



**MARYLAND**  
Association of  
**COUNTIES**



**MARYLAND**  
TECH COUNCIL



# TECH EXPO

August 16, 2017 | Roland Powell Convention Center | Ocean City, MD

## Participate and Connect with Maryland County Leaders

The Maryland Association of Counties (MACo) annual Summer Conference brings together government stakeholders from every level. The 2017 theme is **“You’re Hired!”** and will focus on Maryland’s new jobs growth and the wealth of opportunities in industries such as technology, manufacturing, the military, clean energy, the environment, agriculture, and education.

The Tech Expo is a one-day event, co-hosted by the Maryland Tech Council, featuring technology leaders, tech-focused educational sessions for local government officials, and partnership-building opportunities.

### You should participate if...

**You’re an industry leader.**

***Prove it and become a resource.***

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

**You want to increase your business.**

***Our attendees are decision-makers.***

MACo can help you reach over 2,000 of Maryland’s county leaders, legislators, State government officials, commercial and nonprofit representatives...all in one place.

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

***MACo is the local level.***

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

**You want the most bang per buck.**

***We offer benefits worth every penny.***

All sponsors and exhibitors are promoted through an article on MACo’s blog, a featured link in MACo’s popular “6-Week Conference Countdown” email, a sponsor business listing in our mobile app, and signage, with more benefits as listed for each option.



## 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.***

# TECH EXPO DETAILS

**WEDNESDAY, AUGUST 16, 2017**

7:30 am - 10:00 am	Tech Expo Exhibit Set-Up
11:00 am - 4:00 pm	Tech Expo Exhibits Open
11:00 am - Noon	Switch Pitch/IGNITE Session
Noon - 12:15 pm	Boxed Lunch Buffet
12:15 pm - 12:30 pm	MTC Intern Hub Session
12:30 pm - 12:45 pm	Networking Break with Exhibitors
12:45 pm - 1:45 pm	Tech Expo Deep Dive Session
1:45 pm - 2:00 pm	Networking Break with Exhibitors
2:00 pm - 3:00 pm	Tech Expo Deep Dive Session
3:00 pm - 4:00 pm	Browse Exhibits



*Schedule is tentative and subject to change. Please check [www.mdcountries.org/MACoCon](http://www.mdcountries.org/MACoCon) for details and updates.*

## What is the Tech Expo?

### 5-hour exhibiting opportunity for an exclusive set of technology vendors.

Vendors will receive a 6-foot table for a table-top display on Wednesday, August 16, 2017 from 11:00 am until 4:00 pm at the convention center in Ocean City.

### A one-day enhancement to MACo's larger Summer Conference.

The day will include 2 deep-dive sessions on technology topics that will attract local government officials, staff, and stakeholders most interested in experiencing the latest technology first-hand.

### Your opportunity to get exposure to MACo's Summer Conference attendees.

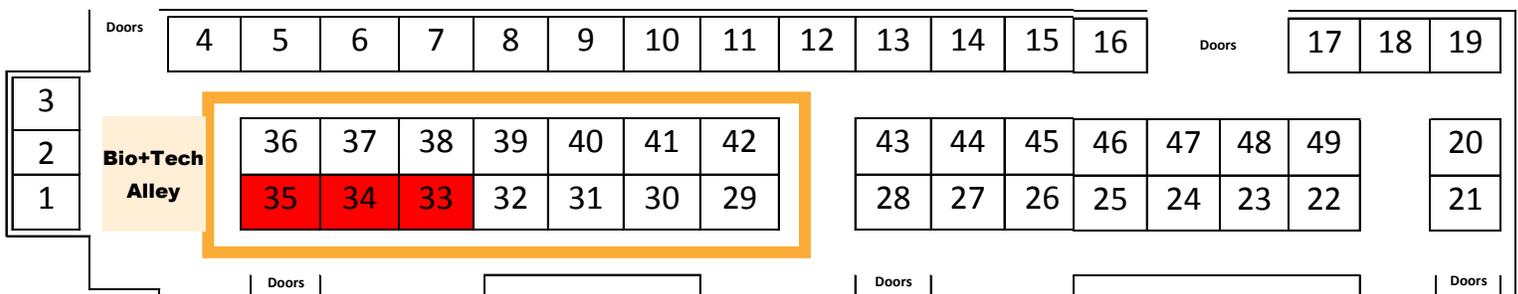
There is no additional fee for full conference registrants to attend the Expo. Last year, hundreds of county elected and appointed officials and staff, along with legislators, State, and commercial representatives attended the Expo—this year, the crowd is sure to be even bigger.

### \$300 Exhibiting Opportunity

That's right - it's only \$300 to participate as a vendor in the Tech Expo tradeshow, but there are a limited number of spots available, so register today. (FREE for vendors in our larger 2-day tradeshow: [www.mdcountries.org/SC17ExhibitorBrochure](http://www.mdcountries.org/SC17ExhibitorBrochure))

**Here's the catch:** Vendors must bring technology that can be demonstrated to our attendees.

## Tech Expo Floorplan



**Due to overwhelming response to our 2016 Inaugural Tech Expo, we DOUBLE the space for 2017!**

*Become an Exhibitor.*

# SPONSORSHIPS

## TECH EXPO LEAD SPONSOR (EXCLUSIVE)

\$7,500

### *Take the lead, be ahead of the crowd!*

- Logo prominently displayed on blog articles and emails about the MACo/MTC Tech Expo
- Logo on Wednesday lunch ticket
- Logo shared on presentation screens before each Tech Expo session
- Sponsor showcase session (a 30-minute opportunity to present to MACo's conference attendees—limited availability)
- Complimentary exhibit booth in Exhibit Hall AB (a \$1,400 value: participate in MACo's larger 250-booth tradeshow on Thursday and Friday)
- Complimentary prime exhibit space at the Tech Expo Tradeshow
- Business listing in MACo's conference mobile app
- Full page program ad in MACo's printed program booklet
- Listed on sponsorship signage
- Verbal acknowledgement at the kick-off to the expo



## TECH EXPO CO-SPONSOR

\$3,000

### *Be a resource, show your support!*

- Sponsor showcase session (a 30-minute opportunity to present to MACo's conference attendees—limited availability)
- Promoted post on mobile app (post will "cling" to top of the mobile app news feed for one hour)
- Complimentary prime exhibit space at the Tech Expo Tradeshow
- Flyer included in the 1,000 conference registration packets
- Full page program ad in MACo's printed program booklet
- Listed on sponsorship signage
- Verbal acknowledgement at the kick-off to the expo



## TECH EXPO CONTRIBUTING SPONSOR

\$1,000

### *Visibility that will get you noticed!*

- Half-page program ad in MACo's printed program booklet
- Listed on sponsorship signage
- Verbal acknowledgement at the kick-off to the expo
- 1 Wednesday registration (\$285 value)
- Table at Tech Expo Tradeshow – discounted price of \$195 instead of \$300



# 2017 MACo/MTC - Tech Expo Sponsorship Application

Company Name \_\_\_\_\_  
*(as you would like it to appear on promotional signage and in the program)*

Contact Name (print) \_\_\_\_\_

Address \_\_\_\_\_

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

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

Company Description for Business Listing (to be used in printed program and in mobile app) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(or attach description to this application)

## SPONSORSHIP SELECTION

- Lead Sponsor—\$7,500
- Co-Sponsor—\$3,000
- Contributing Sponsor—\$1,000



## MTC CODE

Members/guests of the Maryland Tech Council:

\_\_\_\_\_

## PAYMENT METHOD

Total Amount Due: \$ \_\_\_\_\_

Check or Money Order payable to MACo. Visa & MasterCard Accepted (sorry, no American Express)

Please check appropriate box:  Check  VISA  MasterCard

Credit Card Number: \_\_\_\_\_ Expiration Date \_\_\_\_\_

Billing Address (Street, City, State, & Zip): \_\_\_\_\_

Print Cardholder Name: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

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

Questions? [kschtulze@mdcounties.org](mailto:kschtulze@mdcounties.org)  
Phone: 410.269.0043

*MACo reserves the right to decline any applicant who, in the opinion of the Association, is not in keeping with its mission and goals.*

*Sponsorships and advertisements from partisan and political groups and individuals are specifically prohibited.*

MACo Office Use Only

Date Paid \_\_\_\_\_ Check or PO Number \_\_\_\_\_ Amount \_\_\_\_\_

# MACo/MTC TECH EXPO TRADESHOW APPLICATION AND CONTRACT FOR EXHIBIT SPACE

August 16, 2017 - Roland Powell Convention Center

★ Online Registration available at [www.mdcountries.org/TechExpoBoothRegistration](http://www.mdcountries.org/TechExpoBoothRegistration) ★

## COMPANY INFORMATION

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

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

Address \_\_\_\_\_

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

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

Web Address \_\_\_\_\_ Twitter Handle: \_\_\_\_\_

Business Description (for the mobile app - If left blank, no listing will be in the app). Please feel free to email description to [lvelasco@mdcountries.org](mailto:lvelasco@mdcountries.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) Wednesday Boxed Lunch Tickets; (2) badges for booth staff.

### BOOTH COST

- Tech Expo Booth Only: \$300
- Tech Expo Booth Add-on: \$0  
(Must already be registered for MACo's Conference Tradeshow on Aug 17-18 to select "Add-on" option)

### LOCATION PREFERENCE

Use the enclosed floor plan to select your preferred booth #  
**Booth # Preference (see pg 2):**

1st \_\_\_\_\_ 2nd \_\_\_\_\_

### MTC CODE

Members/guests of the Maryland Tech Council:

\_\_\_\_\_

## DEMONSTRATION DESCRIPTION (All vendors MUST bring technology to demonstrate to attendees)

For promotion of the Expo. Please be brief and compelling—this is how the registrants will decide which booths to visit. Please feel free to email description to [lvelasco@mdcountries.org](mailto:lvelasco@mdcountries.org):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## RULES & REGULATIONS

I have read and understand the Exhibitor Rules & Regulations: [www.mdcountries.org/TechExpoPolicies](http://www.mdcountries.org/TechExpoPolicies)

## 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 (if different from above) \_\_\_\_\_

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

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

## MACo OFFICE USE ONLY

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

# TESTIMONIALS

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

- **BGE**

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

- **Delta Dental**

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

- **Motorola Solutions, Inc.**

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

- **Office of Communications,  
Comptroller of Maryland**

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

- **Nationwide Retirement Solutions**

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

- **DocPoint Solutions**

**“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**