Cyber Solutions
Counties in the Digital Age

2,000 Participants + 250 Vendors + 25 Educational Sessions = Countless Opportunities!

MACo Summer Conference
Sponsorship & Advertisement Brochure

Be visible. Make connections. Gain partnerships.

Become a Sponsor Today!
Why Sponsor?

You want to increase your business. **Our attendees are decision-makers.**

MACo will help you reach over 2,000 of Maryland’s county leaders, legislators, State government officials, and commercial and nonprofit representatives...basically, we give you access to the decision-makers involved in or related to local government, all in one place.

You want the most bang for your buck. **We offer benefits worth every penny.**

All sponsors are promoted through an introductory article on MACo’s blog, a featured link in MACo’s popular “6-Week Conference Countdown” email, and a sponsor business listing in our printed program booklet and in our mobile app. Many sponsorships include additional benefits like speaking opportunities and giveaways.

You’re an industry leader. **Prove it and become a resource.**

Show you understand the needs of government officials and support their educational efforts. Be present at the conference and establish your company as a resource for local governments.

You want to affect public policy on the local level. **MACo is the local level.**

Attendees will participate in educational sessions, workgroups, meetings, and briefings that will affect county government practices and policy. By participating in these conversations, you can make a difference.

The theme this year is **“Cyber Solutions: Counties in the Digital Age”** and will focus on all of the ways county governments can lead with, and prepare for, the latest technology trends. From protecting county financial data, to employee telecommuting, to e-commerce and other economic development measures and more, there is no aspect of government service that is untouched by the evolution of the “digital age.”

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**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.**
**Benefits**

**What comes with a sponsorship?**

**OPPORTUNITY TO PRESENT ON A TOPIC OF YOUR CHOICE**

*You’ll be given the chance to showcase your company’s products and services*

Event sponsors of $2,000 or more are offered the opportunity to participate in our Sponsor Showcase, a series of 30-minute sessions hosted and presented by our sponsors. Topics must be approved by MACo, but may be a sales-oriented presentation about your products and services. A limited number of sessions are available and they are scheduled on a first-come, first-served basis. Contact [Kaley Schultze](mailto:Kaley.Schultze@maco.org) for more details.

**FEATURED ARTICLE ON OUR BLOG**

*You’ll be introduced to our network: thousands of local government stakeholders.*

MACo’s blog, *Conduit Street*, is followed by almost 7,000 individuals. You’ll be the feature of an article on our blog—we’ll thank you for your support, explain the importance of the sponsorship you’re providing, and list your services and website. You’ll also get a link in an edition of our 6-Week Countdown Email, which goes out to our entire mailing list (8,500+ addresses).

**PUBLIC “THANK YOU” ON SOCIAL MEDIA**

*You’ll be thanked publicly by MACo on social media—expand your following!*

MACo has more than 2,700 followers on Twitter (@MDCounties) and more than 440 likes on Facebook. MACo will post a “Thank You” tweet and/or Facebook posting about your organization, using your Twitter handle or hashtag of choice (or linking to your website if you’re not on social media).

**BUSINESS LISTINGS: MACo MOBILE APP & PRINTED PROGRAM BOOKLET**

*Your contact information & services will be made VERY available for our attendees.*

You’ll get to write your own company listing to be published in MACo’s printed program booklet and in MACo’s conference mobile app—2 “gotta have” tools for navigating our conference!

**NAME DISPLAYED ON SIGNAGE**

*Your company name will be flashed around—it’s all about brand recognition!*

Your company name will be listed on signage thanking all of our sponsors, but if you sponsor an event or particular service, you’ll also get your name on signage for that sponsorship option. Certain sponsorships also come with verbal acknowledgement.

**ATTENDEE CONTACT LISTING—BEFORE & AFTER CONFERENCE**

*You’ll have exclusive access to our attendees’ contact information.*

You’ll receive an attendee listing before and after the conference, including contact information. Set up meetings in advance of the conference and follow up on connections afterward! The post-conference listing will include attendees who registered on-site.

*Many sponsorships include additional benefits such as complimentary event tickets, speaking opportunities, and free program ads!*
WEDNESDAY, AUGUST 17, 2016

7:30 am - 3:00 pm  Registration Open
8:30 am - 11:30 am  Planning Board Training
9:00 am - 2:00 pm  Golf Tournament
Noon - 1:00 pm  Special Topic Session
1:00 pm - 3:00 pm  Academy Core Session
3:00 pm - 3:15 pm  Coffee Break
3:15 pm - 4:45 pm  Academy Core Session
4:30 pm - 6:00 pm  Discussion & Reception

THURSDAY, AUGUST 18, 2016

7:30 am - 4:00 pm  Registration
8:00 am - 9:30 am  Continental Breakfast
8:00 am - 3:30 pm  Bayfront Exhibit Hall Open
9:00 am - 10:00 am  Welcoming Session & Keynote Address
10:00 am - 10:15 am  Coffee Break
10:00 am - 4:30 pm  Exhibit Hall AB Open
10:00 am - 6:30 pm  Cyber Café Open
11:30 am - 1:00 pm  Buffet Lunch—Exhibit Halls (ticket required)
1:00 pm - 1:45 pm  Special Topic Session
1:45 pm - 2:00 pm  Coffee Break
2:00 pm - 3:00 pm  Affliliate Sessions
2:30 pm - 3:30 pm  Ice Cream & Fruit Break (ticket required)
3:30 pm - 6:30 pm  Affliliate Sessions
4:30 pm - 6:30 pm  Kids’ Party (separate registration required)

FRIDAY, AUGUST 19, 2016

7:00 am - 2:30 pm  Registration
7:30 am - 8:45 am  County Elected Officials’ Forum, Breakfast, & Business Meeting (ticket required)
8:00 am - 10:00 am  Continental Breakfast
8:00 am - 2:00 pm  Bayfront Exhibit Hall Open
9:00 am - 2:00 pm  Exhibit Hall A/B Open
9:00 am - 2:00 pm  Cyber Café Open
9:00 am - 10:30 am  General Session
10:30 am - 10:45 am  Coffee Break
10:45 am - Noon  General Session
11:30 am - 1:00 pm  Buffet Lunch (ticket required)
Noon - 1:00 pm  Working Luncheons (ticket required)
1:00 pm - 2:00 pm  Affliliate Sessions
2:00 pm - 2:15 pm  Coffee Break
2:15 pm - 3:15 pm  Affliliate Sessions
3:15 pm - 4:15 pm  Governor’s Cabinet Reception
5:00 pm - 8:00 pm  Crab Feast (ticket required)

SATURDAY, AUGUST 20, 2016

8:00 am - 10:30 am  Registration
8:00 am - 9:30 am  Continental Breakfast
8:15 am - 9:15 am  Full Buffet Breakfast
9:30 am - 11:00 am  Education General Session
11:00 am - 11:15 am  Coffee Break
11:15 am - 12:15 pm  Governor’s Address
12:15 pm  Adjournment

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.

What is a MACo Affiliate Member?
MACo has the distinct honor of working with 12 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.

Listed above is a condensed version of the full schedule—it is subject to change. Please check www.mdcountries.org/MACoCon for details and updates.
MACo’s Sponsor Showcase

MACo Summer Conference event sponsors of $2,000 or more are invited to host 30-minute sessions about topics of their choice.

Tell our attendees just how beneficial a relationship with you can be!
Topics must be approved by MACo but may be sales-oriented – partisan and campaign-oriented presentations are strictly prohibited. Use these sessions as an opportunity to show off your products and services! All content will belong to the sponsor/presenter. MACo will provide the room, projector, screen, and internet connection.

MACo will help with promotion.
MACo will list the sessions in a blog article and in a flyer given to attendees at check-in. MACo will also include the Sponsor Showcase Session schedule and session descriptions in a the pre-conference reminder email to attendees. Sponsors are encouraged to promote their sessions to attendees on MACo’s Mobile App and on social media using #MACoCon and #MACoSponsor.

Timeslots are limited—reserve yours today!
Fifteen 30-minute timeslots are scheduled and will be assigned on a first-come, first-served basis. Contact Kaley Schultze today to confirm your sponsorship of $2,000 or more and reserve your Sponsor Showcase Session!

SCHEDULE

THURSDAY, AUGUST 18, 2016

8:15 AM - 8:45 AM
10:00 AM - 10:30 AM
10:45 AM - 11:15 AM
11:30 AM - 12:00 PM
12:15 PM - 12:45 PM
1:00 PM - 1:30 PM

FRIDAY, AUGUST 19, 2016

10:00 AM - 10:30 AM
10:45 AM - 11:15 AM
11:30 AM - 12:00 PM
12:15 PM - 12:45 PM
3:15 PM - 3:45 PM
4:00 PM - 4:30 PM
4:45 PM - 5:15 PM

SATURDAY, AUGUST 20, 2016

8:45 AM - 9:15 AM
10:30 AM - 11:00 AM
## Opportunities

<table>
<thead>
<tr>
<th>Category</th>
<th>Page #</th>
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<tbody>
<tr>
<td>Comfort &amp; Convenience</td>
<td>15-16</td>
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<tr>
<td>Corporate Partner Summer</td>
<td>17</td>
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<tr>
<td>Conference Benefits</td>
<td></td>
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<tr>
<td>Customized Packages</td>
<td>8</td>
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<tr>
<td>Exclusive</td>
<td>8-9</td>
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<tr>
<td>Food &amp; Event</td>
<td>12-14</td>
</tr>
<tr>
<td>General</td>
<td>7</td>
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<tr>
<td>Golf Tournament</td>
<td>12</td>
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<tr>
<td>Mobile App</td>
<td>10-11</td>
</tr>
<tr>
<td>Program Advertisement</td>
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<table>
<thead>
<tr>
<th>Investment</th>
<th>Sponsorship</th>
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<tbody>
<tr>
<td><strong>Let’s discuss it!</strong></td>
<td>Custom Package</td>
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<td>$6,000</td>
<td>Commercial Exhibit Hall</td>
<td>9</td>
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<tr>
<td>$5,000</td>
<td>Crab Feast - Beverage Cart &amp; Stands</td>
<td>14</td>
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<tr>
<td>$5,000</td>
<td>Keynote Speaker</td>
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<td>$5,000</td>
<td>Neck Wallets</td>
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<td>$5,000</td>
<td>Power-Zone Lounge</td>
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<td>$5,000</td>
<td>Registration</td>
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<tr>
<td>$4,500</td>
<td>Taste of MD Reception Host</td>
<td>9</td>
</tr>
<tr>
<td>$4,000</td>
<td>Crab Feast - Crab Mallets</td>
<td>14</td>
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<tr>
<td>$4,000</td>
<td>Crab Feast - Event Co-Sponsor</td>
<td>14</td>
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<tr>
<td>$4,000</td>
<td>Wellness Room</td>
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<td>$4,000</td>
<td>Tote Bags</td>
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<tr>
<td>$4,000 – $5,000</td>
<td>Mobile App</td>
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<tr>
<td>$3,000</td>
<td>All-Day Beverage Station (All days)</td>
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<tr>
<td>$3,000</td>
<td>Complimentary Wireless Internet</td>
<td>15</td>
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<tr>
<td>$3,000</td>
<td>Crab Feast - Lemonade &amp; Water Stand Cups</td>
<td>14</td>
</tr>
<tr>
<td>$3,000</td>
<td>Continental Breakfast (All days)</td>
<td>12</td>
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<tr>
<td>$3,000 – $1,750</td>
<td>Buffet Lunch (One or Both)</td>
<td>13</td>
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<tr>
<td>$3,000 – $1,000</td>
<td>Taste of MD Reception Co-Sponsor</td>
<td>13</td>
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<tr>
<td>$3,000 – $500</td>
<td>Golf Tournament</td>
<td>12</td>
</tr>
<tr>
<td>$3,000 – $500</td>
<td>Taste of MD Reception - Kids’ Event</td>
<td>13</td>
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<tr>
<td>$2,500</td>
<td>Branded Stylus Pens</td>
<td>15</td>
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<tr>
<td>$2,000</td>
<td>Crab Feast - Main Buffet</td>
<td>14</td>
</tr>
<tr>
<td>$2,000</td>
<td>Cyber Café</td>
<td>15</td>
</tr>
<tr>
<td>$2,000</td>
<td>Governor’s Cabinet Reception</td>
<td>12</td>
</tr>
<tr>
<td>$2,000</td>
<td>Ice Cream &amp; Fruit Break</td>
<td>13</td>
</tr>
<tr>
<td>$2,000</td>
<td>Welcoming Session Co-Sponsor</td>
<td>13</td>
</tr>
<tr>
<td>$2,000 – $150</td>
<td>Program Ads, At-a-Glance Cards</td>
<td>7</td>
</tr>
<tr>
<td>$1,500</td>
<td>Hand Sanitizer Stations</td>
<td>16</td>
</tr>
<tr>
<td>$1,000</td>
<td>Affiliate Meeting Sponsor</td>
<td>7</td>
</tr>
<tr>
<td>$1,000</td>
<td>Crab Feast - Band</td>
<td>14</td>
</tr>
<tr>
<td>$1,000</td>
<td>Crab Feast - Ice Cream</td>
<td>14</td>
</tr>
<tr>
<td>$750</td>
<td>Promotional Material Chair Drops</td>
<td>16</td>
</tr>
</tbody>
</table>
General Sponsorships

CONTRIBUTING SPONSORS $500—$3,000
- $500—Receives sponsor acknowledgment on signage, program, and mobile app
- $1,000—Receives Half Page Program Ad, sponsor acknowledgment on signage, program, and mobile app
- $1,500—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

AFFILIATE MEETING SPONSOR $1,000
Several of MACo’s 12 affiliate organizations meet during our Summer Conference. These groups focus on specific areas of county government: Administrators, Aging, Attorneys, Budget & Finance, Corrections, Engineers, Environmental Health, Health Officers, Human Resources, Human Services, 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 attend the meeting and speak for 5 minutes

Sponsor must be approved by MACo and the affiliate organization.
Contact Virginia White (vwhite@mdcounties.org) to inquire about specific affiliate meetings.

EMAIL MARKETING MESSAGE $1,000
MACo will send one email to registered attendees on behalf of the sponsor. Email content must be approved by MACo (non-partisan, not in conflict with MACo’s legislative priorities, etc.). Contact vwhite@mdcounties.org for email sample.

Program Advertisements
MACo distributes the Summer Conference Program Booklet to every attendee and exhibit booth when they arrive at the conference. It contains valuable information such as the schedule, session descriptions, exhibitor descriptions, and maps. Advertising in the program is a great way to get your message into the hands of conference attendees!
- Program: 8.5 inches high by 5.5 inches wide. Printed in black-and-white except for the front and back covers.
- At-a-Glance Card: 8.5 inches high by 3 inches wide. Printed in black and white. Shows the brief version of the schedule with times, titles, and room numbers. This card is a great quick reference (and program bookmark) and allows for a sponsor’s logo to be printed on one side, sized 2.5” wide by 2” high.*

Ads should be JPG files and must be sent to kschultze@mdcounties.org by July 15, 2016.

Program Ad Options:

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size (Width x Height)</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover Full Page (color)</td>
<td>5.5” x 8.5” high</td>
<td>$2,000</td>
</tr>
<tr>
<td>Center 2-Full Page Spread (b/w)</td>
<td>11” x 8.5” high</td>
<td>$1,500</td>
</tr>
<tr>
<td>Inside Front Cover—Full Page (c)</td>
<td>5.5” x 8.5” high</td>
<td>$750</td>
</tr>
<tr>
<td>Inside Back Cover—Full Page (c)</td>
<td>5.5” x 8.5” high</td>
<td>$500</td>
</tr>
<tr>
<td>Full Page (b/w)</td>
<td>5.5” x 8.5” high</td>
<td>$300</td>
</tr>
<tr>
<td>Half Page (b/w)</td>
<td>5.5” x 4.25” high</td>
<td>$150</td>
</tr>
<tr>
<td>*Logo on At-a-Glance Card (b/w)</td>
<td>2.5” x 2” high</td>
<td>$500</td>
</tr>
</tbody>
</table>

*Logo on At-a-Glance Card (b/w)
**CONFERECE REGISTRATION**

SOLD

Be out in front of the crowd!
Pre-conference, on-site, and post-conference marketing!
- Sponsor’s logo will be printed (one-color) on folders containing materials — all attendees will receive a folder at check-in!
- Sponsor’s logo and company link included on conference registration webpage, Conference Countdown e-Newsletter, and online brochures
- Sponsor logo on printed brochure if confirmed by May 12, 2016
- Sponsor will receive promoted post on Mobile App (see page 9)
- Sponsor use of one table to display promotional material in the high-traffic registration area
- Sponsor recognition and company link will be displayed on the post-conference survey email

Registration is open all four days of the conference and is located at the entrance to the Convention Center.

**KEYNOTE SPEAKER**

SOLD

Put a face on your company’s name!
The Summer Conference officially gets started with our Welcoming Session & Keynote Speaker on Thursday morning. This is a great opportunity to “put a face to a name” and make your business more personal to our attendees.
- Sponsor will select one company representative to introduce the Keynote Speaker

**NECKWALLETS**

SOLD

Make a first impression—2,000 times!
Badges are required for entrance to all events. MACo provides the 2,000 attendees and exhibitors with canvas neckwallets to display their names.
- Sponsor’s logo will be imprinted in one color, one-sided, on neckwallets
- Networking is a big part of MACo’s Summer Conference — get your logo next to all of our attendees’ and exhibitors’ names!

Ask us about a custom sponsorship package!
We’re happy to work with you to make sure that you get everything you need out of a sponsorship with MACo!
Contact Kaley Schultze at kschultze@mdcounties.org to get started.

Become a Sponsor.

Exclusive sponsorships are open to ONE sponsor each: first-come, first-served. These are not co-sponsor opportunities.
Exclusive sponsorships are open to ONE sponsor each: first-come, first-served. These are not co-sponsor opportunities.

**COMMERCIAL EXHIBIT HALL SPONSOR**

**SOLD**

$6,000

*Be head and shoulders above the crowd! HIGH VISIBILITY!*

Our Exhibit Hall A/B houses more than 200 commercial companies. Get name recognition with all of them, PLUS our attendees, who visit the exhibitors and eat lunch in our exhibit halls!

- Complimentary exhibit booth in prime location in Hall A/B
- Large fabric aisle number banners hang over Exhibit Hall A/B—the sponsor’s design will be printed by MACo on six 4ft wide by 3ft high signs that will hang from our aisle banners
- Sponsor logo and contact information printed on table signs and displayed on each dining table in the exhibit hall.
- 2 complimentary Crab Feast tickets

**TASTE OF MARYLAND RECEPTION HOST**

**SOLD**

$4,500

*Be the Hosts!*

We’re showcasing Maryland’s counties with our Taste of Maryland Reception on Thursday afternoon. We’ll celebrate all that Maryland has to offer with tasting samples of Maryland wineries, creameries, farms, and other producers of Maryland food and beverages.

- Sponsor will be given one table during the reception near the door to display promotional materials and greet guests
- Sponsor receives 2 tickets to the Reception
- **Sponsor logo to be printed on disposable Reception cocktail napkins if confirmed by June 15, 2016**

**TOTE BAGS**

**SOLD**

$4,000

*Send your branding home with our attendees!*

Sturdy, re-usable tote bags are given to all attendees so that they can collect giveaways from sessions and from the exhibit halls. Don’t miss this opportunity to have very visible branding on items that the attendees will take home with them and use again and again!

- Sponsor logo to be printed in one color, one-sided on re-usable tote bags

Become a Sponsor. www.mdcounties.org/MACoCon
Mobile App

Features Include:

- Social posting via the “Activity Feed”
- Robust registrant, sponsor, and exhibitor profiles
- Password-protected system to upload videos, documents, social media links, and more!
- Detailed conference schedule and session information
- Interactive mapping of conference center and exhibit halls
- Add sessions and events to your device calendar
- Set up meetings with other conference participants before, during, and after the event

Splash Screen

Sponsor logo will be seen whenever a user opens the app, an average of 10 times per day, per user! That’s an estimated 80,000 views!
(lead sponsor only)

Sponsored Link

Get your organization’s link onto the mobile app menu! Users can click on the link and be re-directed to the sponsor’s website.
(lead sponsor only)

Promoted Post

The Activity Feed is the second screen users see. Participants share conference thoughts and experiences here. A promoted post will “stick” to the top of the feed. Promoted posts can be text, text and an image, or a survey.
Mobile App

Get your product or service high visibility by sponsoring MACo’s mobile app!

**MOBILE APP LEAD SPONSOR**

SOLD $4,000

*(Exclusive - there will be only 1 Lead Sponsor)*

- "Sponsored by" line and sponsor web address included in mobile app invitation email to registrants. Estimated views: 2,000
- Sponsor’s logo included as a mobile app promoted post — 1 of 6 rotating ads displayed at the top of the Activity Feed
- Sponsored link on app’s menu, will link out to Sponsor’s website
- Lead sponsor credit on mobile app signage
- Full page ad in printed program booklet

**MOBILE APP CO-SPONSOR**

$2,000

*(2 opportunities available)*

- Sponsor’s logo included as a mobile app promoted post — 1 of 6 rotating ads displayed at the top of the Activity Feed
- Co-sponsor credit on all mobile app signage
- Half-page ad in printed program

**MOBILE APP TRENDING SCREEN**

$1,500

Our Mobile App Trending Screen will be displayed in our Power Zone Lounge (see page 13). The screen features all of the trending posts, images, and happenings on our mobile app. Attendees will enjoy gathering to see their posts and pictures displayed on the big screen in a rotating loop. **HIGH VISIBILITY!**

- Sponsor’s logo will be displayed on sides of Trending Screen
- Sponsor will receive a promoted post on the app

**MOBILE APP PROMOTED POSTS**

$500-$1,000

*(5 opportunities available)*

Promoted post will be one of 6 “sticky” posts displayed at the top of the Activity Feed. Promoted posts will rotate and be displayed for one hour, every 6 hours. **HIGH VISIBILITY!**

Options:
- Text Only: 140 text characters—$500
- Survey: Text that links out to a survey within the app—$1,000

Become a Sponsor.
### GOLF TOURNAMENT

**Wednesday, August 17, 2016, 9:00 am—2:00 pm**

MACo’s Golf Tournament is a traditional event for registered attendees, sponsors, and exhibitors only. Held at the Ocean City Golf Club, this is a full 18-hole, shotgun start, scramble format competition for foursomes.

Please contact Kaley Schultze at kschultze@mdcounties.org with any questions.

<table>
<thead>
<tr>
<th>Event</th>
<th>Sponsorship Options</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Golf Tournament Lead Sponsor</strong> - $3,000</td>
<td>Sponsor logo will be displayed on Tournament registration form in registration brochure (if signed on by May 2, 2016). Sponsor will also receive a complimentary foursome in the tournament, a promotional table near tournament check-in, and will help host the Awards Ceremony!</td>
</tr>
<tr>
<td><strong>Hole Sponsorships - $500 each</strong></td>
<td>Signs displaying sponsor names are displayed at each sponsored hole. Every golfer will see your company name!</td>
</tr>
<tr>
<td><strong>Golf Umbrellas - $2,000</strong></td>
<td>Sponsor logo will be printed (one-sided, one-color) on golf umbrellas to be given to each golfer!</td>
</tr>
<tr>
<td><strong>Golf Towels - $1,500</strong></td>
<td>Sponsor logo will be printed (one-sided, one-color) on golf towels to be given to each golfer!</td>
</tr>
<tr>
<td><strong>Snack Carts - $750</strong></td>
<td>Signage is provided on both snack carts—our golfers will be sure to see your company name and logo when they get a drink or a snack.</td>
</tr>
</tbody>
</table>

### ALL-DAY BEVERAGE STATION—ALL 3 DAYS

Coffee, tea, water, and sodas are provided all day long for our conference attendees and exhibitors. THREE beverage stations for Thursday and Friday—1 in each exhibit hall and 1 on the second floor of the Convention Center outside of the meeting rooms. Wednesday and Saturday, only second floor location (exhibit halls closed).

- Signage is displayed at all beverage stations, each day of the conference
- Table provided for sponsor promotional materials near second-floor beverage station
- **Sponsor logo printed on disposable coffee cup sleeves if confirmed by June 15, 2016**

### CONTINENTAL BREAKFAST—ALL 3 DAYS

**$3,000**

Help our attendees and exhibitors kick off their conference days with continental breakfast! Continental Breakfast for attendees will be available in the Bayfront Exhibit Hall on Thursday & Friday and in the upstairs foyer on Saturday. Continental Breakfast will also be served for exhibitors in Exhibit Hall AB on Thursday & Friday.

- Sponsor sign is displayed at each breakfast location on all three days
- Table provided for sponsor promotional materials near breakfast location
- **Sponsorship includes all main continental breakfast locations for all three days of breakfast**

### GOVERNOR’S CABINET RECEPTION—SOLD

**$2,000**

This reception is held on Friday—members of the Governor’s Cabinet are invited to attend and meet with our conference guests. **This event is a great chance to get your company name in front of Maryland’s leaders!**

- Sponsor receives a table in the reception room for promotional materials
## Food & Event

### Buffet Lunch—One Day or Both Days!  
$1,750—$3,000

Lunch is offered to ticket-holders in both of the exhibit halls and on the second floor for lunch meetings. This sponsorship includes all buffet locations for each day purchased.

- Signage is displayed at each buffet location
- Sponsor information is printed on table signs and displayed on each dining table
- **Sponsor logo printed on meal tickets if confirmed by July 1, 2016**

*Choose Thursday OR Friday for $1,750 per day.*

*Choose Thursday AND Friday for $3,000 total.*

### Taste of Maryland Reception Co-Sponsor  
$1,000—$3,000

Our Taste of Maryland Reception provides a chance for exhibitors and attendees to network while enjoying tasting samples of Maryland’s best regional food and beverages. Exhibitors offer tasting samples and MACo provides heavier refreshments.

- **Event Co-Sponsor - $3,000**
  Sponsor receives 2 tickets to the Taste of Maryland Reception and their name on event signage

- **Kids' Event—$1,000**  
  Children of Reception guests will be able to play with capable and enthusiastic child care providers who will entertain them with games, clowns, crafts, and other activities while their parents enjoy the reception. Sponsor name and logo on registration forms. Sponsor may provide kid-friendly give-away items.

### Saturday Full Buffet Breakfast  
$2,000

Send them home with a great start to our last conference day! Attendees enjoy a full buffet breakfast on Saturday morning before our Education-themed General Session, which is followed by the Governor’s Address.

- Sponsor may speak on topic of choice (with MACo approval) for 15 minutes at the breakfast
- Sponsor logo and contact information displayed on breakfast tables
- Table provided for sponsor promotional materials near breakfast location

### Welcoming Session Co-Sponsor  
$2,000

The Official kick-off of MACo’s Summer Conference! Following welcoming remarks by our President, the Ocean City Mayor, and the Worcester County Commission President, our Keynote Speaker will make a presentation. This session is attended by approximately 350 people.

- **Sponsor receives a table for promotional materials in the Welcoming Session room**

### Ice Cream & Fruit Break  
$2,000

Our Thursday afternoon break is a big hit! Ice cream and fresh fruit are just the pick-me-up needed for a full day of educational sessions and meetings. This break lasts for ONE HOUR and is located in both exhibit halls.

- Sponsor receives a table near the break for promotional materials
- **Sponsor logo printed on event tickets if confirmed by July 1, 2016**

---

**Become a Sponsor.**
Food & Event

CRAB FEAST

Our Friday evening Crab Feast is one of the highlights of MACo’s Summer Conference.

A full cookout-style meal of steamed Maryland blue crabs, hotdogs, hamburgers, crab cakes, and all the trimmings is served to our attendees and exhibitors under tents in the parking lot of the Convention Center.

A band plays music throughout the event to add to the festive atmosphere. Clowns entertain the young and the young-at-heart!

This is THE networking event of the conference and shouldn’t be missed by anyone hoping to have a visible commercial presence at MACo’s Summer Conference.

Choose one or more of our sponsorship options below to be sure that your company has the visibility you need to do business with Maryland’s local government decision-makers.

*Beverage Cart & Stands — $5,000
- Sponsor logo printed in one color on re-usable plastic cups placed at each of our adult beverage carts and stands
- Sponsor receives 4 Crab Feast tickets

Event Sponsor — $4,000
- Logo printed on meal tickets if confirmed by July 1, 2016
- Sponsor receives 3 Crab Feast tickets

Crab Mallets — $4,000
- Sponsor’s logo printed on wooden crab mallets for guests to use at the Crab Feast
- Sponsor receives 4 Crab Feast tickets

Lemonade/Water Stand Cups — $3,000*
- Sponsor logo printed in one color on re-usable plastic cups, placed at all of these drink stand locations
- Sponsor receives 3 Crab Feast tickets

Main Buffet — $2,000*
- Signage placed near all buffet lines
- Sponsor receives 2 Crab Feast tickets

Band — $1,000*
- Signage placed near the stage
- Sponsor receives 1 Crab Feast ticket
- 30-second sponsor “commercials” to be played during band breaks

Ice Cream — $1,000*
- Signage placed near ice cream line
- Sponsor receives 1 Crab Feast ticket

*Co-sponsor opportunity. Contact Kaley at kschultze@mdcounties.org if you would like to be the exclusive sponsor for this item.

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**Comfort & Convenience**

### POWER ZONE LOUNGE $5,000

*Our attendees need a quiet place to talk, work together, and create solutions—be the provider of this space!

MACo’s attendees need to be able to sit down and talk in small groups or one-on-one outside of our sessions and scheduled activities. MACo will provide a central space in the Convention Center for this purpose. The lounge will host several table and seating arrangements to allow for separate meetings to occur in the same space. Also in the Power Zone Lounge will be our Cyber Café (sponsored separately), Charging Station, and Mobile App Trending Screen—many of our attendees will make use of this space!

- Sponsor logo printed on mobile device charging stations
- Sponsor logo printed on table tents and signage within the lounge, and on signage directing attendees to the lounge
- MACo staff will assist in room set-up arrangements and connecting the sponsor to the catering company
- Catering costs, audio/visual fees, and other Convention Center services are not included in the sponsorship
- Sponsor may provide promotional materials to be displayed in the lounge

### WELLNESS ROOM $4,000

*Help our attendees pay attention to their health and relax!*

Chair massages, yoga breaks, and healthy snacks and drinks will be provided.

- Sponsor logo will be printed on signage and used in all promotion of the Wellness Room activities!

### COMPLIMENTARY WIRELESS INTERNET $3,000

*Facilitate the connection!*

- Sponsor logo displayed on signage announcing that free WiFi was provided by the sponsor
- Sponsor logo displayed on “Connect to WiFi” instructional cards included in each registrants’ check-in materials

### BRANDED STYLUS PENS $2,500

*Give a gift they’ll use everyday, in different ways!*

One end of this pen is a standard ink pen, while they other is a stylus for touch-screen devices. 1,000 registrants will receive this pen at check-in.

- Sponsor logo will be printed in one color on the pen

### CYBER CAFÉ $2,000

*Help them check up on things at the office or at home.*

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

---

**Become a Sponsor.**

[www.mdcoundies.org/MACoCon](http://www.mdcoundies.org/MACoCon)
**Comfort & Convenience**

**HAND SANITIZER STATIONS** $1,000

 Provide a healthy, HANDY solution!

There will be a lot of hand-shaking at this event. Help keep our guests healthy by providing hand sanitizer stations.

- Sponsor logo displayed on each of 4 standing hand sanitizer dispensers near food stations and the registration desk

**PROMOTIONAL MATERIAL CHAIR DROPS** $750

Make sure they get your information!

MACo staff will personally place your promotional materials on the chairs for either our Keynote Speaker presentation 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 400 copies of materials.

- **Keynote Speaker Presentation** $750
- **General Sessions (1 of 2)** $750 each

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**Need even more exposure to MACo’s Summer Conference Attendees?**

Our members and attendees are always looking for cost-saving products and services and they know there’s no better way to do that than at the MACo Summer Conference. Booth spaces are limited and sell out quickly—sign up today to interact face-to-face with our attendees and make long-lasting partnerships.

Learn more by visiting [www.mdcounties.org/SC16ExhibitorBrochure](http://www.mdcounties.org/SC16ExhibitorBrochure).

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**Benefits of being a MACo Summer Conference Exhibitor:**

- Exhibitor description and contact information displayed in MACo’s printed program, the conference mobile app, and our website!
- Create a 30-second video clip to be displayed on MACo’s website as part of our online Exhibitor Showcase. The Showcase is open to everyone (conference participants and MACo’s blog readership) and goes online one month prior to conference to help participants get acquainted with your company’s services
- Each booth will receive a list of conference attendees and their contact information
- 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, Thursday afternoon Ice Cream & Fruit Break, and the Thursday evening Taste of Maryland Reception
- 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)
MACo Corporate Partner Summer Conference Benefits

### 2016 Summer Conference Benefits

<table>
<thead>
<tr>
<th>Benefit</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Booth in Hall A/B</td>
<td>100% Free</td>
<td>50% Discount</td>
<td>50% Discount</td>
</tr>
<tr>
<td>Booth Location in Hall A/B</td>
<td>Premium Location</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Apply as a Corporate Partner no later then May 2nd</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Free Full Conference Registrations</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Additional Conference Registrations at Reduced County Member Rate</td>
<td>Unlimited</td>
<td>Unlimited</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Event Sponsor</td>
<td>Crab Feast</td>
<td>Taste of Maryland Reception</td>
<td>Welcoming Session</td>
</tr>
<tr>
<td>Complimentary Program Advertisement</td>
<td>Full Page</td>
<td>Full Page</td>
<td>Half Page</td>
</tr>
<tr>
<td>Complimentary Golf Tournament - Tee Times</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Complimentary Golf Tournament - Hole Sponsor</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Program &amp; Corporate Partner Signage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Private Wednesday Dinner with MACo Board of Directors</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

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

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

- **Gold Partners** receive **complimentary booth space** in Exhibit Hall A/B in a prime location if your booth contract is received no later then May 2! Hall A/B is our largest exhibit hall. This is where you want to be!
- **Silver and Bronze Partners** receive a **50% discount on booth space** and are guaranteed a booth in Exhibit Hall A/B if your booth contract is received no later then May 2.

**Winter Conference** - More than 400 leaders from across the state attend to discuss upcoming issues for the General Assembly session. Traditionally, the Governor gives his address to the attendees and installs MACo’s new Board of Directors.

- **All Partners receive complimentary booth space in an intimate 30-booth exhibit hall.**
- **All Partners receive complimentary registrations depending on partnership level.**

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

**Communications and Promotions** - Through print and electronic communications, members are provided with easy access to information, events and research. MACo’s website and Conduit Street blog receive thousands of visitors weekly. News updates are added daily, offering our members timely county government news, various subscriptions, and feed options. Partners may submit company news items of interest 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, Kaley Schultze, at 410.269.0043 or at kschultze@mdcounties.org. **Sign up today and you can receive the Summer Conference benefits listed above in time for the 2016 event!**
Company Name ________________________________________________________________
(as you would like it to appear on promotional signage and in the program)
Contact Name (print) ____________________________________________________________________________________________
Address ____________________________________________________________________________________________
City ______________________________________ State _________ Zip __________ 
Phone ______________________ Email ______________________
Company Description for Business Listing (to be used in printed program and 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 __________________________

4) Sponsorship Name __________________________________________________________
Sponsorship Amount __________________________

PROGRAM ADVERTISEMENTS
(1,500+ copies of the Program are distributed)

CHOOSE QUANTITY BELOW:

- Back Cover Full Page 5.5” wide x 8.5” high $2,000
- Center 2-Full Page Spread 11” wide x 8.5” high $1,500
- Inside Front Cover - Full Page 5.5” wide x 8.5” high $750
- Inside Back Cover - Page 5.5” wide x 8.5” high $500
- Full Page 5.5” wide x 8.5” high $300
- Half Page 5.5” wide x 4.25” high $150
- Logo on At-a-Glance Card 2.5” wide x 2” high $500

PAYMENT METHOD

Total Amount Due: $ _________

Check or Money Order payable to MACo. Visa & MasterCard Accepted (sorry, no American Express)
Please check appropriate box: □ Check □ VISA □ MasterCard

Credit Card Number: ____________________________ Expiration Date __________
Billing Address (Street, City, State & Zip): ________________________________________________________________
Print Cardholder Name: ____________________________________________________________
Cardholder Signature: ____________________________

MAIL OR FAX completed registration form with payment to:
MACo—Attn: Kaley Schultz
169 Conduit Street, Annapolis, MD 21401
FAX: 410.268.1775

Questions? kschultze@mdcounties.org
Phone: 410.269.0043

MACo reserves the right to decline any applicant who, in the opinion of the Association, is not in keeping with its mission and goals.
Sponsorships and advertisements from partisan and political groups and individuals are specifically prohibited.
Send Form and Payment to:

MACo
169 Conduit Street
Annapolis, MD 21401

Fax Number: 410.268.1775

Questions?

KALEY SCHULTZE
410.269.0043
kschultze@mdcounties.org

Your Name: ___________________________ Title: ___________________________
Company Name: __________________________________________________________
Address: __________________________________________________________________
City: ___________________________ State: __________________ Zip: ___________
Telephone: __________________________ Fax: ___________________________
email: ______________________________

Player 2: ___________________________ Title: ___________________________
Company Name: __________________________________________________________
Address: __________________________________________________________________
City: ___________________________ State: __________________ Zip: ___________
Telephone: __________________________ Fax: ___________________________
email: ______________________________

Player 3: ___________________________ Title: ___________________________
Company Name: __________________________________________________________
Address: __________________________________________________________________
City: ___________________________ State: __________________ Zip: ___________
Telephone: __________________________ Fax: ___________________________
email: ______________________________

Player 4: ___________________________ Title: ___________________________
Company Name: __________________________________________________________
Address: __________________________________________________________________
City: ___________________________ State: __________________ Zip: ___________
Telephone: __________________________ Fax: ___________________________
email: ______________________________

PAYMENT: No refunds. Your registration will NOT be processed without a COMPLETED FORM & PAYMENT.
Sorry, we do not take AMEX.
CARD#: ___________________________ EXPIRATION DATE: ___________
SECURITY CODE #: __________________ BILLING ADDRESS: ___________________________
CARDHOLDER NAME: ________________________________
SIGNATURE: (Required) ________________________________

MACo USE ONLY:
DATE PAID: ___________ CHECK NUMBER ___________ AMOUNT PAID: ___________

Wednesday, August 17 - Ocean City Golf Club
11401 Country Club Drive, Berlin, MD 21811  410.641.1779
Check In 7:30 am - Shotgun Start 9:00 am - SCRAMBLE

$75 - MACo Member (Conference Registrants & Exhibitors Only) - County government and Corporate Partners
$90 - Non-Member (Conference Registrants, Exhibitors, & Sponsors Only) - All other government & commercial

Choose your own foursome or we can do it for you! You are responsible for finding your own replacement if you cancel after registration. Directions and teams will be emailed to you a week prior to the Golf Tournament. Be sure to include your email below.

Completely fill out information for EACH golfer below.
Testimonials

“The Summer Conference provides a great opportunity for BGE to take part in educational sessions and meetings regarding the most important issues facing our local governments. Last year’s conference was very valuable for building and maintaining relationships with key county and community leaders. As a leading partner of Maryland’s counties, BGE was pleased to be a Bronze Sponsor of last year’s conference.”
- BGE

“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 provides the most positive experience of any conference at which we exhibit. It is well run, efficient and very well attended. MACo provides an invaluable service by granting us exposure and access to "decision makers" at both the State and County level. Almost equally important is the opportunity to interact (network) with fellow exhibitors. We hope to continue our participation in the MACo conference for years to come.”
- Lanier Electronics Group, Inc.

“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.

"MACo provides valuable services to not only Maryland’s counties but its government agency partners as well. The Summer MACo conference is absolutely critical for networking and showcasing the programs of any organization.”
- Office of Communications, Comptroller of Maryland

“Throughout the year we attend many conferences, and we are always certain the MACo Summer/Winter Conferences are first on our calendar because they are the most organized and well run. The conferences allow us to maintain existing relationships and provide excellent opportunities to develop new ones.”
- Nationwide Retirement Solutions

“QAI and DocPoint's MACo experience started with getting registered by a team of true professionals that were able to assist throughout the process. Those who stopped by our table/booth were happy to be at the event and were looking forward to learning more about the sponsors. We are currently engaged with several opportunities for business that would not have happened without MACo.”
- DocPoint Solutions