



MACo

Summer Conference

EXHIBITOR BROCHURE

**Resilient,
Responsive...
READY.**

August 18-21, 2021

**Roland Powell Convention Center
Ocean City, MD**



**2,000
ATTENDEES**

**220
EXHIBIT
BOOTHS**

WHY EXHIBIT?

- **NETWORK:** Gain one-on-one access to **thousands** of Maryland's county decision-makers, legislators, state government officials, and private sector reps
- **FEATURE:** Highlight your services and how they can help county governments—this is your one-stop-shop for Maryland local and state customers
- **CONNECT:** Exhibiting creates rapport-building opportunities with potential customers
- **BE SEEN:** This 220-booth exhibit show is a must-see for all conference attendees—lunches, breaks, and special events in the hall are always big hits!
- **SAVE MONEY:** Cost-effective way to reach county government officials from all 24 Maryland jurisdictions



MARYLAND
Association of
COUNTIES

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.

LOOKING FOR A BIG OPPORTUNITY?

***County governments are looking for YOU!
Or your competitors.***

If you want to do business with Maryland's counties, you should exhibit at the MACo Summer Conference.



County governments are searching for vendors offering virtually every business function and service found in Maryland. From logistics to printing, finance to office administration, training to trash removal, and much more...it's here.

Market your business to decision-makers specializing in these county services:

Administration	Engineering	Parks & Recreation
Aging	Environment	Planning & Land Use
Budget & Finance	Health	Purchasing & Procurement
Communications	Human Resources	Schools & Education
Corrections & Public Safety	Human Services	Tourism
Cyber Security	Information Technology	...and many MORE!
Economic Development	Infrastructure	
Emergency Management	Legal & Liability	

Benefits of being a MACo Summer Conference Exhibitor:

- Exhibitor details displayed on MACo's conference mobile app and website!
- Exhibitors may participate in all MACo conference sessions at no additional charge
- Table draping for your booth is included!
- Each booth receives 2 tickets for Thursday and Friday lunches
- Additional tickets for the social events are available to exhibitors at the County Member rate (our lowest rate!)
- Exhibitors may sign up for the Golf Tournament (additional fee and registration required)

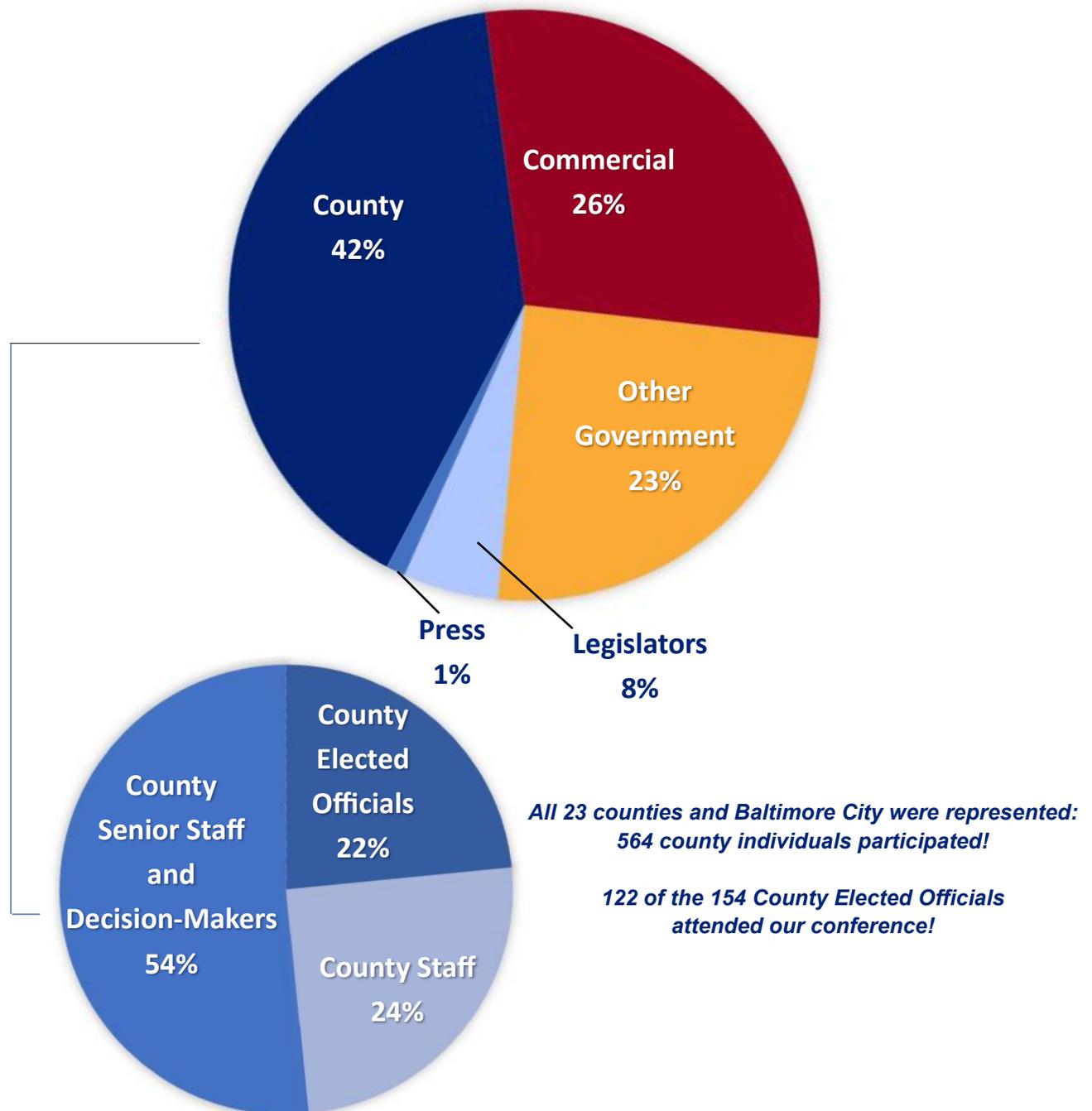
Attendees include: County Executives, Council Members, and Commissioners; county decision-makers from all county departments; Senators and Delegates; Congressmen; State and Federal officials and staff; Maryland Cabinet Secretaries; the Governor, Lt. Governor, and their staff.

Don't miss this opportunity to show what your company can do for Maryland's counties!

EXHIBIT WITH MACo

As an exhibitor at MACo's Summer Conference, you will have the opportunity to get your company's name, products, and services in front of the people you want to reach: **decision-makers**.

2019 SUMMER CONFERENCE ATTENDEES (2020 Conference canceled due to COVID) *1366 Attendees participated in 2019!*



“Always a good job in every aspect.
MACo is the premier state association conference in the nation.”
~National Association of Counties (NACo)

2021 CONFERENCE SCHEDULE



TUESDAY, AUGUST 17, 2021

2:00 pm - 4:00 pm Registration Center

WEDNESDAY, AUGUST 18, 2021

7:30 am - 3:00 pm Registration Center
 9:00 am - 2:00 pm Golf Tournament
10:00 am - 4:00 pm Tech Expo
 Noon - 1:00 pm Working Luncheons (*ticket required*)
 1:45 pm - 3:15 pm Academy Core: County Financial Management
 3:00 pm - 3:15 pm Networking & Coffee Break
 3:30 pm - 5:00 pm Academy Core: Consensus & Teambuilding
 3:45 pm - 4:45 pm Opioid Forum
 3:45 pm - 4:45 pm Special Session: MD's Free Open Data Portal
 4:00 pm - 4:30 pm *Conduit Street* Podcast LIVE!

THURSDAY, AUGUST 19, 2021

7:30 am - 4:00 pm Registration Center
 8:00 am - 9:30 am Continental Breakfast
 8:00 am - 9:00 am Large County Coalition Breakfast
 8:00 am - 9:00 am Rural County Coalition Breakfast
 9:00 am - 10:00 am Welcoming Session & Keynote Address
 10:00 am - 10:15 am Networking & Coffee Break
 10:00 am - 4:30 pm Exhibit Hall A/B Open
 10:15 am - 11:15 am MACo Good Government Book Club
 11:30 am - 1:30 pm Buffet Lunch (*ticket required*)
 11:30 am - 12:30 pm Working Luncheons (*ticket required*)
 12:45 pm - 1:45 pm General Session: Dollars & Sense
 1:45 pm - 2:00 pm Networking & Coffee Break
 2:00 pm - 3:00 pm **Affiliate Sessions**
 2:30 pm - 3:30 pm Ice Cream & Fruit Break (*ticket required*)
 3:30 pm - 4:30 pm Affiliate Sessions

What is a MACo Affiliate Member?

MACo has the distinct honor of working with 13 professional organizations whose members represent the different sectors of county government (Administrators, Budget & Finance, Attorneys, Environmental Health, Parks & Recreation, etc.). These county staff members assist MACo in formulating its legislative program and conference content.

What is a MACo Affiliate Session?

An educational break-out session whose content is suggested by or supported by MACo's Affiliate Members. **All conference participants are invited to attend.**

FRIDAY, AUGUST 20, 2021

7:30 am - 2:30 pm Registration Center
 7:30 am - 8:45 am County Elected Officials' Forum (*ticket required*)
 8:00 am - 9:30 am Continental Breakfast
 9:00 am - 2:00 pm Exhibit Hall A/B Open
 9:00 am - 10:00 am General Session: Planning for Growth
 10:00 am - 10:30 am Networking & Coffee Break
 10:30 am - 11:30 am Town Hall Forum, US Senator Cardin
 11:30 am - 1:00 pm Buffet Lunch (*ticket required*)
 Noon - 1:00 pm Working Luncheons (*ticket required*)
 1:00 pm - 2:00 pm Affiliate Sessions
 2:00 pm - 2:15 pm Networking & Coffee Break
 2:15 pm - 3:15 pm Affiliate Sessions
 3:15 pm - 4:15 pm Governor's Cabinet Reception
 5:00 pm - 8:00 pm Crab Feast (*ticket required*)

Listed above is a condensed version of the full schedule—it is subject to change. Please check www.mdcounties.org/MACoCon for details and updates.

SATURDAY, AUGUST 21, 2021

8:00 am - 10:30 am Registration Center
 8:00 am - 9:30 am Continental Breakfast
 9:00 am - 10:00 am Forum: ARPA Put to Action
 10:00 am - 10:15 am Networking & Coffee Break
 10:15 am - 11:15 am General Session: Virtual Learning
 11:15 am - 11:30 am Networking & Coffee Break
 11:30 am - Noon Governor's Closing Address
 Noon Adjournment

Interested in
FREE
 booth space?

MACo's Corporate Partner Program provides high visibility & great benefits!

View the brochure at mdcounties.org/CPBrochure, or contact Virginia White (vwhite@mdcounties.org) for more details!

APPLYING FOR EXHIBIT SPACE



Complete & sign the Application/Contract and mail it to MACo with your 50% deposit. Full payment is due by June 14, 2021. Booths not paid in full by June 14 will be automatically re-sold, forfeiting the deposit. Booth space assignments will be made on a first-come, first-served basis. Applications are dated and numbered as received.

Booth space confirmations will be emailed by May 28, 2021. **Please do not call before May 28 to check on your confirmation.** Your confirmation packet will also include the “Name Badges & Extra Tickets Order Form,” the “Convention Center Services Rental Order Form,” as well as additional information about the conference.

[REGISTER ONLINE](#) AS SOON AS POSSIBLE

MACo IS NON-PARTISAN

MACo does not allow the distribution of any political campaign materials or any political campaigning at our conferences. Persons, groups, and/or exhibits that violate this rule will be asked to leave the conference.

PARKING RULES

MACo must enforce the following rules in order to accommodate our attendees and exhibitors:

- Parking is limited and is reserved only for attendee and exhibitor vehicles. Please carpool if possible.
- Oversized, demo, and/or advertising vehicles may not be parked in the parking lot.
- Oversized, demo, and/or advertising vehicles are also prohibited from “roaming” the parking lot.
- Observe the rules posted in the fire lane in front of the Convention Center.

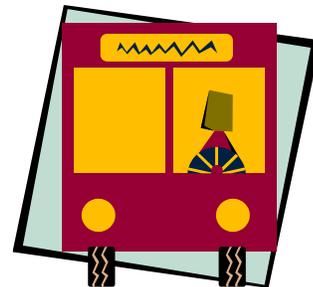
There will be no exceptions. Violating these rules may result in a request to leave the conference with no subsequent invitations to return. Thank you for your cooperation.

TAKE THE BUS!

Riding the bus is FREE!

The Town of Ocean City very generously allows MACo’s Summer Conference attendees and exhibitors to ride the municipal buses for FREE during our conference—just show your name badge when you board the bus.

Please consider using public transportation once your booth is set up.



Parking is limited and if the attendees can’t park, they can’t get in to see your exhibit!

CONVENTION CENTER INFORMATION

- Roland Powell Convention Center (RPCC): 4001 Coastal Highway, Ocean City, MD 21842
- RPCC phone number is 410.289.8311; ask for Convention Services
- RPCC fax number is 410.289.0058.
- The convention center caterer is Centerplate (phone number: 410.723.8619. **All food and beverages must be purchased through Centerplate. Outside food and beverages are not allowed**)

Included in Booth Fees

Hall A/B booths: 10' wide x 10' deep

- One 6-foot draped table, Two chairs
- One trash receptacle
- One 110 electrical outlet up to 500 watts
- Two tickets per booth for both the Thursday and Friday lunches
- Three (3) badges for booth staff (only 2 staff permitted in each 10x10 booth at a time, due to the facility's social distancing restrictions)
- Business information in the Summer Conference mobile app
- A copy of the Summer Conference program

Additional Fees

(Order Directly from
Roland Powell Convention Center)

- The cost of services provided by the Convention Center, such as **labor, additional electrical service**, etc.
- **Electricity, telephones, audiovisual equipment, etc.** (These should be ordered directly from the Convention Center. Contract with the Convention Center for freight handling, forklift and operator, and labor assistance to set up and/or dismantle exhibits.)
- **Carpeting** in the individual booths.

ADDITIONAL INFORMATION

- **Advance meal tickets** may be ordered at the MACo County Member rate after booth space confirmations are distributed. Tickets purchased at the conference will be charged the on-site rate.
- At the Convention Center, **there are no hand trucks or dollies available** for your use. Please bring your own.
- The booth backdrop and dividers are made of flameproof drape fabric. The dividers between the booths are 8 feet high and the backdrop is 8 feet high (Hall A/B)
- **Exhibitors' Service Request and Rental Order Form** lists all of these items/charges and will be emailed to all exhibitors with your space confirmation by May 28.

Reminder: Nothing may be hung higher than the 8-foot backdrop in the exhibit booth.

BOOTH SPACE ASSIGNMENT

Commercial/Non-Profit exhibitors must indicate their 1st, 2nd, 3rd, and 4th choice for booth space location on the enclosed contract. Identical requests for booth assignments will be made in favor of the first application for that booth space. No booth assignments will be made without full deposit, a purchase order, or credit card information (MasterCard or VISA only). MACo reserves the right to assign exhibit space to best meet the needs of all exhibitors. **State and County exhibitors may only request a specific location if they register at the Commercial rate.**

MACo SUMMER CONFERENCE HIGHLIGHTS



Tech Expo—a special showcase of technology solutions!

Held on Wednesday of the conference, this special one-day tradeshow for technology companies is accompanied by 3 deep-dive educational sessions with a tech focus. With more than 60 booth spaces, the Tech Expo is a great opportunity for technology vendors to gain extra exposure. More details will be released soon, but see page 9 for an overview - technology exhibitors in the larger tradeshow may also register for a Tech Expo table at a discounted rate!

Crab Feast—THE networking event of the year!

A conference tradition, the Friday evening crab feast is a highly-anticipated networking event for anyone involved in Maryland's policy-making and local government arenas. More than 1,000 people attend to enjoy all-Maryland Chesapeake Bay blue crabs, picnic fare, and entertainment while they discuss common challenges and solutions. Crab Feast tickets are NOT included with a booth, but are available for exhibitors to purchase at our low county member rate.



IMPORTANT CHANGES FOR 2021

Due to safety precautions around the COVID-19 pandemic, MACo has made a number of programmatic changes to comply with the Convention Center's and the local Health Department's requirements.

[READ THE FULL LIST OF SAFETY MEASURES AND PROGRAM CHANGES ONLINE](#)

Specifically, for the exhibit hall, please take note of the following changes:

- Only 2 booth staff are allowed in a booth at one time (3 badges are included with the booth—exhibitors are invited to attend presentations)
- No meals will be held in the exhibit halls
- No children are allowed in the Convention Center at any time (children are invited to attend our outdoor Crab Feast, if registered in advance)
CHILDREN WILL NOT BE PERMITTED IN THE HALL FOR BOOTH SET-UP
- All participants agree to [MACo's Hold Harmless Waiver](#)

WEDNESDAY TECH EXPO

WHAT IS THE TECH EXPO?

- **If you register as a vendor in the larger tradeshow** and have a technology-focused product or service to showcase you will receive a discounted rate!
Here's the catch: you have to bring technology that you can actively demonstrate to our attendees.
- **5-hour exhibiting opportunity for an exclusive set of technology vendors.** Vendors will receive a 6-foot table for a table-top display on Wednesday, August 18, 2021 from 11:00 am until 4:00 pm at the convention center in Ocean City. 2 badges and 2 Wednesday lunch tickets for your staff are also included. Additional badges and tickets are available for purchase.
- **Part of our larger Tech Expo offering.** The day will include 3 deep-dive sessions on technology topics that will attract local government officials, staff, and stakeholders most interested in experiencing the latest technology first-hand.
- **Your opportunity to get extra exposure to MACo's Summer Conference attendees.** The Expo is included in all conference attendee registrations. In 2019, we had more than 800 individuals view the Tech Expo exhibits! We're expecting a heavy turn-out of county elected and appointed officials and staff, along with legislators, state government, and commercial representatives who may be interested in the technology you will be demonstrating.

The fine print:

- **The Tech Expo Tradeshow on Wednesday and the Conference Tradeshow on Thursday & Friday are two different and separate events.** Registering for the Tech Expo Tradeshow DOES NOT register you for the Conference Tradeshow, and vice versa.
- Vendors already registered for the Conference Tradeshow on Thursday & Friday may register to participate in the Tech Expo Tradeshow on Wednesday - we will be sure you have an early load-in time on Wednesday morning so that you have time to set up both displays. But you must register for BOTH tradeshow. Contact lvelasco@mdcounties.org to register for the Tech Expo!



WEDNESDAY GOLF TOURNAMENT

TECH EXPO NOT YOUR THING? WE HAVE GOLF, TOO!

Bring clients to fill your foursome or let us match you with county golfers—a great networking opportunity!

Wednesday, August 18 - Ocean City Golf Club

11401 Country Club Drive, Berlin, MD 21811 | Check In 7:30 am - Shotgun Start 9:00 am - SCRAMBLE

\$75 - MACo Member (County government and Corporate Partners)

\$90 - Non-Member - (Other government & commercial/non-profit)

NEW: \$285 Member Foursome/\$345 Non-Member Foursome

(Individual golfers and 1 member of the foursome must be a Conference Registrant, Exhibitor, or Sponsor)

Choose your own foursome or we can do it for you!
Directions and teams will be emailed to you a week prior to the Golf Tournament.

GOLF REGISTRATION

EXHIBIT HALL THEME



The GREAT Outdoors

BOOTH DECORATION & EXHIBITOR COSTUME CONTEST

Participating in this contest will help draw attendees to your booth!

Prizes will be given for exhibitor costumes and booth decorations matching our theme.

Booth/costume judging will take place on Thursday afternoon and will be announced Friday morning.

All exhibitors and booths are eligible to win prizes for best décor and costumes!



Participants in the 2019 "Superheroes" Exhibitor costume Contest



EXHIBIT HALL HOURS

(Hours are tentative and subject to change. Hours will be confirmed in future mailers)

Wednesday, August 18, 2021 - ALL EXHIBITS MUST BE SET-UP BY 4:00 PM

You will be assigned a specific move-in time included in the confirmation packet to be sent by May 28. The Exhibit Halls will close at 4:00 pm on Wednesday.

Set-Up Day

7:30 am – 3:00 pm *(as per set schedule)*

(Please arrive no later than 3:00 pm to set-up)

Thursday, August 19, 2021 - NO EXHIBIT SET-UP ALLOWED ON THURSDAY

Exhibit Hall A/B Open

10:00 am - 4:00 pm

Lunch*

11:30 am - 1:30 pm *(ticket required)*

Friday, August 20, 2021

Exhibit Hall A/B Open

9:00 am - 2:00 pm

Lunch*

11:30 am - 1:00 pm *(ticket required)*

Dismantle Exhibits

2:00 pm - 5:00 pm

(All Exhibits must be removed by 5:00 pm on Friday)

Attendees inside the Exhibit Hall might assume that items at your booth are complimentary. Exhibitors assume responsibility for securing all items in their exhibit booths.

**Two meal tickets are provided for each booth for Thursday and Friday lunches. Three badges are included for booth staff, but only two people may be in a booth at one time due to social distancing restrictions. Additional lunch tickets and/or Crab Feast tickets may be purchased in advance and on-site.*

EXHIBITOR TESTIMONIALS

MACo provides an excellent opportunity to have **quality time with our long-time customers** in a terrific setting. It also gives us a chance to meet new County and City members and network with our peers.

—*Motorola Solutions, Inc.*

We look forward to attending the MACo Summer Conference every year. It is a **great networking opportunity** for companies looking to form business relationships and develop partnerships with Maryland counties. For Delta Dental, this is a **sound investment, and a terrific chance to connect** with county decision-makers.

—*Delta Dental*

MACo does a great job of making sure there's opportunities for us **start new relationships** while also being able to **connect with existing clients**.

—*Nationwide Retirement Solutions*

We have attended MACo conferences for over 10+ years. It is a **great platform** for us to link up with our County customers throughout the State of Maryland. It is a well-received conference that we look forward to annually!

—*Waste Management of Maryland, Inc.*

As a Corporate Partner and exhibitor at the MACo Summer Conference, Cigna has enjoyed working with the MACo team and counts this conference as a **key opportunity** to meet and connect with county officials and staff.

—*Cigna*

Over the years, **MACo has set the standard** when it comes to conferences in MD. As a participating exhibitor for many years, we feel they are constantly striving to **maximize the benefit** received from supporting and attending their events. —*Johnson Controls, Inc.*

EXHIBIT HALL AB FLOORPLAN

[VIEW BOOTH AVAILABILITY ONLINE](#)



KEY

PREMIUM (FREE for Platinum Corporate Partners)	FEATURE (FREE for Gold Corporate Partners)	HIGHLIGHT (FREE for Silver Corporate Partners)	COMMERCIAL (FREE for Bronze Corporate Partners)	STATE (Only MD State Govt Agencies)
\$3,000	\$2,500	\$2,000	\$1,500	\$1,000

Corporate Partners are offered first choice of premium, feature, and highlight booths according to their partnership tier (all free!). Any remaining reserved booths will be sold at the amounts listed above.

For information on how to become a [MACo Corporate Partner](#), contact Virginia at vwhite@mdcounties.org.

READY TO REGISTER?

REGISTER ONLINE

EXHIBIT HALL AB	
Booth Types & Fees	<ul style="list-style-type: none">• Commercial/Nonprofit: \$1,500—\$3,000 (depending on location, see floorplan on page 12)• State: \$1,000• Adjoining additional booth (State or Commercial/Nonprofit): \$1,300• MACo Corporate Partner booths: FREE!
Exhibiting Hours	<ul style="list-style-type: none">• Wednesday SET-UP: 7:30 am—3:00 pm• Thursday: 10:00 am—4:00 pm• Friday: 9:00 am—2:00 pm• Friday BREAK-DOWN: 2:00 pm—5:00 pm <p><i>Booths cannot be broken down before 2:00 pm on Friday</i></p>
Included for Exhibit Hall	<ul style="list-style-type: none">• One 6-foot draped table with two chairs• One trash receptacle• One 110 electrical outlet up to 500 watts• Two sets of tickets per booth for both the Thursday and Friday lunches (4 tickets total)• Three badges for booth staff (only two staff permitted in the booth at a time under current social distancing restrictions*)• Business description/contact info in the Summer Conference mobile app• Copy of the conference program• Exhibitors may attend the educational sessions at no additional cost• <i>Discounted Wednesday Tech Expo booth for companies offering technology services and/or products (see pg 9 for more info)</i>

**If social distancing restrictions lift and MACo deems it safe to do so, exhibit booth staff badges will be increased back to 5 complimentary badges per booth.*

Questions? [Contact Leslie Velasco.](#)

2019 EXHIBIT HALL PHOTOS

See who exhibited in 2019

