



MARYLAND  
*Association of*  
COUNTIES

# CHARTING THE COURSE

MACO WINTER CONFERENCE

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

JANUARY 2-4, 2019

HYATT REGENCY CHESAPEAKE BAY HOTEL | CAMBRIDGE, MARYLAND



60

INNOVATIVE  
EXHIBITORS



70

INSPIRATIONAL  
FEATURED  
SPEAKERS



600+

INFLUENTIAL  
ATTENDEES



26

INFORMATIVE  
EDUCATIONAL  
SESSIONS

SPONSORSHIP BROCHURE



**SPONSOR MACo's  
WINTER CONFERENCE TO  
MARKET YOUR COMPANY TO  
MARYLAND'S  
LOCAL GOVERNMENT  
DECISION-MAKERS**

**Why Sponsor?**

**CONNECT WITH DECISION-MAKERS**

Join the 500+ 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 part of that discussion!

**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!

The January 2019 conference "Charting the Course," will take a look at where we are, where we need to be, and how to get there. Attendees will explore how county government works and dive into the policy issues facing Maryland as we begin a new legislative session. With an election comes new faces and new relationships to build - there will be a heavy focus on helping newly elected officials at the county, state, and legislative levels get up to speed with local needs and common goals.

*Sponsoring this conference is the best way to get your product or service in front of new and returning county decision-makers. Establish your company or organization as a leader in your field and as a partner for county governments.*

# Schedule

Please note that the schedule is tentative and subject to change.  
Check [www.mdcounties.org](http://www.mdcounties.org) for updates.

## Wednesday, January 2, 2019

7:30 am - 4:30 pm	Registration
7:30 am - 11:30 am	Exhibitor Registration
8:00 am - 2:45 pm	Newly Elected Officials Orientation
8:00 am - 8:30 am	Welcoming & Introductions
8:30 am - 9:00 am	Local Government Structure
9:00 am - 9:45 am	The County Elected Official's Role in the Legislature
9:45 am - 10:00 am	Networking Coffee Break
10:00 am - 11:00 am	Mentoring Roundtable—What to Expect As an Elected Official
11:00 am - 11:15 am	Networking Coffee Break
11:15 am - Noon	Local Government Budgeting
Noon - 1:00 pm	Lunch Session—Foundations of Local Leadership
1:00 pm - 1:15 pm	Networking Coffee Break
1:15 pm - 2:45 pm	Ethics for Local Government Officials
10:00 am - 11:00 am	Returning County Officials Roundtable: Smart Growth
11:00 am - 6:30 pm	Exhibit Halls Open
Noon - 1:00 pm	Lunch Buffet & Working Lunches
1:15 pm - 2:45 pm	Returning County Officials Roundtable: School Funding
1:15 pm - 2:45 pm	Returning County Officials Roundtable: Stormwater Permits
2:45 pm - 3:15 pm	Sponsored Snack Break
3:00 pm - 5:00 pm	Academy Core: Consensus and Team Building
3:15 pm - 4:15 pm	Affiliate Sessions
4:30 pm - 5:30 pm	Naloxone/CPR Training
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, January 3, 2019

7:30 am - 3:30 pm	Registration
7:30 am - 3:30 pm	Exhibit Halls Open
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
10:30 am - 11:30 am	General Session
11:30 am - 12:30 pm	Lunch Buffet & Working Lunches
12:45 pm - 1:45 pm	MACo Book Club
12:45 pm - 1:45 pm	Naloxone/CPR Training
2:00 pm - 3:00 pm	Affiliate Sessions
3:00 pm - 3:30 pm	Sponsored Snack Break
3:30 pm - 4:30 pm	Affiliate Sessions
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, January 4, 2019

7:30 am - 10:30 am	Registration
7:30 am - 9:30 am	Continental Breakfast
8:00 am - 9:30 am	Academy Core: Open Meetings Act
9:30 am - 10:45 am	General Assembly Forecast
11:00 am - Noon	Closing General Session
Noon - 12:30 pm	Boxed Lunch Buffet

### Newly Elected Officials Orientation:

MACo's Newly Elected Officials Orientation, occurring every 4 years following an election, will give new county officials an in-depth overview of county governance and budgeting practices, a review of their role in the legislative process, and the opportunity to connect with veteran elected officials in a mentoring roundtable discussion.

# 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 issue invite conference registrants to attend your session!

### **30-minute timeslots are available:**

Wednesday	Thursday	Friday
11:45 am - 12:15 pm	11:45 am - 12:15 pm*	8:45 am - 9:15 am
<del>2:45 pm - 3:15 pm</del>	<del>1:15 pm - 1:45 pm*</del>	
4:30 pm - 5:00 pm	3:00 pm - 3:30 pm	
	4:45 pm - 5:15 pm	

### **Reserved for Premium Sponsors and Corporate Partners**

~~Wednesday, 12:30 pm - 1:00 pm\*~~

~~Thursday, 12:30 pm - 1:00 pm\*~~

\* These timeslots are eligible for up to 2 showcases to take place

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 \$2,000 or more. Sponsors are encouraged to promote their sessions to attendees on MACo's Mobile App and on social media using #MACoCon and #CountySolutions.



Please contact [Nicolette Query](#) for questions or to reserve your Solutions Showcase session.

# Sponsorship & Advertisement Opportunities

## PREMIERE SPONSORSHIPS

*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.*

**Power Zone Lounge—\$4,000** **SOLD**

**Thanks to:**

Life Is On

Schneider  
Electric

be set aside for attendees to use as they need it.

*Also held in this room are our “Solutions Showcase Sessions” - 30-minute sessions 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!

**Registration—\$2,500**

***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
  - 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 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

**[Your Name Here] Dueling Pianos Reception—\$5,000**

***Be the maestro of the evening!***

This year, MACo is providing a Dueling Pianos Welcoming Banquet on Wednesday. It is sure to be a hit and everyone will love it!

- Sponsor naming rights— mention this reception
- Sponsor logo displayed on pianos and signage pointing guests to the reception
- 1 complimentary full registration and 2 tickets to the Welcoming Banquet
- **Audience:** Most of our 500+ guests will plan to attend!

**Thanks to:**



**WGL  
Energy**  
A WGL Entity

**SOLD**



# Sponsorship & Advertisement Opportunities

## MORE PREMIERE SPONSORSHIPS

*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 one or 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
- Sponsor receives promoted post on mobile app
- **Audience:** The majority of our attendees will look at this room card several times a day on each of the 3 days of our conference!

**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 2019 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. Get your messaging on our screens to be sure attendees see your name and info multiple times during the conference.

- 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

**(1 SOLD, 1 available)**

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

### App Lead—\$4,000

**SOLD**

Thanks to:



**Nationwide®**  
Retirement Solutions

included in mobile

Sponsor's website

attendees will

download and use this app.

# Sponsorship & Advertisement Opportunities

## LEAD SPONSORSHIPS

*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.*

### 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



### Wednesday, Thursday, or Friday Lunch—\$3,000 each

**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. 6)
- **Audience:** Approx. 400 people will attend

### Welcoming & Awards Banquet Host—\$3,000

**Put a face on your company’s name!**

**SOLD**

Thanks to:



...excelled in public ...ulate the winners

...seats at a VIP table

- Sponsor logo printed on event ticket if confirmed by November 6, 2018
- Sponsor logo printed on both sides of the table number cards
- **Audience:** Approx. 300 people will attend—there are usually about 30 tables of 10 people each



### 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!)

# Sponsorship & Advertisement Opportunities

## LEAD SPONSORSHIPS

*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.*

### Inaugural Banquet Host—\$3,000 **SOLD**

Thanks to:



...s!  
...rence—and this  
...event!  
...ectors and  
...thoughts for the  
...pcoming General Assembly session.

- Sponsor logo printed on the table number cards—there are usually about 45 tables of 10 people each
- 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 6, 2018)
- 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**
- **Audience:** Approx. 450 attendees and guests join us for this dinner

### Neckwallets—\$3,000 **SOLD**

Thanks to:



...nce and the first place everyone  
...get your logo next to all of our



...s  
...wear a neckwallet throughout  
...the conference—the sponsor's branding will always be in sight!

### Mobile Device Charging Station—\$2,500 **SOLD**

*Give them the*  
Mobile device  
quick, conven  
keep users' d

Thanks to:



...kers

**Customized  
for you!**



- Sponsor logo
- Sponsor name
- 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

## LEAD SPONSORSHIPS

*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. Supporting Sponsorships are co-sponsorships unless marked as EXCLUSIVE.*

### **Banquet Centerpieces**

#### **Inaugural Banquet—\$3,000**

#### **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 (30-40 attendees will get to take home a centerpiece thanks to you!)
- **Audience:** Approximately 400+ 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)**

*Help our attendees get their days off to a great start!*

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!

#### **Awards Banquet Co-Sponsor—\$2,000**

*Get a front row seat!*

This event is the official start of our Winter Conference. It's a great opportunity for guests to catch up and share their excitement for the days ahead!

- Sponsor receives 5 tickets to the Banquet with reserved seats at a VIP table near the stage
- **Sponsor will have a display table in the room for promotional materials and giveaway items**
- **Audience:** Approx. 400 people attend this dinner.

#### **Affiliate Meeting Sponsor—\$2,000**

*Speak directly to county decision-makers!*

Several of MACo's 14 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 at the meeting for 5 minutes
- Sponsor must be approved by MACo and the affiliate organization.  
Contact Virginia White ([vwhite@mdcounties.org](mailto:vwhite@mdcounties.org)) to inquire about specific affiliate meetings.

# Sponsorship & Advertisement Opportunities

## LEAD 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.*

### Coffee Breaks—\$2,000

Thanks to:

**DAVENPORT & COMPANY**

SINCE 1863

MEMBER: NYSE • FINRA • SIPC

**SOLD**

conference. The sponsor's logo will be used for all of the coffee breaks. Attendees know your name!

coffee sleeves

located 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!

### Stylus Pens—\$2,000

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

**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. 500+ attendees will receive a pen at registration

**Customized for you!**

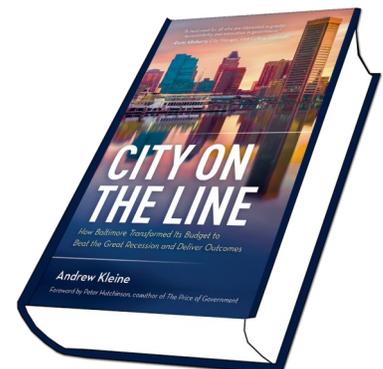


### MACo Book Club—\$2,000

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

MACo's “good government” Book Club continues, this time with a twist. Andrew Kleine, who helped bring this idea to MACo conferences, will now play the role of author, as his own recently released book is the featured reading.

- 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.*

### Inaugural Banquet VIP Table—\$1,500

**Secure 10 of the best seats in the house and invite guests to join you! (1 TABLE 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
- 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

**Don't miss this heavy-hitting networking event!**

This reception precedes our Inaugural Banquet & Awards Ceremony. The hallway is always packed for this reception!

- Sponsor logo printed on napkins to be used while our guests enjoy drinks and appetizers (if contract is received by November 3, 2018)
- Sponsor receives 2 tickets to the Inaugural Banquet following the Reception
- **Audience:** Approx. 450 people attend this reception



### Inaugural Banquet Wine Service—\$1,000

**We see our highest attendance at this event—HUGE 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 logo and contact information printed on laminated wine glass collars to be placed on all wine glasses.
- **Audience:** Each of our 350+ banquet guests will see these collared wine glasses when they sit down at their table. They can't help but look at your logo and the collar slips off if they want to take home your information for follow-up!



**Customized  
for you!**

### 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
- **Audience:** Approx. 300 people will attend



# 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!

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

AD SPECS: Email artwork to Nicolette Query at [nquery@mdcounties.org](mailto:nquery@mdcounties.org) by **November 6, 2018**. 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 6, 2018, directly to Nicolette Query at [nquery@mdcounties.org](mailto:nquery@mdcounties.org)**

## GENERAL SPONSORSHIPS

### Promotional Material Chair Drop—\$750-\$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 (350 copies)—\$1,000**
- **1 of 2 General Sessions (350 copies)—\$1,000**
- **Closing General Session (250 copies)—\$750**

### Winter Conference Email Blast—\$1,000

**We'll help you get into their inbox! (ONLY 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

Winter Conference Benefits	PLATINUM	GOLD	SILVER	BRONZE
Exhibit Booth Space available on a limited basis. Apply by November 3, 2018	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	✓	✓	✓	✓

## 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 new 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:

PLATINUM	GOLD	SILVER	BRONZE
<i>Exclusive - Only One Sponsor</i>	<i>Co-Sponsors Accepted—CP Only</i>	<i>Co Sponsors Accepted</i>	<i>Co Sponsors Accepted</i>
Hotel Key Cards Mobile App Lead General Assembly Forecast Audio/Visual Equipment Daily Conference Email Custom Sponsorship	Inaugural Banquet Inaugural Centerpieces Buffet Lunches Continental Breakfast Custom Sponsorship	Awards Banquet Awards Centerpieces Beverage Stations WIFI Custom Sponsorship	Inaugural Reception Snack Break Wine Services Custom Sponsorship

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 Outreach Coordinator, Nicolette Querry, at 410.269.0043 or at [nquerry@mdcounties.org](mailto:nquerry@mdcounties.org).

Sign up today and you can receive the **Winter Conference benefits** listed above in time for the January 2019 event!

# MACo SPONSORSHIP & ADVERTISING AGREEMENT

*Complete & return by November 30, 2018 (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

___ Back Cover	5.5" wide x 8.5" tall (color)	\$1,000 <b>SOLD</b>
___ Inside Front Cover	5.5" wide x 8.5" tall (color)	\$750
___ Inside Back Cover	5.5" wide x 8.5" tall (color)	\$750
___ Full Page	5.5" wide x 8.5" tall (b/w)	\$300
___ Half Page	5.5" wide x 4.25" tall (b/w)	\$150
___ Center 2-Pages	11" wide x 8.5" tall (b/w)	\$1,250
___ At-a-Glance Card	3" wide x 2" tall (b/w)	\$500

Please send your company logo for us to display on our mobile app and website! High Resolution JPG to [nquerry@mdcounties.org](mailto:nquerry@mdcounties.org)

**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: Nicolette Query, 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 Nicolette at [nquerry@mdcounties.org](mailto:nquerry@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.



# 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 one of the MACo staff members listed below:***

### **SPONSORSHIPS & CORPORATE PARTNERSHIPS:**

**Nicolette Querry**

*Outreach Coordinator*

Ph: 410.269.0043

Email: [nquerry@mdcounties.org](mailto:nquerry@mdcounties.org)

### **OTHER CONFERENCE QUESTIONS:**

**Virginia White**

*Events & Member Services Director*

Ph: 410.269.0043

Email: [vwhite@mdcounties.org](mailto:vwhite@mdcounties.org)

### **EXHIBITS:**

**Leslie Velasco**

*Administration & Finance Director/  
Exhibits Manager*

Ph: 410.269.0043

Email: [lvelasco@mdcounties.org](mailto:lvelasco@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.