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

EXHIBITOR BROCHURE
Why Exhibit?

- Gain one-on-one access to more than 400 of Maryland's county decision-makers, legislators, and State government officials
- Increased visibility for each exhibitor due to the limited and exclusive number of Tabletop Exhibits available (only 55 available)
- Exhibiting creates rapport-building opportunities with potential customers
- Exhibits are located in the main access foyer outside meeting rooms and in a dedicated room with our coffee breaks, guaranteeing that your exhibit will be seen frequently
- Cost-effective way to reach county government officials from all 24 Maryland jurisdictions

Exhibit Schedule

**Wednesday, December 7, 2016**
- 9:00 am – 11:00 am – Set-up
- 11:00 am – 6:30 pm – Exhibiting Hours

**Thursday, December 8, 2016**
- 7:30 am – 3:30 pm – Exhibiting Hours
- 3:30 pm - 5:00 pm - Break-down

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.
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>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 am - 4:30 pm</td>
<td>Registration</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>
</tr>
<tr>
<td>1:15 pm - 2:45 pm</td>
<td>Academy Core Session</td>
</tr>
<tr>
<td>1:15 pm - 2:30 pm</td>
<td>AFFILIATE SESSIONS</td>
</tr>
<tr>
<td>2:30 pm - 3:00 pm</td>
<td>Popcorn Break with the Exhibitors</td>
</tr>
<tr>
<td>3:00 pm - 5:00 pm</td>
<td>Academy Core Session:</td>
</tr>
<tr>
<td>3:00 pm - 4:00 pm</td>
<td>AFFILIATE SESSIONS</td>
</tr>
<tr>
<td>5:30 pm - 6:30 pm</td>
<td>Welcoming Reception</td>
</tr>
<tr>
<td>6:30 pm - 8:30 pm</td>
<td>Welcoming Banquet</td>
</tr>
<tr>
<td>8:30 pm - 9:30 pm</td>
<td>Dessert Reception Sponsored by MACo’s Corporate Partners</td>
</tr>
<tr>
<td>9:30 pm - 11:30 pm</td>
<td>After Hours Party</td>
</tr>
</tbody>
</table>

**Thursday, December 8, 2016**

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

**Friday, December 9, 2016**

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

**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  Friday, 9:00 am - 9:30 am
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
Corporate Partner Winter Conference Benefits

<table>
<thead>
<tr>
<th>Winter Conference Benefits</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Booth</td>
<td>Free</td>
<td>Free</td>
<td>Free</td>
</tr>
<tr>
<td>Space available on a limited basis.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apply by November 3, 2016</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>Complimentary Event Sponsor</td>
<td>Inaugural Banquet</td>
<td>Welcoming Banquet</td>
<td>Inaugural Banquet Reception</td>
</tr>
<tr>
<td>Complimentary Program Advertisement</td>
<td>Full Page</td>
<td>Full Page</td>
<td>Half Page</td>
</tr>
<tr>
<td>Program &amp; Onsite Corporate Partner Signage</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Dessert Reception</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

**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 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

**“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!
**Application & Contract for Exhibit Space**

**Complete & return by November 14, 2016 (to be listed in the Printed Program)**

Company Name (as it will be listed in program) ________________________________

PRINT Name of Contact ____________________________________________________

Title ____________________________________________________________________

Mailing Address ___________________________________________________________

City ___________________________ State _______ Zip _________________________

Phone____________________ Fax _______________ Email ______________________

Web Address ____________________________________________________________

**Business Description** (for the printed program - If left blank, no description will be in the program)

Please feel free to email description to lvelasco@mdcounties.org: __________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

**Please indicate your choice of exhibit opportunities below:**

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Option</th>
<th>Items Included</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Table-top Exhibits—MACo Corporate Partners</td>
<td>A six (6) foot x two (2) foot skirted table and two chairs, name badges for two (2) booth personnel (meal tickets not included), a listing in the program, and a post-event spreadsheet of all conference attendees</td>
<td>FREE</td>
</tr>
<tr>
<td></td>
<td>Table-top Exhibits—All Others</td>
<td>Same as above (space is limited—we will start a waitlist if needed)</td>
<td>$600</td>
</tr>
</tbody>
</table>

**Total Due:**

*For your application to be accepted, you must read and sign MACo’s Terms, Conditions, and Rules (attached).*

**PAYMENT:** Check or Money Order payable to MACo. Your confirmation/receipt will be emailed to the email address on this form.

Please check appropriate box:  ☐ Check   ☐ Visa   ☐ MasterCard

Card Number ______________________________________________________ Exp. Date ________________________

Name on Card __________________________ Signature __________________________

Billing Address ____________________________________________________________________________________

**MAIL or FAX completed form with payment to:**

MACo—Attn: Leslie Velasco, 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? lvelasco@mdcounties.org
Tabletop Exhibits - The cost for the tabletop exhibit is $600 (except for Corporate Partner exhibits, which are included in the Corporate Partner benefits). Tabletop exhibits include a six (6) foot x two (2) foot skirted table and two chairs. Also included are name badges for two (2) booth personnel (meal tickets not included), a listing in the program, and a post-event spreadsheet of all conference attendees.

- Electrical power and any audio-visual/internet connections must be ordered from Swank Audio PSAV. Audio-visual aids or equipment volume may not by played at a level to interfere with adjacent displays.
- Meal tickets and attendee registration may be purchased through MACo.
- Tabletops will be located in the public area outside the session rooms and in the Choptank Ballroom. Table assignments will be made in the order that contracts were received. The rental fee must accompany applications for space. Firm table assignments will not be made until payment is received. MACo, in its sole discretion, reserves the right to make changes in space assignment that it deems to be in the overall best interest of the Exhibits.
- If a waitlist is needed, it will be on a first-come first-served basis and notification of waitlist status will be made in mid-November.

Payment and Cancellation - The full rental fee must accompany contract before space is assigned. Vendors may cancel this agreement by written notice to MACo. Cancellations made prior to November 18, 2016 will be subject to a 50% cancellation fee. No refunds will be made on cancellations after November 18, 2016.

Limitation of Liability - The vendor shall indemnify the organizers against all claims, demands, actions, expenses, damages penalties or proceedings arising out of or in any way connected with the exhibitor's occupancy and use of the exhibition premises or any part thereof. Vendors will be required to meet the cost of making good any damage to floors, walls, structures and accessories.

Security and Insurance - The exhibition areas will not be secured. During exhibit hours, MACo will take reasonable care to ensure security in the exhibition area. Outside of the exhibit hours, materials and equipment should be removed and secured. MACo will not be liable for damage or loss to exhibitor's property, nor shall MACo be liable for any injury that may occur in the exhibition area. Vendors are responsible for making their own insurance and material storage arrangements.

Protection of Display Area - Nothing shall be posted on or tacked, nailed, screwed or otherwise attached to columns, walls, floors, or other parts of the hotel, conference or exhibit area without permission from the proper building authority and MACo.

Installation and Dismantling - All tabletop displays must be in place and set up by the time of the official opening to the show. Space not occupied or set up by that time may be reassigned for other purposes.

Default Occupancy - Any vendor failing to occupy space which has been contracted is not relieved of the obligation of paying for such space at the full rental price, and the Exhibition Management shall have the right to use such space as it sees fit.

Distribution of Printed Matter, etc. - Vendors shall not distribute to conference attendees printed matter, samples, souvenirs and the like, except from within rented spaces. Special distribution of such matter elsewhere must be approved by MACo.

Agreement to Conditions - Each vendor for himself/herself and his/her employees agrees to abide by these conditions, it being understood and agreed that the sole control of the exhibits rests with MACo.

Amendments - MACo shall have sole authority to interpret and enforce all rules and regulations contained herein, and to make any amendments thereto and to make such further rules and regulations as shall be necessary for the orderly conduct of the exhibits.

Acoustical and decorative material including, but not limited to, cotton, hay, paper, straw, moss, split bamboo, and wood chips shall be flame-retardant treated to the satisfaction of the authority having jurisdiction.

You must sign the next page and include it with your application.
READ AND SIGN
As an official company representative, I hereby certify that I have read and understand the rules and regulations set forth in this complete document. I understand that this document is an official contract. I understand that space is available on a first-come, first-served basis and that completion of this form does not guarantee that space will be available. I understand that my payment will not be deposited unless booth space is assigned. I understand that the exhibit must be set up by 11:00 am on Wednesday, December 7, 2016 and that failure to do so may result in space forfeiture and no refund on any fees paid. I also understand that there will be a penalty for dismantling the exhibit before 3:30 pm on Thursday, December 8, 2016. I understand and agree to the following refund policy:

Refund Policy: 50% of the exhibit fees will be refunded if request is received in writing (FAX, email, mail) at MACo prior to November 18, 2016. No refunds for space after November 18, 2016. There are no refunds on extra meal tickets or badges after November 18, 2016.

BY: ______________________________________  [Authorized Signature]
    [Print Name]

TITLE: _____________________________________  DATE _______________________
    [Please Print]

INSTRUCTIONS
Please read all pages of this contract carefully, print or type all information requested and sign and date this page.

Remit pages 6 & 8 with payment of total Exhibit Space Rental to:
MD Association of Counties, Attention: Leslie Velasco: 169 Conduit Street, Annapolis, MD 21401
Fax: 410.268.1775

Exhibit hours are Wednesday, December 7, 2016 from 11:00 am—6:30 pm, and Thursday, December 8, 2016 from 7:30 am—3:30 pm.
Exhibit set-up will be on Wednesday, December 7, 2016 from 9:00 am—11:00 am and break-down is on Thursday, December 8, 2016 from 3:30 pm—5:00 pm.

HYATT REGENCY CHESAPEAKE BAY HOTEL
100 Heron Blvd, Cambridge, Maryland 21613

Discounted Hotel Room Rates
(per room, per night, 13.5% tax additional if applicable)
Single/Double Occupancy: $133.00
Triple Occupancy: $158.00
Quadruple Occupancy: $183.00
Water-view: $40.00 additional

Reservations
By Phone: 888.421.1442
(be sure to ask for the Maryland Association of Counties Winter Conference discounted rate)

Online: Reserve our discounted rate through the Hyatt’s online reservation portal

Hotel Policies
Room Block Deadline: November 15, 2016
Please reserve your room before this date. Reservations made after this date will be subject to availability & prevailing rates.
The MACo Group Rate is valid for 2 days before and 2 days after the Conference.

MACo Guests do not pay the $20 Daily Resort Fee.

Hotel Room Cancelation Policy: Cancellations must be made 72 hours prior to arrival date to receive a full refund.
“At Nationwide Retirement Solutions, we strive to have partners who share our enthusiasm for and understanding of the importance of helping Public Sector employees be prepared for retirement. Over the last 25 years we’ve had the opportunity to share those ideas with the members of MACo.

Throughout the year we attend many conferences, and we are always certain the MACo Summer and Winter Conferences are first on our calendar because they allow us to maintain existing relationships and provide excellent opportunities to develop new ones.”

~ Scott Wamboldt, Nationwide Retirement Solutions

"There is no better way to learn, grow, and connect with Maryland county officials and staff than at the MACo Winter Conference! This conference is a ‘must attend’ for our organization every year!"
Andrew Goldschmidt, National Association of Counties

“What a great time. We were talking about the people who do such a good job in safety and health for their counties. We’re honored to be able to answer questions about workers’ compensation and benefits of being part of a great organization. The new relationships we build within MACo are priceless. Thank you for your support.”
Mario Melfa, Chesapeake Employers’ Insurance Company

“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.”
Dee Freeman, Motorola Solutions, Inc.

“As a Corporate Partner and exhibitor at the MACo conferences, Cigna has enjoyed working with the MACo team and counts these conferences as a key opportunity to meet and connect with county officials and staff.”
Beth W. Truffer, Cigna
Exhibiting at the MACo Winter Conference 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 this unique opportunity, please contact one of the MACo staff members listed below:

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

**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

### SAVE THE DATE
MACo Summer Conference  
August 16 - 19, 2017  
Roland Powell Convention Center  
Ocean City, Maryland

**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.