MACo Winter Conference
December 7-9, 2016
Hyatt Regency Chesapeake Bay Hotel
Cambridge, Maryland
Why Sponsor?

MACo’s Winter Conference leads into Maryland’s General Assembly Session—the intensive 90 days of law-making that affect all residents of our state. More than 500 of Maryland’s county leaders and legislators gather at MACo’s Winter Conference to discuss the preeminent policy issues of the day.

In addition to our 25 educational sessions, attendees will participate in workgroups, meetings, and briefings that will help shape the policy landscape in the upcoming General Assembly Session.

This year, our conference is focusing on how counties can prepare to best serve and protect their residents across many different areas of county service. Sessions will discuss public health, maintaining infrastructure, and strategies to be sure counties are ready for possible emergency scenarios, developing trends, and long-term changes.

Sponsoring at this conference is the best way to get your product or service in front of county decision-makers and establish your company or organization as a leader in your field and as a partner for county governments.
Please note that the schedule is tentative and subject to change. Check www.mdcounties.org for updates.

### Wednesday, December 7, 2016

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>9:00 am - 4:30 pm</td>
<td>Registration</td>
</tr>
<tr>
<td>9:00 am - Noon</td>
<td>Coffee Station</td>
</tr>
<tr>
<td>9:00 am - 11:00 am</td>
<td>Exhibits Set Up</td>
</tr>
<tr>
<td>11:00 am - 6:30 pm</td>
<td>Exhibits Open/Cyber Café Open</td>
</tr>
<tr>
<td>Noon - 1:00 pm</td>
<td>Lunch Roundtables</td>
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<tr>
<td>1:15 pm - 2:45 pm</td>
<td>Academy Core Session</td>
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<tr>
<td>1:15 pm - 2:30 pm</td>
<td>AFFILIATE SESSIONS</td>
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<tr>
<td>2:30 pm - 3:00 pm</td>
<td>Popcorn Break with the Exhibitors</td>
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<tr>
<td>2:45 pm - 3:00 pm</td>
<td>Coffee Break</td>
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<tr>
<td>3:00 pm - 5:00 pm</td>
<td>Academy Core Session</td>
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<tr>
<td>3:00 pm - 4:00 pm</td>
<td>AFFILIATE SESSIONS</td>
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<tr>
<td>5:30 pm - 6:30 pm</td>
<td>Welcoming Reception</td>
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<tr>
<td>6:30 pm - 8:30 pm</td>
<td>Welcoming Banquet (ticket required)</td>
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<tr>
<td>8:30 pm - 9:30 pm</td>
<td>Dessert Reception Sponsored by MACo's Corporate Partners</td>
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<tr>
<td>9:30 pm - 11:30 pm</td>
<td>After Hours Party</td>
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### Thursday, December 8, 2016

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<tr>
<td>7:30 am - 3:30 pm</td>
<td>Exhibits Open/Cyber Café Open</td>
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<tr>
<td>7:30 am - 3:30 pm</td>
<td>Registration</td>
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<tr>
<td>7:30 am - Noon</td>
<td>Coffee Station</td>
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<tr>
<td>7:30 am - 9:00 am</td>
<td>Continental Breakfast</td>
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<tr>
<td>7:30 am - 8:45 am</td>
<td>County Elected Officials Breakfast &amp; Business Meeting (ticket required)</td>
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<tr>
<td>9:00 am - 10:15 am</td>
<td>General Session</td>
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<tr>
<td>10:15 am - 10:30 am</td>
<td>Coffee Break</td>
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<tr>
<td>10:30 am - 11:45 am</td>
<td>General Session</td>
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<tr>
<td>11:45 am - 12:45 pm</td>
<td>Buffet Lunch (ticket required)</td>
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<td>11:45 am - 12:45 pm</td>
<td>Women of MACo Lunch (ticket required)</td>
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<tr>
<td>Noon - 2:00 pm</td>
<td>Spouse Lunch (registration required)</td>
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<tr>
<td>12:30 pm - 1:00 pm</td>
<td>PREMIER SPONSOR SHOWCASE</td>
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<td>12:45 pm - 1:45 pm</td>
<td>Open Time to Browse Exhibits</td>
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<tr>
<td>1:15 pm - 1:45 pm</td>
<td>PREMIER SPONSOR SHOWCASE</td>
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<td>1:45 pm - 2:00 pm</td>
<td>Coffee Break</td>
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<td>2:00 pm - 3:00 pm</td>
<td>AFFILIATE SESSIONS</td>
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<tr>
<td>3:00 pm - 3:30 pm</td>
<td>Chocolate Break with the Exhibitors</td>
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<tr>
<td>3:30 pm - 4:30 pm</td>
<td>AFFILIATE SESSIONS</td>
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<tr>
<td>5:30 pm - 6:30 pm</td>
<td>Inaugural Banquet Reception</td>
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<tr>
<td>6:30 pm - 8:30 pm</td>
<td>Inaugural Ceremony/Awards Banquet (ticket required)</td>
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<tr>
<td>8:30 pm - 9:30 pm</td>
<td>President’s Reception</td>
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<tr>
<td>9:30 pm - 11:30 pm</td>
<td>After Hours Party</td>
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### Friday, December 9, 2016

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<tr>
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<tbody>
<tr>
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<td>Registration</td>
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<tr>
<td>7:30 am - 9:30 am</td>
<td>Continental Breakfast</td>
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<tr>
<td>7:30 am - 10:30 am</td>
<td>Coffee Station</td>
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<tr>
<td>8:00 am - 9:30 am</td>
<td>Academy Core Session</td>
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<tr>
<td>9:30 am - 10:45 am</td>
<td>2017 General Assembly Forecast</td>
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<tr>
<td>10:45 am - 11:00 am</td>
<td>Coffee Break &amp; Hotel Check-out</td>
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<tr>
<td>11:00 am - 12:30 pm</td>
<td>Closing General Session</td>
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<tr>
<td>12:30 pm - 1:00 pm</td>
<td>Closing Session Boxed Lunches</td>
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</tbody>
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**Sponsor Showcase**

*An exclusive opportunity for MACo Winter Conference Sponsors!*

- 30-minute educational sessions
- All content belongs to the sponsor/presenter – partisan and campaign-oriented presentations strictly prohibited!
- MACo will provide the room, projector, screen and internet connection.

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

Wednesday, 4:00 pm - 4:30 pm
Thursday, 1:15 pm - 1:45 pm
Thursday, 8:15 am - 8:45 am
Thursday, 4:30 pm - 5:00 pm
Thursday, 11:45 am - 12:15 pm
Thursday, 12:30 pm - 1:00 pm

MACo promotes the Showcase through their blog, special emails to attendees, and a flyer given to attendees at check-in. Please contact Kaley Schultze for questions or to reserve your sponsor showcase session. Sessions are available on a first-come first-served basis and are only available to Sponsors of $1,500 or more.

*Starred times are for Corporate Partners Only*
**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 are EXCLUSIVE sponsorships, and will only have one sponsor.

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**Power Zone Lounge—$3,000**

*Our attendees need a quiet place to 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. A room will be set aside for attendees to use as they need it.

*Also held in this room are our “Sponsor 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
- **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!

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**Registration—$3,000**

*Be out in front of the crowd!*

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

- Sponsor’s logo and company link included on the following:
  - Promotional Emails
  - 6-Week Countdown Email
  - Digital and Printed Promotional Brochure
  - Conference registration webpage
  - Update emails sent to registrants
  - Post-conference survey email
- Sponsor logo printed on the following:
  - Prominent Signage near registration desk
  - Registration folio notepads
- Sponsor promotional material may be displayed at MACo Registration Desk
- **Audience:**
  - Over 1,000 unique views of pre-event promotional material
  - 6-Week Countdown Email sent to over 8,000 individuals for the 6 weeks leading up to conference, PLUS
  - Each of our 500+ attendees will see your branding at least 6 times on our pre-conference materials, resulting in 2,400 views among registered attendees!

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**Welcoming Banquet Host—$3,000**

*Put a face on your company’s name!*

The Winter Conference Welcoming Banquet is the official start of our Winter Conference. This year, our dinner will celebrate the career of “MACo’s Grand Dame” Baltimore City Council Member Rikki Spector.

- Sponsor receives 5 Banquet tickets & reserved seats at a VIP table near the stage
- Sponsor logo printed on event ticket
- Sponsor logo printed on both sides of the table number cards—there are usually about 30 tables of 10 people each
- **Audience:** Approx. 400 people will attend
Inaugural Banquet & Awards Ceremony—$3,000

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

The hallmark of MACo’s Winter Conference is the inauguration of MACo’s incoming Board of Directors, traditionally presided over by the Governor of Maryland. The room will be packed with local government leaders, Senators, and Delegates who will be eager to hear more about the Administration’s plans and thoughts for the upcoming 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 4, 2016)
- 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

*Make a first impression...over and over again!*  
SOLD

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

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

Mobile Device Charging Station—$2,000

*Give them the charge they need!*  
SOLD

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

- Sponsor logo displayed on the mobile charging station
- **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. Lead Sponsorships are co-sponsorships unless marked as EXCLUSIVE.

**Hyatt Hotel Room Keycards—$2,750**

*Be the key to their home-away-from-home! EXCLUSIVE—only one sponsor!*

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
- **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!

**Coffee Breaks—$2,000**

*Get your logo into the hands of our attendees! EXCLUSIVE—only one sponsor!*

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

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

**WiFi Sponsor—$2,500**

*Facilitate the connection! EXCLUSIVE—only one sponsor!*

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!

**After Hours Party (Wednesday OR Thursday)—$2,500**

*Be the host!*

Our guests like to gather in the evenings for networking and socializing. You could be the sponsor of the refreshments on Wednesday OR Thursday evening from 9:30—11:30 pm. Decide the menu and offerings and have a representative present to welcome guests!

- Sponsor verbally thanked by MC at the end of that evening’s Banquet, guests encouraged to attend
- Sponsor receives 2 tickets to the evening’s Banquet
- **Audience:** Most of our 500+ guests end up in Michener’s Library after the day’s programming is complete

**Sponsor to pay for catering fees or bar bill in addition to sponsorship contribution.**
Sponsorship & Advertisement Opportunities

Supporting 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.

Stylus Pens—$2,000

Give them a gift they'll 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

**SOLD**

Welcoming Banquet Co-Sponsor—$1,000

Get a front row seat!

This event is the official start of our Winter Conference. Our dinner this year celebrates the career of Baltimore City Council Member Rikki Spector.

- 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

**SOLD**

Inaugural Banquet & Awards Ceremony Wine Service—$2,000

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 450+ 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!

**SOLD**

Winter Conference Email Blast—$1,000

We’ll help you get into their inbox! (ONLY 2 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 receive this email!
Inaugural Banquet VIP Table—$1,500
Secure 10 of the best seats in the house and invite guests to join you! (1 SOLD, 2 TABLES AVAILABLE)

Our most highly-attended event is our Inaugural Banquet. Traditionally, the Governor installs our Board of Directors and addresses the guests with his thoughts for the upcoming General Assembly Session. Get great seats and invite potential partners and customers to join you!

- Sponsor receives 1 table near the stage
- 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, 2016)
- Sponsor receives 2 tickets to the Inaugural Banquet following the Reception
- Audience: Approx. 450 people attend this reception (including the Governor of Maryland!)

Inaugural Banquet & Awards Ceremony Centerpieces—$1,500
Be at the center of the conversation!

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

- Sponsor logo printed on the giveaway ticket hidden under a place setting at each table
- Verbal acknowledgement from the new MACo President—his first official duty!
- Audience: 450+ banquet guests will hear the new President thank you for your sponsorship as he asks guests to check their place settings for the winning ticket. About 45 individuals take home a centerpiece!

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 2017 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.

- 2017 General Assembly Forecast (350 copies)—$1,000
- 1 of 2 General Sessions (350 copies)—$1,000
- Closing General Session (250 copies)—$750
More 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.

Continental Breakfasts—$1,500

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
- **Audience:** Approx. 500 people over 2 days yields an estimated 1,000+ views of your logo!

Wednesday or Friday Lunch—$1,250 each

Keep them fueled up for a great day! **Thursday—SOLD**

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. 3)
- Sponsor will receive 1 lunch ticket
- **Audience:** Approx. 400 people will attend

Wednesday Popcorn Break or Thursday Chocolate Break—$1,000

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 NEW breaks are sure to be very popular with our attendees!

- Sponsor may display promotional materials on a table near the break
- Sponsor logo displayed on signage
- **Audience:** Approx. 300 people will attend

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 3 standing hand sanitizer dispensers near food and beverage stations
- **Audience:** Approx. 500 attendees walk through our halls each day and will most likely take advantage of this offering several times each day
Features Include:
- Social posting via the “Activity Feed”
- Robust registrant, sponsor, and exhibitor profiles
- Ability 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)

Activity Feed
Activity feed is the second screen users see. Participants post conference thoughts and experiences here. Pictured in this image is U.S. Congressman Dutch Ruppersberger from the Activity Feed at our 2014 Summer Conference. Also pictured is a comment from user Diana Abney about a session she attended.

Promoted Post
A promoted post will “stick” to the top of the Activity Feed. Promoted posts can be text, text and an image, or a survey. The Activity Feed was a very popular feature of this app at our 2015 Summer Conference! Don’t miss this opportunity to get your promoted post seen by all of our app users!

Sponsored Link
Get your organization’s link onto the mobile app menu! Users can click on the link and be redirected to the sponsor’s website. (lead sponsor only)
**Sponsorship & Advertisement Opportunities**

**MOBILE APP SPONSORSHIPS**

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

**All Mobile App Sponsors will receive:**

- Sponsor credit on mobile app signage—to be placed throughout the main conference foyer
- Sponsor credit on blog, website, printed program, general sponsor signage, and sponsor business listing in printed program and app

**Audience:** Approx. 400 people. Most of our attendees will download and use this app.

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**Mobile App Lead Sponsor - $2,500**

*(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: 400
- Sponsor's text included as a mobile app promoted post — 1 of 6 rotating ads displaying 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
- 1 full conference registration

**Mobile App Co-Sponsor - $1,500**

*(1 SOLD, 1 available)*

- Sponsor's text 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 booklet

**Promoted Post Sponsor - $500-$750**

*(3 available)*

- Promoted post will be one of 6 rotating posts displayed at the top of the Activity Feed. HIGH VISIBILITY!

**Options:**

- Text Only: 140 text characters—$500
- Survey: Text that links out to a survey within the app—$750

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**SAVE THE DATE**

**MACo Summer Conference**

August 16-19, 2017 | Roland Powell Convention Center | Ocean City, Maryland
**Sponsorship & Advertisement Opportunities**

**Program Booklet Advertisements**

Each of our 500+ 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!

- **SOLD** Back Cover — 5.5” wide by 7.5” tall (color ad) $1,000  
- **SOLD** Inside Front Cover — 5.5” wide by 8.5” tall (color ad) $750  
- **SOLD** Inside Back Cover — 5.5” wide by 8.5” tall (color ad) $750  
- **SOLD** Full Page — 5.5” wide by 8.5” tall (black & white ad) $300  
- **SOLD** Half Page — 5.5” wide by 4.25” tall (black & white ad) $150  
- **SOLD** Center 2-Page Spread — 11” wide by 8.5” tall (black & white ad) $1,250  
- **SOLD** At-a-Glance Cards—3” wide by 2” tall, bottom of schedule card (black & white) $500

AD SPECS: Email artwork to Kaley Schultze at kschultze@mdcounties.org by November 14, 2016. 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 RBG 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 16, 2016 directly to Kaley Schultze at kschultze@mdcounties.org.

**General Sponsorships**

**Affiliate Meeting Sponsor—$1,000**

*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 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.

**Contributing Sponsors—$500-$2000**

- $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
MACo Corporate Partner Winter Conference Benefits

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<th>Winter Conference Benefits</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
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<tbody>
<tr>
<td>Exhibit Booth</td>
<td>Free</td>
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<tr>
<td>Space available on a limited basis. <em>Apply by November 3, 2016</em></td>
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<tr>
<td>Free Full Conference Registrations</td>
<td>4</td>
<td>2</td>
<td>1</td>
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<tr>
<td>Additional Conference Registrations at Reduced County Member Rate</td>
<td>Unlimited</td>
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<td>Complimentary Event Sponsor</td>
<td>Inaugural Banquet</td>
<td>Welcoming Banquet</td>
<td>Inaugural Banquet Reception</td>
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<td>Complimentary Program Advertisement</td>
<td>Full Page</td>
<td>Full Page</td>
<td>Half Page</td>
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<tr>
<td>Program &amp; Onsite Corporate Partner Signage</td>
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<td>Dessert Reception</td>
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**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 to the attendees and installs MACo’s new Board of Directors.

- ♦ All Partners receive complimentary premier booth space in the conference center foyer.
- ♦ All Partners receive complimentary registrations depending on partnership level.

**Summer Conference and Crab Feast** - More than 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 than 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

“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 Winter Conference benefits listed above in time for the 2016 event!**
MACo SPONSORSHIP & ADVERTISING AGREEMENT

Complete & return by November 14, 2016 (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

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

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 City ____________________________

Name on Card ____________________________ Signature ____________________________

MAIL or FAX completed form with payment to: MACo—Attn: Kaley Schultze, 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 Kaley at kschultze@mdcounties.org

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

- The opportunity for companies to market their products and services to hundreds of local government officials, staff members, Senators, Delegates, and others involved in Maryland’s government.
- Networking and partnership-building events affording face-to-face interaction with Maryland’s county decision-makers
- Access to educational forums and sessions that are shaping public policy in Maryland—join in the conversation!

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

**SPONSORSHIPS & CORPORATE PARTNERSHIPS:**
Kaley Schultze  
*Outreach Coordinator*
Ph: 410.269.0043  
Email: kschultze@mdcounties.org

**OTHER CONFERENCE QUESTIONS:**
Virginia White  
*Meetings & Events Director*
Ph: 410.269.0043  
Email: vwhite@mdcounties.org

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

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

**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.