



MARYLAND ASSOCIATION of COUNTIES

# Summer Conference

August 12-15, 2015 | Roland Powell Convention Center | Ocean City, MD

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



**BE** *Visible*

**MAKE** *Connections*

**BUILD** *Partnerships*

Important Dates to Remember:

- Immediately: Mail contract with 50% deposit to MACo
- June 5, 2015: Balance due - No refunds of any kind after June 5
- July 11, 2015: Extra Ticket Orders and Badge Names Form due
- August 12 - 15, 2015: MACo Summer Conference

*Become an Exhibitor!*

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

**EXHIBITOR BROCHURE**



## EXHIBIT BOOTH APPLICATION

TO: Potential Exhibitors  
FROM: Leslie Velasco, Exhibits Manager  
RE: 2015 Summer Conference Exhibit Application

You are invited to exhibit at the Maryland Association of Counties (MACo) Summer Conference on August 12–15, 2015, at the Roland Powell Convention Center in Ocean City, MD.

MACo's Summer Conference attracts over 2,000 of Maryland's county leaders, legislators, State government officials, and commercial and nonprofit representatives. Being visible at this event allows you access to everyone involved or related to local government, all in one place.

In addition to our 25 educational sessions, attendees will participate in workgroups, meetings, and briefings that will affect county government practices and policy.

**The theme this year is "Energize. Mobilize. Capitalize." and will focus on Maryland's economy—the challenges we can address, the actions we can take, and the strengths we can leverage to achieve the best gains for Maryland's counties and citizens.**

Following is the Exhibitor Brochure. Submit the included signed contract with a non-refundable deposit of 50% of the total booth cost to reserve your space. To ensure a space reservation, please return your completed contract as soon as possible. Booth space will be assigned on a first-come, first-served basis and will sell out quickly.

For sponsorship opportunities, please watch your email for the upcoming brochure and/or contact Kaley Schultze ([kschultze@mdcounties.org](mailto:kschultze@mdcounties.org)). Visit the MACo web site ([www.mdcounties.org](http://www.mdcounties.org)) for more sponsorship information as it becomes available.

**This year, in addition to Exhibit Hall A/B but instead of using Dockside Hall, we'll be using the Bayfront Ballroom on the second floor of the Convention Center.** Our county booths, tourism booths, and economic development booths will be housed in the Ballroom, along with our Welcoming Keynote Session and lunch on Thursday.

This new exhibit hall offers a beautiful view of the Isle of Wight Bay and guaranteed traffic as our Keynote Session rolls immediately into our Exhibit Hall Grand Opening. We'll also be offering a special educational session in this exhibit space for attendees to take a guided "tour" of the exhibit booths. Back by popular demand, our special "Taste of Maryland" reception will be held in the Bayfront Ballroom so that attendees can sample Maryland's local creameries, breweries, wineries, and other local food and beverages and explore our tourism offerings.

Please see the Exhibits At-a-Glance (page 5) for more details on the two exhibit halls, exhibit fees, and what's included.

MACo is looking forward to an exciting 2015 conference and we hope you will join us. Please feel free to call me at 410.269.0043 or email me at [lvelasco@mdcounties.org](mailto:lvelasco@mdcounties.org).

*Exhibiting at this conference is the best way to get your product or service in front of county elected officials and establish your company or organization as a leader in your field and as a partner for county governments.*

### 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. Learn more at [www.mdcounties.org](http://www.mdcounties.org).

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

# LOOKING FOR A BIG EXHIBITOR OPPORTUNITY?



The MACo 2015 Summer Conference offers the potential to bring you BIG results. County governments are searching for vendors offering virtually every business function and service found in Maryland.

From logistics to printing, finance to office administration, training to trash removal - county governments are looking for YOU! Or your competitors. Needless to say, if you want to do business with Maryland's counties, you should exhibit at the MACo Summer Conference.

## Market your business to decision-makers specializing in these

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

## 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 available for viewing to everyone—conference participants and others—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 for 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).

*Approximately 1,000 people register to attend this conference, including: County Executives, Council Members, and Commissioners; county staff from all county departments; Senators and Delegates; Congressmen; State and Federal officials and staff; and even the Governor himself!*

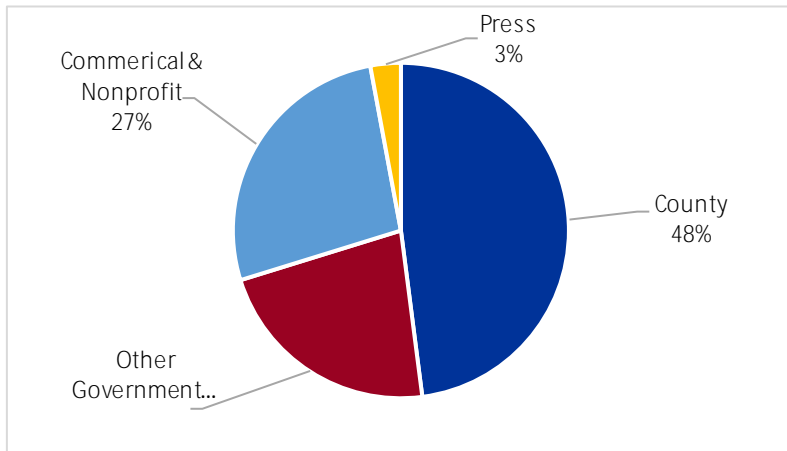
**Don't miss this opportunity to show what your company can do for Maryland's counties!**

# EXHIBIT WITH MACo

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

## 2014 SUMMER CONFERENCE ATTENDEES

We had 957 individual attendees join us for this event!

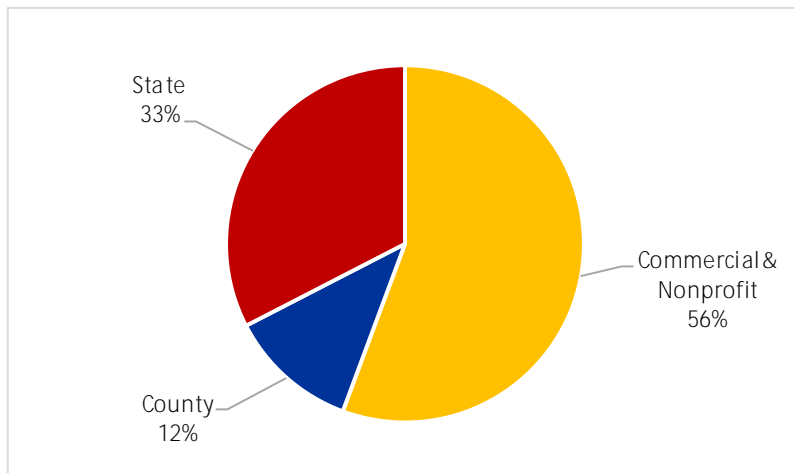


### ATTENDEES

County Elected Officials	12%
County Department Directors & Senior Staff	25%
Other County Staff	11%
Former County Elected Official	0%
State & Federal Legislators	7%
Municipal Elected Officials	1%
Governor's Cabinet Members/State Dept. Directors	4%
Other Government Directors	6%
Other Government Staff	4%
Commercial & Nonprofit Organization Directors	17%
Commercial & Nonprofit Organization Staff	10%
Press	3%

## 2014 SUMMER CONFERENCE EXHIBITORS

We had 221 companies and about 982 booth personnel exhibit with us!



### EXHIBITORS

Administration	3%
Aging	1%
Budget & Finance	3%
Communications	7%
Corrections and Public Safety	5%
Economic Development	8%
Engineering	7%
Environment	11%
Health	6%
Human Resources	1%
Human Services	1%
Information Technology	9%
Legal & Liability	1%
Local Government	3%
Parks & Recreation	4%
Planning & Land Use	6%
Purchasing & Procurement	5%
Schools & Education	6%
Tourism	11%

“As a first time exhibitor in 2013, we were not sure what sort of response we might expect. “Thrilled” with the County attendees’ response to our exhibition booth would be an understatement. Many times over the 3 days, we were overwhelmed with executives that wanted more details... We expect that we identified literally millions of dollars of new business opportunities during the conference!”

- Energy3, LLC

# MACo EXHIBIT BOOTHS AT-A-GLANCE

## Exhibit Hall A/B:

- Largest exhibit hall
- Houses Commercial and State booths—booths are 10 feet wide by 10 feet deep
- Exhibiting hours:
  - Wednesday SET-UP: 7:30 am—3:00 pm
  - Thursday: 10:00 am—4:30 pm
  - Friday: 9:00 am—2:00 pm
  - Friday BREAK-DOWN: 2:00 pm—9:00 pm
- Events and breaks in this hall:
  - Continental breakfast on Friday
  - Morning & afternoon coffee breaks on Thursday and Friday
  - Lunch on Thursday and Friday
  - Ice Cream & Fruit Break on Thursday
- Taste of Maryland Reception responsibilities:
  - None—exhibitors may attend the reception in the Bayfront Ballroom if they have a ticket
- Fees:
  - *Commercial: \$1,400*
  - *State: \$600*
  - *Adjoining additional booth (State or Commercial): \$1,000*

## Bayfront Ballroom:

- New exhibit space on second floor—replaces Dockside Hall
- Open THURSDAY ONLY
- Houses County, Tourism, and Economic Development booths—booths are 10 feet wide by 8 feet deep
- Exhibiting hours:
  - Wednesday SET-UP: 7:30 am—3:00 pm
  - Thursday: 10:00 am—6:30 pm (closed from 3:30 pm—4:30 pm for Reception set-up)
  - Thursday BREAK-DOWN: 6:30 pm—9:00 pm
- Events & breaks in this hall:
  - Morning & afternoon coffee breaks on Thursday
  - Welcoming Session and Keynote Speaker Presentation on Thursday
  - Lunch on Thursday
  - Educational session featuring a tour of the exhibits on Thursday
  - Ice Cream & Fruit Break on Thursday
  - Taste of Maryland Reception on Thursday
- Taste of Maryland Reception responsibilities:
  - Booth must be staffed from 4:30 pm—6:30 pm on Thursday
  - Exhibitors are encouraged to bring tasting samples from their region to pass out during the reception. Restrictions and guidelines apply—contact [lvelasco@mdcounties.org](mailto:lvelasco@mdcounties.org) for more information.
- Fees:
  - *Maryland Counties: FREE*
  - *Maryland Tourism & Economic Development: \$600*
  - *Adjoining additional booth (County, Tourism, or Economic Development): \$1,000*

## Included in Booth Fees (Both Halls)

- A 6-foot draped table
- Two chairs
- A trash receptacle
- One 110 electrical outlet up to 500 watts
- Two tickets per booth for the Thursday and Friday lunches, and the Thursday evening Taste of Maryland Reception in the Bayfront Ballroom
- Five (5) badges for booth staff
- A business description in the Summer Conference program and in the mobile app
- A copy of the Summer Conference program upon request
- Exhibitors may attend the educational sessions at no additional cost

Interested in  
FREE or DISCOUNTED  
booth space?

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

View the brochure at  
[mdcounties.org/CPBrochure](http://mdcounties.org/CPBrochure),  
or contact Kaley Schultze  
([kschultze@mdcounties.org](mailto:kschultze@mdcounties.org))  
for more details!

# EXHIBITOR TESTIMONIALS

“The Maryland State Firemen's Association (MSFA) has been an exhibitor at the MACo Summer Conference for years and it has been great for marketing our organization. The visibility, networking and accessibility to other organizations is very resourceful when it comes to getting more interest in your organization or product and helps to get your message out to other entities around the state of Maryland. If you haven't exhibited or attended, you should in 2014!”

—*Maryland State Firemen's Association*

“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*

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

—*Motorola Solutions, Inc.*

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

—*Delta Dental*

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

—*Cigna*

“The Maryland Association of Counties' (MACo) annual summer event has proven to be well worth the time and resources invested! **Black Box Network Services'** participation has been enlightening, profitable, and fun. **It's an awesome venue to** discover new products, meet potential clients, and have fun participating in the various themes and social events. It is well organized and the staff is extremely knowledgeable and helpful.

**It's an event worth attending, both from an exhibitor and a visitor's perspective; there's something for everyone. Hope to meet you there this year!**”

—*Black Box Network Services*

# 2014 EXHIBIT HALL PHOTOS



# 2015 CONFERENCE SCHEDULE

## WEDNESDAY, AUGUST 12, 2015

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	<b>Chesapeake Employers' Insurance Company</b> Financial Discussion & Reception



## THURSDAY, AUGUST 13, 2015

7:00 am - 4:00 pm	Registration
7:30 am - 9:30 am	Continental Breakfast
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 Halls Open
10:00 am - 6:30 pm	Cyber Café Open
11:30 am - 1:00 pm	Buffet Lunch—Exhibit Halls <i>(ticket required)</i>
1:00 pm - 1:45 pm	Special Topic Session
1:45 pm - 2:00 pm	Coffee Break
2:00 pm - 3:00 pm	<b>Affiliate Sessions</b>
2:30 pm - 3:30 pm	Ice Cream & Fruit Break <i>(ticket required)</i>
3:30 pm - 4:30 pm	Affiliate Sessions
4:30 pm - 6:30 pm	Taste of MD Reception <i>(ticket required)</i>
4:30 pm - 6:30 pm	<b>Kids' Party</b> <i>(separate registration required)</i>

### 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.

## FRIDAY, AUGUST 14, 2015

7:00 am - 2:30 pm	Registration
7:30 am - 8:45 am	<b>County Elected Officials' Forum, Breakfast, &amp; Business Meeting</b> <i>(ticket required)</i>
8:30 am - 10:00 am	Continental Breakfast
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 - 12:00 noon	General Session
11:30 am - 1:00 pm	Buffet Lunch <i>(ticket required)</i>
Noon - 1:00 pm	Working Luncheons <i>(ticket required)</i>
1:00 pm - 2:00 pm	Affiliate Sessions
2:00 pm - 2:15 pm	Coffee Break
2:15 pm - 3:15 pm	Affiliate Sessions
3:15 pm - 4:15 pm	<b>Governor's Cabinet Reception</b>
5:00 pm - 8:00 pm	Crab Feast <i>(ticket required)</i>

## SATURDAY, AUGUST 15, 2015

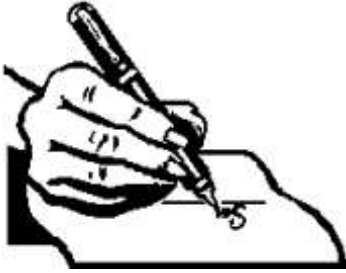
8:00 am - 10:30 am	Registration
8:00 am - 9:30 am	Continental Breakfast
8:15 am - 9:15 am	Full Buffet Breakfast
<i>Hosted by MACo's Corporate Partners</i>	
9:30 am - 11:00 am	Education General Session
11:00 am - 11:15 am	Coffee Break
11:15 am - 12:15 pm	<b>Governor's Address</b>
12:15 pm	Adjournment



Listed above is a condensed version of the full schedule—it is subject to change. Please check [www.mdcountries.org/MACoCon](http://www.mdcountries.org/MACoCon) for details and updates.



# APPLYING FOR EXHIBIT SPACE



Complete & sign the Application/Contract and mail it to MACo with your 50% deposit (County booths do not require a deposit but we need a contract as soon as possible to hold your space). Full payment is due by June 5, 2015. Booths not paid in full by June 5 will be automatically resold, forfeiting the deposit. Booth space assignments will be made on a first-come, first-served basis. Applications are dated and numbered as received.

Booth space confirmations will be mailed by May 11, 2015. Please do not call before May 11 to check on your confirmation. **Your confirmation packet will also include the “Name Badges & Extra Tickets Order Form,” the “Convention Center Services Rental Order Form,” as well as additional information about the conference.**

Mail the completed application and deposit **AS SOON AS POSSIBLE**. Faxed contracts will not be processed without a Purchase Order or credit card information (Master Card or VISA only) for the deposit.

## MACo IS NON-PARTISAN

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

## PARKING RULES

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

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

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

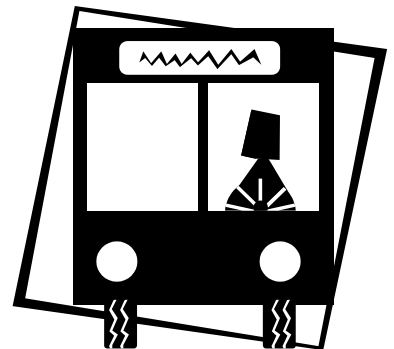
## TAKE THE BUS!

### Riding the bus is **COMPLIMENTARY!**

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

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

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



# CONVENTION CENTER INFORMATION

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

## Included in Booth Fees

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

Bayfront Ballroom booths: **10' wide x 8' deep**

- A 6-foot draped table
- Two chairs
- A trash receptacle
- One 110 electrical outlet up to 500 watts
- Two tickets per booth for the Thursday and Friday lunches, Thursday Ice Cream Break, and the Thursday evening Taste of Maryland Reception in Bayfront Hall
- Five (5) badges for booth staff
- A business description in the Summer Conference program and in the mobile app
- A copy of the Summer Conference program

## Additional Fees

(Order Directly From  
Roland Powell Convention Center)

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

# ADDITIONAL INFORMATION

- Advance meal tickets may be ordered at the MACo County Member rate after booth space confirmations are distributed. Tickets purchased at the conference will be charged the on-site rate.
- At the Convention Center, there are no hand trucks or dollies available for your use. Please bring your own.
- The booth backdrop and dividers are made of flameproof drape fabric. The dividers between the booths are 3 feet high and the backdrop is 8 feet high (Hall A/B) or 3 feet high (Bayfront Ballroom).
- **Exhibitors' Service Request and Rental Order** Form lists all of these items/charges and will be mailed to all exhibitors with your space confirmation by May 11.

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

# BOOTH SPACE ASSIGNMENT

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

# WHAT'S NEW AT THE MACo SUMMER CONFERENCE?

## ***Dockside Hall is too small! We're trying out the Bayfront Ballroom***

Due to the Convention Center's construction, Hall C no longer exists—the Convention Center's new exhibit hall, Dockside Hall, seems to be too small for our needs, so we're trying out exhibits in the Bayfront Ballroom on the second floor. County booths and Maryland tourism/economic development-focused booths will be featured here and will only be open for Thursday.

## ***Improved Reception Experience—it's all about the Taste of Maryland!***

Our Taste of Maryland Reception has been a huge success. It offers our attendees and guests a chance to sample Maryland food and beverages, network with other conference participants, and still be able to attend the many events and activities happening outside of our conference that evening.

This year, the Reception will be in the Bayfront Ballroom from 4:30 pm—6:30 pm. Each exhibit booth will receive 2 tickets to the Taste of Maryland Reception and Bayfront Ballroom exhibitors are asked to staff their booths and provide tasting samples (maximum sample sizes: 2 oz food; 2 oz wine; and 4 oz nonalcoholic beverages).



Heavier hors d'oeuvres will be offered in addition to the tasting samples so that this event will function more like a meal. The larger space in the Bayfront Ballroom will ensure that all of our guests have an opportunity to visit our county and tourism booths.

Exhibit Hall A/B will close at 4:30 pm so that Hall A/B exhibitors and attendees can all participate in the Taste of Maryland Reception and network over some of our wonderful Maryland wines, cheeses, popcorn...and more!

## ***MACo's Virtual Exhibitor Showcase***

- All exhibits can submit a 30 second video clip—must be submitted by July 10, 2015 to [velasco@mdcounties.org](mailto:velasco@mdcounties.org)
- Clips will be displayed on MACo's website for an entire month before and after the conference
- Clips will be viewable by everyone—not just conference registrants and exhibitors!
- MACo will feature the Virtual Exhibitor Showcase on its blog and in its weekly e-Newsletter (MACo's blog gets over 1100 hits on the day the e-Newsletter goes out!)

This is your chance to tell our attendees who you are, what you do, and why they should come visit your booth at MACo's Summer Conference. Get on their list of must-meet exhibitors before they even arrive in Ocean City! You can also get your information out to MACo's blog-reading audience: hundreds of people who read our blog DAILY.

“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.

# EXHIBIT HALL THEME:



## *Planes, Trains, and Automobiles*

**Emphasizing the importance of travel  
on our local economies.**

Prizes will be given for exhibitor costumes and booth decorations matching our theme. Booth/costume judging will take place on Thursday afternoon and will be announced Friday morning. Exhibitors and booths in both halls are eligible to win prizes.

## EXHIBIT HALL HOURS

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

Wednesday, August 12, 2015 - **ALL EXHIBITS MUST BE SET-UP BY 4:00 PM**

*You will be assigned a specific move-in time included in the confirmation packet to be sent by May 11.*

*The Exhibit Halls will close at 4:00 pm on Wednesday.*

Set-Up Day

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

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

Thursday, August 13, 2015 - **NO EXHIBIT SET-UP ALLOWED ON THURSDAY**

Exhibit Halls Grand Opening

10:00 am

Lunch - Both Halls\*

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

Ice Cream Break - Both Halls\*

2:30 pm - 3:30 pm *(ticket required)*

Bayfront Ballroom closes to

prepare for Reception

3:30 pm - 4:30 pm

Exhibit Hall A/B closes

4:30 pm

Taste of Maryland Reception\*\*

4:30 pm - 6:30 pm *(ticket required)*

in Bayfront Ballroom

Dismantle Ballroom exhibits

6:30 pm - 9:00 pm

*(All Bayfront Ballroom Exhibits must be removed by 9:00 pm on Thursday)*

Friday, August 14, 2015

Exhibit Hall A/B Opens

9:00 am - 2:00 pm

Lunch\*

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

Dismantle Exhibits

2:00 pm - 9:00 pm

*(All Hall A/B Exhibits must be removed by 9:00 pm on Friday)*

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

\* Two meal tickets are provided for each booth for each ticketed event held in the Exhibit Halls. Five badges are included for booth staff. Additional lunch/break tickets, Crab Feast tickets, and badges may be purchased in advance and on-site.

\*\*Thursday: Taste of Maryland Reception in Bayfront Ballroom only. Exhibit Hall A/B closes at 4:30 pm - Exhibit Hall A/B staff are encouraged to attend and network at the Taste of Maryland Reception in the Bayfront Ballroom. Ballroom booths must be staffed for the Thursday late afternoon reception. Ballroom exhibitors are strongly encouraged to bring tasting samples for the Taste of Maryland Reception. Please contact Leslie Velasco and let her know what samples you will bring: [lvelasco@mdcounties.org](mailto:lvelasco@mdcounties.org).

# APPLICATION AND CONTRACT FOR EXHIBIT SPACE

MACo Summer Conference, August 12 - 15, 2015 - Roland Powell Convention Center  
50% Non-Refundable Deposit Required with Application - Balance Due June 5, 2015

## COMPANY INFORMATION

Company/Booth Name \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Web Address \_\_\_\_\_

Business Description (for the printed program - If left blank, no listing will be in the program). Please feel free to email description to [lvelasco@mdcounties.org](mailto:lvelasco@mdcounties.org):  
\_\_\_\_\_  
\_\_\_\_\_

Check here if you would like to use last year's description

Each booth space includes: one (1) six foot draped table, two (2) chairs, a trash container, and one (1) 110 electrical outlet up to 500 watts. Each individual booth fee also includes two (2) Thursday lunch tickets, two (2) Thursday Ice Cream & Fruit Break tickets, two (2) Thursday Reception tickets, two (2) Friday lunch tickets, and five (5) badges for booth staff (double the above listed items for each additional booth, etc.). Booth fee **DOES NOT INCLUDE CARPET.**

## LOCATION PREFERENCE

COMMERCIAL/NON-PROFIT VENDOR RATE ONLY—Use the enclosed Exhibit Hall A/B floor plan to select booth number(s) (State or county participants wishing to specify a booth location preference must register at the commercial rate)

Booth # Preference: 1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_ 4th \_\_\_\_\_

## BOOTH COST

Hall A/B:

Commercial/Non-Profit First Booth - \$1,400 Additional booths-\$1,000 ea. \_\_\_\_\_ Total

State Agencies First Booth - \$600 Additional booths-\$1,000 ea. \_\_\_\_\_ Total

Bayfront Ballroom Hall:

Tourism/Economic Dev. First Booth - \$600 Additional booths-\$1,000 ea. \_\_\_\_\_ Total

County First Booth - Free Additional booths-\$1,000 ea. \_\_\_\_\_ Total

**DEPOSIT OF 50% TOTAL BOOTH COST REQUIRED WITH THIS APPLICATION**

## PAYMENT INFORMATION

Check, MasterCard/Visa (Sorry, no American Express), or Purchase Order accepted. Make checks payable to the Maryland Association of Counties (MACo), 169 Conduit St., Annapolis, MD 21401.

VISA/MasterCard \_\_\_\_\_ Exp. Date \_\_\_\_\_

Billing Address (required) \_\_\_\_\_

Billing Zip \_\_\_\_\_ Deposit Amount (if left blank, full amount will be charged to your credit card) \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

**Please Read and Sign Next Page of Application**

### MACO OFFICE USE ONLY

Date Deposit Paid \_\_\_\_\_ Check/Purchase Order Number \_\_\_\_\_

Amount Paid \_\_\_\_\_ Comments \_\_\_\_\_

Date Balance Paid \_\_\_\_\_ Check/Purchase Order Number \_\_\_\_\_

Amount Paid \_\_\_\_\_ Comments \_\_\_\_\_

## BUSINESS CATEGORY

Please choose up to three categories that apply to your business service or product, circling the most applicable category:

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Administration              | <input type="checkbox"/> Environment            | <input type="checkbox"/> Planning & Land Use      |
| <input type="checkbox"/> Aging                       | <input type="checkbox"/> Health                 | <input type="checkbox"/> Purchasing & Procurement |
| <input type="checkbox"/> Budget & Finance            | <input type="checkbox"/> Human Resources        | <input type="checkbox"/> Schools & Education      |
| <input type="checkbox"/> Communications              | <input type="checkbox"/> Human Services         | <input type="checkbox"/> Tourism                  |
| <input type="checkbox"/> Corrections & Public Safety | <input type="checkbox"/> Information Technology | <input type="checkbox"/> Other: _____             |
| <input type="checkbox"/> Economic Development        | <input type="checkbox"/> Legal & Liability      | _____   |
| <input type="checkbox"/> Engineering                 | <input type="checkbox"/> Parks & Recreation     | _____   |

## TASTE OF MARYLAND RECEPTION SAMPLES

BAYFRONT BALLROOM EXHIBITORS—Please indicate what food or beverage items you plan to hand out during the Reception, or email to [lvelasco@mdcounties.org](mailto:lvelasco@mdcounties.org) no later than JUNE 10, 2015: \_\_\_\_\_

*Food is limited to a 4 oz serving, beverages must be no more than a 2 oz serving. We recommend planning on at least 500 servings. Exhibitors are responsible for serving alcoholic drinks and assume all liability associated in so doing. Samples must be approved by **MACo and the Convention Center's caterer, Centerplate. Perishable food items need to be handled and coordinated for delivery by Centerplate. YOU MUST NOTIFY US OF YOUR CHOICE OF SAMPLE BY JUNE 10, 2015 so that we can start the approval and coordination process—no exceptions.***

## READ AND SIGN

As an official company representative, I hereby certify that I have read and understand the Rules and Regulations set forth on Attachment A on the following page and on this contract. I understand that this document is an official contract. I understand that booths are available on a first-come, first-served basis and that completion of this form does not guarantee that the requested booth space or booth location preferences 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 4:00 pm on Wednesday, August 12, 2015 and that failure to do so may result in booth space forfeiture and no refund on any fees paid. **I understand that on Thursday, August 13, 2015, exhibits in Bayfront Ballroom must be attended by at least one representative during the Taste of Maryland Reception and that these booths must be dismantled by 9:00 pm on Thursday.** I also understand that there will be a penalty for breaking down the booth before 6:30 pm on Thursday, August 13, for Ballroom exhibitors and before 2:00 pm on Friday, August 14, for Hall A/B exhibitors. I understand and agree to the following refund policy:

*Refund Policy: Booth space deposits are non-refundable. Booths not paid in full by June 5, 2015 may be resold, forfeiting any deposits. Exhibit fees (excluding meal tickets), less the 50% deposit, will be refunded if request is received in writing (FAX, email, mail) by MACo prior to June 5, 2015. No refunds for booth space or meal tickets will be made for any reason after June 5, 2015.*

Signature \_\_\_\_\_ Date: \_\_\_\_\_

Printed name \_\_\_\_\_ Title \_\_\_\_\_

Return Contract & Deposit or a Purchase Order to MACo:

Mail: 169 Conduit Street, Annapolis, MD 21401 Fax: 1.410.268.1775

*Faxed contracts will only be processed/accepted if accompanied by a purchase order or credit card number.*

Questions? Leslie Velasco, Exhibits Manager ([lvelasco@mdcounties.org](mailto:lvelasco@mdcounties.org)); 410.269.0043 - Baltimore; 301.261.1140 - Washington

## APPLICATION CHECKLIST:

- Include business description on the front of this application and select categories above.
- Fully complete and sign the contract application.
- Enclose non-refundable deposit of 50% of total booth cost.  
(refunded only if you are not assigned booth space or if you request cancellation in writing by June 5, 2015).
- Mail, email, or fax to MACo ASAP!

## Attachment A

MACo 2015 ANNUAL SUMMER CONFERENCE—ROLAND POWELL CONVENTION CENTER—AUGUST 12 - 15, 2015

# EXHIBITOR RULES AND REGULATIONS

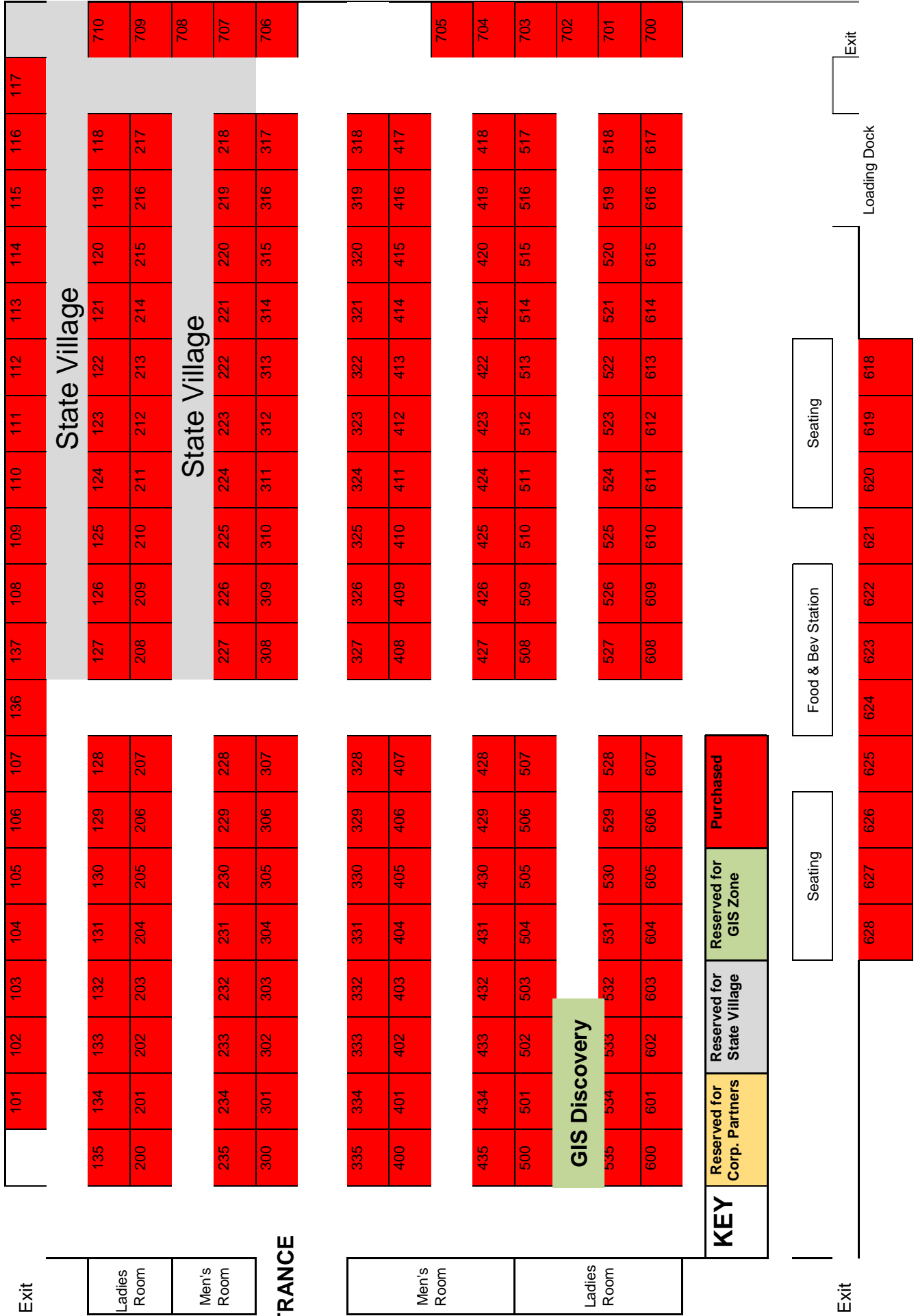
*Exhibitor Rules and Regulations are a part of the Exhibit Contract*

1. Applicants agree to display only such products or services of interest to representatives attending the conference from the 24 political subdivisions of Maryland.
2. The use of microphones, loud speakers, and/or any device which, in the opinion of the Association staff, creates undue noise or disturbs neighboring exhibits, is prohibited.
3. **All exhibits will be required to comply with the Ocean City Fire Department's requirements including but not limited to** the following:
  - A. 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. Materials that cannot be treated for flame retardancy shall not be used. Written certification of flame retardancy treatment may be required.
  - B. All exhibits must be confined to their DESIGNATED space. The aisles are, in fact, designated fire lanes and must be kept clear.
  - C. NO cooking and/or food warming devices shall be allowed.
4. Exhibitors may DISMANTLE displays from 2:00 pm – 9:00 pm, on Friday, August 14th. Dismantling of displays WILL NOT be permitted before that time without requests made in advance. No set-up on Thursday will be allowed.
5. The Maryland Association of Counties reserves the right to relocate exhibitors in the interest of the overall good of the exhibition. This right will not be exercised without a reasonable explanation to the exhibitors concerned.
6. The Maryland Association of Counties reserves the right to assign exhibit space based on the size of space required, the overall number of applications received, and the exhibitor business type. Exhibitor placement in Bayfront Ballroom or Hall A/B is under the sole discretion of MACo staff.
7. The Maryland Association of Counties is in no way responsible for loss or damage to any of the goods, wares, or equipment of exhibitors through fire, the elements, acts of God, outbreaks of violence, theft, or for any reason whatsoever.
8. The Exhibitor agrees to be responsible (for Maryland State Department and Agency exhibitors only to the extent permitted under applicable Maryland law) for claims of any nature arising by reason of damage sustained by any person or property occurring within its individual booth or space.
9. The Exhibitor will be responsible (for Maryland State Department and Agency exhibitors only to the extent permitted under applicable Maryland law) for any damage caused by their employees to the Roland Powell Convention Center.
10. The Maryland Association of Counties reserves the right to refuse any application for space and to prohibit or remove any exhibit, which, in the opinion of the Association, is not in keeping with the Conference theme, the rules and regulations explained herein, or for any reason it considers the exhibit detrimental to the Conference.
11. The Exhibitor is limited to distribution of materials or handouts from within their designated booth space; selling of merchandise is strictly prohibited. MACo reserves the right to expel any exhibit for non-compliance.
12. ALL food and beverages distributed from your booth, except as applies to the Taste of Maryland Reception, must be ordered via Centerplate, the exclusive Convention Center caterer 410.723.8619.
13. No one under 16 years of age may man the exhibit booth at any time.
14. Nothing may be hung higher than the 8-foot backdrop in the exhibit booth, nor may anything obstruct the sides of the booth.
15. The Maryland Association of Counties is non-partisan. No political campaigning of any kind is allowed.

## ROLAND POWELL CONVENTION CENTER POLICIES

- The Ocean City Convention Center shall not be responsible for: Loss; Theft; Disappearance; Damages (concealed or otherwise); Potential or Assumed Profits or Revenues; Loss Due to Fire, Flood, Strikes, Work Stoppages, Acts of God, or Any Work Delays Beyond our Control of the Exhibitors Materials.
- All shipments must arrive prepaid and must be fully insured for the duration of the show. Dated shipments cannot be guaranteed and are at **shipper's risk. Forwarding labels and bills of lading are the responsibility of the Exhibitor. Exhibitor booth name, and or booth number, as well as show name must be clearly marked on the label or package.**
- Any or all equipment remaining 7 days after move-out without prior arrangement with Exhibitor Services will become the property of the Roland Powell Convention Center and will be disposed of at the discretion of the building. ALL SHIPMENTS TO OR FROM CONVENTION CENTER ARE TO BE PREPAID. CONVENTION CENTER WILL NOT ACCEPT C.O.D. SHIPMENTS. Convention Center shall not be responsible for supplying Exhibitors with carts or dollies. Exhibitors must supply their own carts and dollies.
- Designated move-in and move-out hours will be strictly adhered to.
- No cooking of any kind is permitted. It is suggested that all exhibitors have at least a 2A20BC fire extinguisher or greater. All flammable materials are to be fireproofed. No bottle gas allowed in building.
- In the event that an Exhibitor Service Request has been processed and provided, the Roland Powell Convention Center is not responsible for refunding any or all monies received should the request be revised or canceled. Unless otherwise indicated, rates quoted are based on rental for entire length of show.

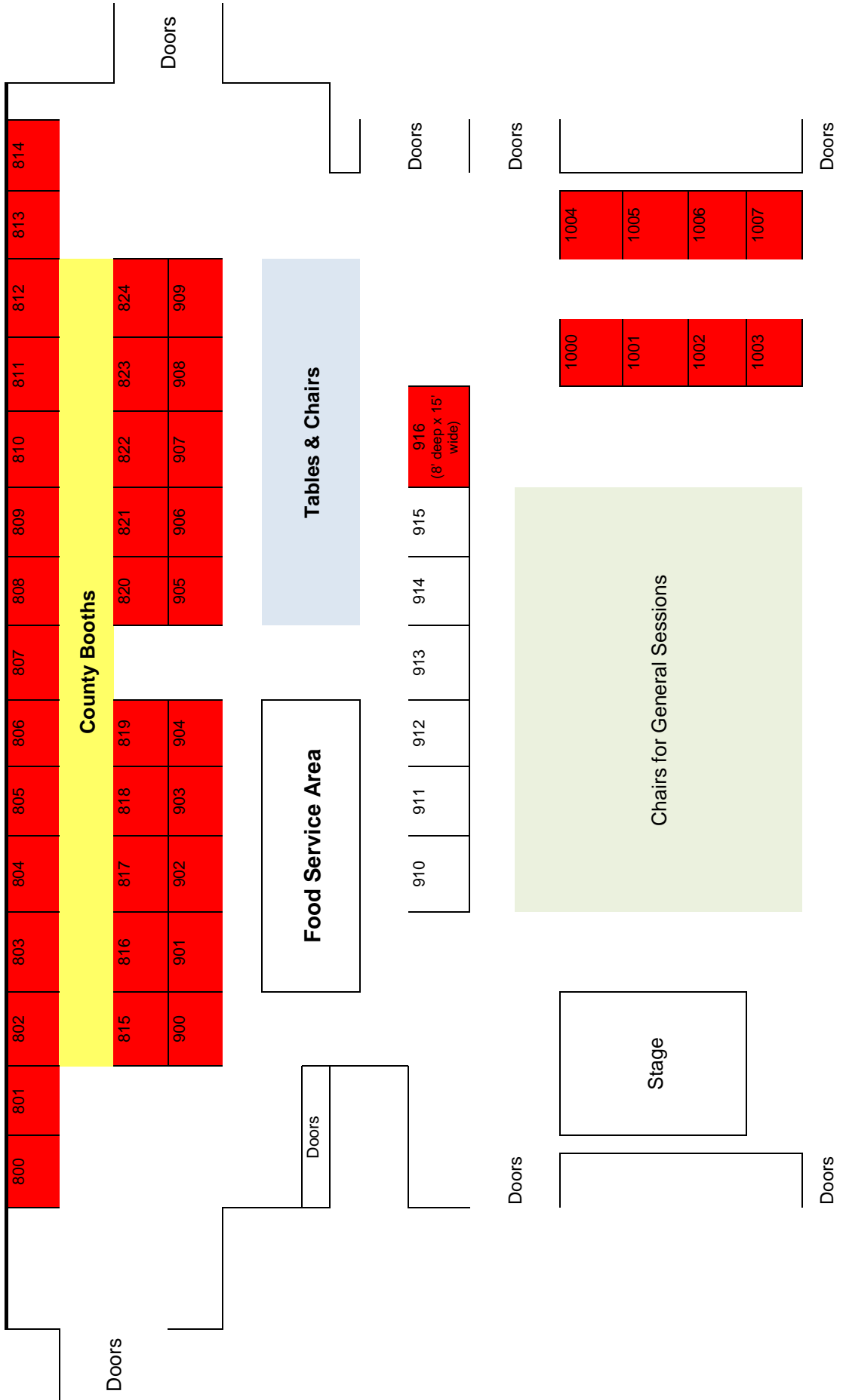
# Exhibit Hall A/B





# Bayfront Ballroom Exhibit Hall

Windows Overlooking Bay



# MACo 2014 EXHIBITORS

Acclaimed Promotions  
 Aetna  
 Allegany County  
 Am. Fed. of State County & Municipal Employees  
 AARP Maryland  
 Acclaimed Promotions  
 Aetna  
 American Tennis Courts Inc.  
 AmpliFund Public Sector  
 Annapolis & Anne Arundel County CVB  
 Anne Arundel County  
 Baltimore City  
 Baltimore Convention Center  
 Baltimore County  
 Baltimore Metropolitan Council  
 BGE  
 BGE Outdoor Lighting  
 BIS Digital, Inc.  
 Black Box Network Services  
 Bolton Partners Inc.  
 BuyBoard  
 Calvert County  
 CareFirst BlueCross BlueShield  
 Caroline County  
 Carroll County  
 Cassidian Communications  
 CDW-G  
 Cecil County  
 Charles County  
 Charles P. Johnson & Associates  
 Charlotte Hall Veterans Home  
 Chesapeake Bay Roasting Company  
 Chesapeake Employers Insurance  
 Cigna  
 Cirdan Group, Inc.  
 Clean Chesapeake Coalition  
 Clean Fuels Associates, Inc.  
 Clear Flow by Concrete Pipe & Precast LLC  
 CMS Business Solutions  
 Cogency - Toxicological, Environmental and Medical Solutions  
 Comcast  
 Concentra Medical Centers  
 Constellation  
 Corizon Health  
 Cunningham Recreation / Gametime  
 D. S. Thaler & Associates, Inc.  
 Deep Creek Lake, MD / Garrett County  
 Delta Dental  
 Dept. of Permitting Services  
 DISYS Solutions, Inc.  
 Dorchester County  
 Duffey Communications  
 EA Engineering, Science, and Technology, Inc.  
 Easton Utilities  
 ecoATM  
 Election Systems & Software  
 Emergency Number Systems Board  
 Energy Systems Group, LLC  
 Energy3, LLC  
 En-Net Services  
 Environmental Systems Research Institute, Inc. (Esri)  
 Envirotech Environmental Consulting Inc.  
 ePlus Technology Inc.  
 ESRGC, Salisbury University  
 Everyone Counts, Inc.  
 Filtrexx International  
 Frederick County  
 GANTECH Inc.  
 GeoNorth  
 GovDeals, Inc.  
 Governor's Coordinating Offices  
 groSolar  
 Groundwater Sciences Corporation  
 Harford County  
 Harford County  
 Harris Corporation  
 Home Paramount Pest Control, Inc.  
 Howard County  
 Hyatt Regency Chesapeake Bay  
 Institute for Governmental Service and Research  
 J&J Truck Bodies & Trailers  
 Johnson Controls, Inc.  
 KCI Technologies, Inc.  
 Kennedy Krieger Institute  
 Local Government Insurance Trust (LGIT)  
 M&T Bank  
 Mack Trucks, Inc.  
 Mansfield Oil Company  
 MD Agricultural & Resource-Based Development Corp.  
 MD Agricultural Education Foundation, Inc.  
 MD Association of Community Colleges (MACC)  
 MD Association of Counties  
 MD Association of County Health Officers  
 MD Association of Nonpublic Special Ed Facilities  
 MD Charity Campaign  
 MD Classified Employees Association  
 MD Conservation Partnership  
 MD Correctional Administrators Assn.  
 MD Correctional Enterprises  
 MD Dept. of Aging  
 MD Dept. of Assessments and Taxation  
 MD Dept. of Business & Economic Development  
 MD Dept. of Disabilities  
 MD Dept. of General Services  
 MD Dept. of Health & Mental Hygiene  
 MD Dept. of Housing & Community Development  
 MD Dept. of Human Resources-Constituent Svcs.  
 MD Dept. of Information Technology  
 MD Dept. of Juvenile Services  
 MD Dept. of Legislative Services  
 MD Dept. of Natural Resources (Smart, Green and Growing)  
 MD Dept. of Planning  
 MD Dept. of Public Safety & Correctional Services  
 MD Dept. of Transportation  
 MD Emergency Management Agency  
 MD Employer Support for the Guard & Reserve  
 MD Energy Administration  
 MD Environmental Service  
 MD Fire Chiefs' Association  
 MD Health Connection  
 MD Heritage Areas  
 MD Higher Education Commission  
 MD Institute for Emergency Medical Services Systems  
 MD Insurance Administration  
 MD Libraries  
 MD Local Government Health Cooperative  
 MD Lottery and Gaming Control Agency  
 MD Mediation & Conflict Resolution Office  
 MD Office of the Comptroller  
 MD Office of Tourism  
 MD Public Television - Production Services  
 MD Ready Mix Concrete Association  
 MD Register of Wills Association  
 MD Relay  
 MD Small Business & Technology Dev. Center  
 MD State Dept. of Education  
 MD State Firemen's Association  
 MD Tourism Council - MTC  
 MD Transportation Technology Transfer Center  
 MD Wineries Association  
 MD-DE-DC Beverage Association  
 MassMutual Financial Group  
 MD Dept. of Labor, Licensing & Regs.  
 MEDI  
 Mid-Atlantic Waste Systems  
 Miss Utility  
 Montgomery County  
 Montpelier Farms  
 Motorola Solutions, Inc.  
 Multivista  
 Musco Sports Lighting  
 National Association of Counties  
 National Center for Smart Growth  
 National Security Agency  
 National Vision Administrators, LLC (NVA)  
 Nationwide Retirement Solutions  
 Navarro & Wright Consulting Engineers, Inc.  
 New World Systems  
 NORESKO, L.L.C.  
 Norseman Defense Technologies  
 Office of Administrative Hearings  
 Office of the Attorney General  
 Office of the Honorable Dutch Ruppersberger  
 Office of the Secretary of State  
 Pepco & Delmarva Power C&I Energy Savings Program  
 Phillips Office Solutions  
 Planet Aid, Inc.  
 Pleasants Construction  
 Presidio  
 Prince George's County & M-NCPPC  
 Providence Center Inc.  
 Queen Anne's County  
 R Adams Cowley Shock Trauma Center, UMD  
 R.E. Powell Convention Center/Town of Ocean City  
 Republic Services  
 Results Leadership Group  
 Ricoh USA, Inc.  
 Rileighs, Inc.  
 Road Safety, LLC  
 Rockwell Collins / ARINC  
 Royal Plus, Inc.  
 Rudolph's Office & Computer Supply, Inc.  
 Rural Maryland Council  
 Schaefer Center for Public Policy  
 Segal Consulting  
 ShorePower Project  
 Siemens Industry, Inc.  
 Skyline Technology Solutions  
 SkyLover Systems  
 SolarCity  
 Soltesz  
 Somerset County  
 Sprint  
 St. Mary's County Division of Tourism  
 Standard Solar, Inc.  
 Statewide Interoperability Program Management Office  
 Sunbelt Rentals Inc.  
 Talbot County  
 Tax Management Associates, Inc.  
 Tidewater Utilities, Inc.  
 T-Mobile USA  
 Towson University, Innovation & Applied Research  
 Tradition Energy  
 Traffic Systems & Technology / DD&A  
 Trane Commercial  
 U.S. Bridge  
 U.S. Dept. of Housing and Urban Development  
 U.S. Navy (NAVFAC Washington)  
 U.S. Senator Barbara A. Mikulski  
 U.S. Senator Benjamin Cardin  
 U.S. Small Business Administration  
 UMBC MD Inst. For Policy Analysis & Research  
 Uni-Select USA/FLEETPARTS  
 UnitedHealthcare Insurance Company  
 Univ. of MD, MD Fire and Rescue Institute  
 University of MD Center for Health & Homeland Security  
 University of MD Extension  
 Urban Grid Solar  
 URS Corporation  
 USDA Rural Development  
 Valley Supply & Equipment Company, Inc.  
 Verizon Wireless  
 Vermeer Mid Atlantic, Inc.  
 Wallace Montgomery  
 Walmart  
 Washington County  
 Washington Gas Energy Services  
 Washington Suburban Sanitary Commission  
 Waste Management / Wheelabrator  
 WasteZero  
 WBCM - GeoSpatial Innovations  
 Wexford Health  
 Wicomico County  
 Wisp Resort  
 Worcester County  
 xG Technology