“THE POWER OF PARTNERSHIP”
MARYLAND
Association of
COUNTIES

MACo WINTER CONFERENCE
December 6-8, 2017
Hyatt Regency Chesapeake Bay Hotel
Cambridge, Maryland

SPONSORSHIP & ADVERTISING BROCHURE
**Why Sponsor?**

**CONNECT WITH DECISION-MAKERS**
Join the 500+ county and state leaders and legislators who attend MACo’s Winter Conference. Leading into Maryland’s General Assembly Session (the intensive 90 days of law-making that affect all residents of our state), this event provides a forum for building solutions. Be a part of that discussion!

**BE A RESOURCE & INDUSTRY LEADER**
Provide the opportunity for government decision-makers to participate in the numerous educational sessions, workgroups, meetings, and briefings that will help shape Maryland’s policy landscape. Your contributions show you understand county issues and support their needs.

**BUILD LASTING PARTNERSHIPS**
Meet the leaders who approve the expenses, sign the contracts, procure the services, and MAKE THINGS HAPPEN. Our attendees are department heads, elected officials, and legislators—these are the people you need to meet!

The 2017 conference will focus on intergovernmental cooperation and ways that counties can partner with entities in the public and private sector to achieve the best results for Maryland’s residents. Sessions will highlight collaboration across county lines and service areas to address priorities like the opioid epidemic, Next Gen 9-1-1, and the environment, along with other important topics like mutual aid agreements and cooperative purchasing.

*Sponsoring 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.*
### Wednesday, December 6, 2017

<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 - Noon</td>
<td>Coffee Station</td>
</tr>
<tr>
<td>9:00 am - 11:00 am</td>
<td>Exhibits Set Up</td>
</tr>
<tr>
<td>10:00 am - 11:30 am</td>
<td>Pre-Conference Deep Dive Course</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 (ticket required)</td>
</tr>
<tr>
<td>1:00 pm - 2:30 pm</td>
<td>Academy Core Session</td>
</tr>
<tr>
<td>1:30 pm - 2:30 pm</td>
<td>EDUCATION SESSIONS</td>
</tr>
<tr>
<td>2:30 pm - 3:00 pm</td>
<td>Popcorn Break with the Exhibitors</td>
</tr>
<tr>
<td>2:45 pm - 3:00 pm</td>
<td>Coffee Break</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>EDUCATION SESSIONS</td>
</tr>
<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>Inaugural 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>Dueling Pianos Reception!</td>
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### Thursday, December 7, 2017

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<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>
</tr>
<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>
</tr>
<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>
</tr>
<tr>
<td>11:45 am - 12:45 pm</td>
<td>Buffet Lunch (ticket required)</td>
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<tr>
<td>11:45 am - 12:45 pm</td>
<td>Women of MACo Lunch (ticket required)</td>
</tr>
<tr>
<td>Noon - 4:00 pm</td>
<td>Spouse Lunch (registration required)</td>
</tr>
<tr>
<td>12:30 pm - 1:00 pm</td>
<td>PREMIER SPONSOR SHOWCASE</td>
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<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>
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<tr>
<td>2:00 pm - 3:00 pm</td>
<td>EDUCATION SESSIONS</td>
</tr>
<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>EDUCATION SESSIONS</td>
</tr>
<tr>
<td>5:30 pm - 6:30 pm</td>
<td>Awards Reception</td>
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<tr>
<td>6:30 pm - 8:30 pm</td>
<td>Awards Ceremony/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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### Friday, December 8, 2017

<table>
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<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>
</tr>
<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>2018 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.

30-minute timeslots are available:

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

MACo promotes the Showcase through their blog, special emails to attendees, and a flyer given to attendees at check-in. Please contact Nicolette Querry 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 $2,000 or more.

*Starred times are for Corporate Partners Only*
PREMIERE SPONSORSHIPS

Includes complimentary full-page program advertisement; sponsorship ribbon at conference; recognition on signage, in program & on MACo website, blog, and mobile app; and additional benefits as listed. All Premiere Level Sponsorships (except Inaugural Banquet) are EXCLUSIVE sponsorships, and will only have one sponsor.

Power Zone Lounge—$3,000

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. 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!

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!

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.

- 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

Table #5

MACo Winter Conference Welcoming Banquet hosted by:

Your logo here!

SOLD
Sponsorship & Advertisement Opportunities

MORE PREMIERE SPONSORSHIPS

Includes complimentary full-page program advertisement; sponsorship ribbon at conference; recognition on signage, in program & on MACo website, blog, and mobile app; and additional benefits as listed. All Premiere Level Sponsorships (except Inaugural Banquet) are EXCLUSIVE sponsorships, and will only have one sponsor.

Inaugural Banquet—$3,000

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

This event highlights county members who have excelled in public services and best practices!

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 6, 2017)
- 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. 350 attendees and guests join us for this dinner

Neckwallets—$3,000

*Make a first impression—over and over again!*

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!*

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.
**Lead Sponsorships**

Includes complimentary half-page program advertisement; sponsorship ribbon at conference; recognition on signage, in program & on MACo website, blog, and mobile app, and additional benefits as listed. Lead Sponsorships are EXCLUSIVE—there may only be one for each option.

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**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!

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**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!

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**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!

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

*Be the maestro of the evening! EXCLUSIVE—only one sponsor!*

Our guests like to gather in the evenings for networking and socializing. This year, MACo is providing **dueling pianos** as entertainment following the Welcoming Banquet on Wednesday night. This fun and interactive show will be a great way to help attendees unwind from an intense day of learning. Get your name on the pianos—it’s sure to be a hit and everyone will be talking about it!

- Sponsor naming rights—your name listed everywhere MACo advertises or mention this reception
- Sponsor logo displayed on pianos and signage pointing guests to the reception
- 1 complimentary full registration and 2 tickets to the Welcoming Banquet
- **Audience:** Most of our 500+ guests will plan to attend!
Awards Banquet Co-Sponsor—$2,000

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

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

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 350+ banquet guests will see these collared wine glasses when they sit down at their table. They can’t help but look at your logo and the collar slips off if they want to take home your information for follow-up!

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 received 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, 2017)
- 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 2018 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.

- **2018 General Assembly Forecast (350 copies)**—$1,000
- **1 of 2 General Sessions (350 copies)**—$1,000
- **Closing General Session (250 copies)**—$750
Wednesday, Thursday, or Friday Lunch—$1,250 each or $3,250 for all three!

Keep them fueled up for a great day!

Wednesday lunch kicks off our conference. Thursday lunch follows our General Sessions and precedes our Affiliate Sessions. Friday’s lunch follows our Closing Session and closes out the conference. All are great chances to sit down and talk with attendees about how your company can help them.

- Sponsor may display promotional materials on a table near the lunch buffet
- Sponsor logo printed on lunch tickets, given to each full registrant, and each daily registrant who purchases a ticket (if contract received by Nov. 3)
- Sponsor will receive 1 lunch ticket
- Audience: Approx. 400 people will attend

Continental Breakfasts—$1,500 (only one more left!)

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 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 breaks are 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

Daily Conference Email—$2,000

Help our attendees know what they shouldn’t miss each day of the conference!

MACo sends a daily conference email detailing hot topics and updates for each day of the conference.

- Sponsor logo, description, and link displayed in the body of the email
- Audience: Email will be sent to all registrants, exhibitors, speakers, and sponsors (approximately 750 people!)
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!

**Back Cover** — 5.5” wide by 8.5” tall (color ad) $1,000

**Inside Front Cover** — 5.5” wide by 8.5” tall (color ad) $750

**Inside Back Cover** — 5.5” wide by 8.5” tall (color ad) $750

**Full Page** — 5.5” wide by 8.5” tall (black & white ad) $300

**Half Page** — 5.5” wide by 4.25” tall (black & white ad) $150

**Center 2-Page Spread** — 11” wide by 8.5” tall (black & white ad) $1,250

**At-a-Glance Cards** — 3” wide by 2” tall, bottom of schedule card (black & white) $500

AD SPECS: Email artwork to Nicolette Querry at nquerry@mdcounties.org by November 6, 2017. 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 6, 2017, directly to Nicolette Querry at nquerry@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 (Eligible to host a Sponsor Showcase Session! See page 3)
MACo Corporate Partner Winter Conference Benefits

<table>
<thead>
<tr>
<th>Winter Conference Benefits</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
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</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>
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<tr>
<td><em>Apply by November 3, 2017</em></td>
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</tr>
<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</td>
<td>Unlimited</td>
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<td>County Member Rate</td>
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<tr>
<td>Complimentary Event Sponsor</td>
<td>Inaugural Banquet</td>
<td>Welcoming Banquet</td>
<td>Inaugural Banquet Reception</td>
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<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>
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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, Nicolette Querry, at 410.269.0043 or atnquerry@mdcounties.org. Sign up today and you can receive the Winter Conference benefits listed above in time for the 2017 event!
MACo SPONSORSHIP & ADVERTISING AGREEMENT

Complete & return by November 8, 2017 (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 __________________________

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Questions? Email Nicolette at nquerry@mdcounties.org

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

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Email: vwhite@mdcounties.org

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

**ABOUT MACO**

The Maryland Association of Counties (MACo) is a non-profit and non-partisan organization that serves Maryland’s counties by articulating the needs of local government to the Maryland General Assembly. The Association’s membership consists of county elected officials and representatives from Maryland’s 23 counties and Baltimore City.

MACo is the only organization serving the needs of county elected officials and governments across the state of Maryland.