:** Approx. 1,500+ views of your logo!

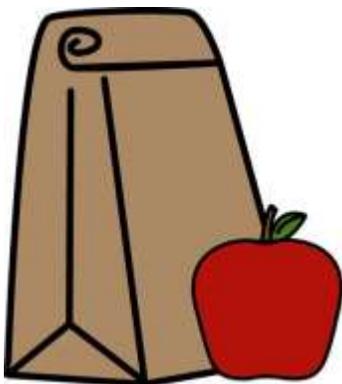
Lunch—\$3,000 (Wednesday or Thursday) *Keep them fueled up for a great day!*

Wednesday lunch kicks off our conference.

Thursday lunch follows our General Sessions and precedes our Affiliate Sessions.

All are great chances to sit down and talk with attendees about how your company can help them.

- Sponsor logo displayed on signage near buffet
- 1 Complimentary Full Conference Registration
- **Audience:** Approx. 800 people will attend



Boxed Lunch —\$1,500 (Friday)

Send them off with a convenient Boxed Lunch!

Friday's lunch follows our Closing Session and closes out the conference.

- Sponsor logo displayed on signage near lunch

SUPPORTING SPONSORSHIPS

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

Inaugural Banquet Co-Sponsor—\$3,000 or Awards Banquet Co-Sponsor—\$2,500

Celebrate our winners ! Congratulate our Board of Directors!

These two events showcase leadership among county governments. The Awards Banquet celebrates our County Champion award winners, honoring innovative county programs and individuals showing exceptional public service. At our Inaugural Banquet, the Governor traditionally addresses the attendees about the upcoming legislative Session and installs MACo's Board of Directors.

- Sponsor receives 2 tickets to the Banquet
- **Audience:** Approx. 350 people at the Awards Banquet and 450 at the Inaugural Banquet.

President's Reception Co-Sponsor—\$2,000

Welcome MACo's Board of Directors!

Held Thursday evening, after the Inaugural Banquet, this is a congratulatory event for the new President and Board. The presumed incoming president (pending election results) is Baltimore County Executive John Olszewski, Jr.

- Sponsor receives 2 tickets to the Inaugural Banquet (which precedes the Reception)
- **Audience:** Approx. 300 people will attend the President's Reception

Affiliate Session or Meeting Sponsor—\$2,000

Speak directly to county decision-makers!

Several of MACo's 14 affiliate organizations meet during our Winter Conference. All of them host educational sessions. These groups focus on specific areas of county government: Administration, Budget & Finance, Emergency Management, Human Resources, Human Services, Information Technology, etc. This is a great opportunity to speak directly to front-line staff decision-makers about your area of expertise.

- Sponsor logo will be printed on meeting room signage
- Sponsor may speak for 2 minutes at the beginning of the meeting (~20 attendees) or session (~75 attendees) (remainder of meeting is private and for affiliate members only; sessions are open to all)
- Sponsor must be approved by MACo and the affiliate organization
- Contact Regina Brzozowsky (reginabz@mdcounties.org) to inquire about specific affiliate meetings.

General Session or Roundtable Sponsor—\$3,000 each (4 available)

Speak to our larger audience!

MACo's General Sessions and Roundtables are on hot topics of interest to our larger conference audience. Sponsor a general session to introduce your company and services to hundreds of people at one time! Topics include: building out broadband, social media and communications, and cannabis policy.

- Sponsor logo on meeting room signage
- Sponsor may give 2 minutes welcoming remarks
- 1 Complimentary Full Registration
- **Audience:** Approx. 400 people attend each General Session, 200 for interactive roundtables

SUPPORTING SPONSORSHIPS

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

Coffee Breaks—\$2,000

Get your logo into the hands of attendees!

There are several coffee breaks during the conference. The sponsor's logo will be printed on branded coffee cups that will be used for all of the coffee breaks. This is a unique opportunity to be sure our attendees know your name!

SOLD



- Sponsor's logo printed on custom coffee cup (if confirmed by October 27)
- Sponsor promotional material may be displayed at a table near the coffee break
- **Audience:** 900+ participants 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!



Chapter Organization Event Sponsorship—\$2,000

Support a mission!

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

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

MACo Book Club—\$1,500

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

SOLD

MACo's "Good Government" Book Club discussion and reception will be held on Wednesday afternoon. The first 20 participants will receive a free copy of the book, thanks to this sponsor!

- Sponsor may give 2 minutes of welcoming remarks at the book club
- Sponsor logo on signage
- **Audience:** Approx. 30 attendees will join this session

Stylus Pens—\$2,000

Give them a gift they'll take home with them—use all the time—a pen with a touchscreen stylus!

SOLD

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.

- Sponsor logo displayed on stylus pen
- **Audience:** Approx. 700+ participants will receive a pen at registration

Customized for you!



SUPPORTING SPONSORSHIPS

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

Inaugural Banquet Wine Service—\$1,000

We see our highest attendance at the Inaugural Banquet—HIGH VISIBILITY!

We see very high attendance at this event—after dinner, the Governor traditionally installs our Board of Directors and gives his thoughts on the upcoming legislative session. As part of dinner, we offer table-side wine service.

- Sponsor verbally acknowledged by emcee
- **Audience:** 450+ people attend this banquet!

Inaugural Banquet VIP Table—\$2,000 ONLY 2 LEFT!

***Secure the best seats in the house and invite guests to join you!
(only 3 tables available!)***

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 (6-8 seats per table, depending on social distancing needs)
- Sponsor logo printed on sign to reserve table
- **Audience:** Approx. 400 people attend this dinner



Inaugural Reception Co-Sponsor—\$1,000

Welcoming Reception Co-Sponsor—\$1,000

Don't miss these heavy-hitting networking events!

These receptions precede our Welcoming & Awards Banquet (Wed) and Inaugural Banquet (Thu).

- Sponsor receives 2 tickets to the Banquet following the Reception
- Audience: Approx. 350 attend the Welcoming Banquet and 450 attend the Inaugural Banquet.

Popcorn or Chocolate Break—\$1,500 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 logo displayed on signage near break
- Sponsor may greet guests as they enjoy the break
- **Audience:** Approx. 400 people will attend

WiFi SPONSORSHIPS

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
- **Audience:** All 900+ participants will see that you sponsored this service!

SUPPORTING SPONSORSHIPS



Photo Booth—\$1000

NEW OPPORTUNITY!

Our NEW MACo Backdrop will make a great spot for selfies! Gather your team for a group photo!

- Sponsor logo displayed on signage near display
- **Audience:** Approx. 1,500+ views of your logo! Thousands more on social media!!

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 **video to play on charging station screen**
- **1 Complimentary Full Conference Registration**
- **Audience:** All of our 900+ participants will see the charging station and appreciate your generosity for providing such a necessary service! Compatible with nearly 98% of all mobile devices.

Customized for you!



MOBILE APP SPONSORSHIPS



SPLASH SCREEN

Sponsor logo will be seen whenever a user opens the app, an average of 10 times per day, per user! (lead sponsor only)

Mobile App Lead—\$4,000 **EXCLUSIVE—only one sponsor!**

- Sponsor logo included on opening Splash Screen
- "Sponsored by" line and sponsor web address included in mobile app invitation email to registrants.
- Sponsored on app's menu, will link to Sponsor's website
- Lead Sponsor credit on mobile app signage
- **Audience:** Approx. 400 people.

SOLD

App Co-Sponsor—\$2,000

(2 available)

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

PROGRAM BOOKLET ADVERTISEMENTS

Each of our 700+ participants 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!

Back Cover — 5.5" wide by 8.5" tall (color ad)	\$1,000
Inside Front Cover — 5.5" wide by 8.5" tall (color ad)	\$750
Inside Back Cover — 5.5" wide by 8.5" tall (color ad)	\$750
Full Page — 5.5" wide by 8.5" tall (black & white ad)	\$300
Half Page — 5.5" wide by 4.25" tall (black & white ad)	\$150
Center 2-Page Spread — 11" wide by 8.5" tall (black & white ad)	\$1,250
At-a-Glance Cards—3" wide by 2" tall, bottom of schedule card (black & white)	\$500

AD SPECS:

- Email artwork to Shantelle Malcolm-Lym at Shantelleml@mdcounties.org by **October 27, 2023**
- High resolution (greater than 300 dpi) JPG files ONLY
- 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.

GENERAL SPONSORSHIPS

Hand Sanitizer Station—\$1,000 each

Keep attendees safe AND let them know how you can help them to solve their challenges.

Hand sanitizer stands mounted on poles will be placed throughout the conference space.

On those poles will be a poster that could share YOUR information with attendees!

- Sponsor design on poster for TWO hand sanitizer stations for all three days of the conference

SOLD

**Customized
for you!**



Winter Conference Email Blast—\$1,500

We'll help you get into their inbox! (Only 4 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!
- Sponsor will receive a post-event engagement report with contact info for all individuals who opened the email
- **Audience:** All 900+ participants will received this email and it has a 52% open rate!

Contributing Sponsors—\$1,500-\$3,000

- \$1,500—Receives 1 Complimentary Full Conference Registration, 1 Half Page Program Ad, sponsor acknowledgment on signage, program, and mobile app
- \$3,000—Receives 2 Complimentary Full Conference Registrations, 1 Full Page Program Ad, sponsor acknowledgment on signage, program, and mobile app

MACo CORPORATE PARTNER WINTER CONFERENCE BENEFITS

Winter Conference Benefits	PLATINUM	GOLD	SILVER	BRONZE
Exhibit Booth Space available on a limited basis. <i>Apply by October 15, 2023</i>	Free Premium Foyer	Free Feature Foyer	Free Highlight	Free VIP Choptank
Free Full Conference Registrations	5	4	2	1
Additional Conference Registrations at Reduced County Member Rate	Unlimited	Unlimited	Unlimited	Unlimited
Complimentary Event Sponsor	Platinum Options	Gold Options	Silver Options	Bronze Options
Complimentary Program Advertisement	Full Page	Full Page	Half Page	Half Page
Program & Onsite Corporate Partner Signage	✓	✓	✓	✓
Dessert Reception	✓	✓	✓	✓
Summer Conference Benefits				
Exhibit Booth Space available on a limited basis. <i>Apply by May 15 for guaranteed space</i>	Free Premium	Free Feature	Free Highlight	Free
Free Full Conference Registrations	5	4	2	1
Additional Conference Registrations at Reduced County Member Rate	Unlimited	Unlimited	Unlimited	Unlimited
Complimentary Event Sponsor	Platinum Options	Gold Options	Silver Options	Bronze Options
Complimentary Program Advertisement	Full Page	Full Page	Half Page	Half Page
Program & Onsite Corporate Partner Signage	✓	✓	✓	✓
Corporate Partner Dinner	3 Reps	3 Reps	2 Reps	2 Reps
Complimentary Golf Tee Times	4	3	2	1
Level Price:	\$20,000	\$16,000	\$12,000	\$8,000

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

Communications and Promotions - Through print and electronic communications, MACo's 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).

Exclusive Networking Opportunities - MACo's Corporate Partners enjoy exclusive opportunities to meet with county leadership, get to know their needs and challenges, and establish relationships with key decision-makers.

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

Contact MACo's Corporate Relations Manager, Regina Brzozowsky, at reginabz@mdcounties.org.

Sign up today and you can receive the **Winter Conference benefits** listed above in time for the December 2023 event!

Email reginabz@mdcounties.org to reserve your sponsorship today!



MARYLAND ASSOCIATION of COUNTIES

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:

Regina Brzozowsky

Corporate Relations Manager

Ph: 410.269.0043

Email: reginabz@mdcounties.org

WEB: 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.