



Maryland Association of  
**COUNTIES**

169 Conduit Street  
Annapolis, MD 21401

## 2011 Corporate Partner Program

*Hurry!*

Apply by December 3rd to  
lock up your exhibit booth  
location for 2011 MACo  
Summer Conference!

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# Maryland Association of Counties Corporate Partner Program

## Connection

**This is a great opportunity to connect** your business or organization with county governments through the Maryland Association of Counties' (MACo) Corporate Partner Program. MACo is the voice of county government in Maryland, providing a valuable connection to county officials. Since the 1950s, MACo has served county governments by articulating the needs and ideas of counties to the Maryland General Assembly in Annapolis. MACo also provides educational, technical, and research services to help county governments deliver effective and efficient services to the citizens of Maryland.

**Partnerships make smart business sense.** MACo puts you face-to-face with county decision makers and buyers. The Partnership Program provides an opportunity to forge lasting connections with others seeking a mutually beneficial relationship across the county community. MACo represents **every** Maryland county, so **every** county's elected and appointed officials attend our conferences and events.

**Take advantage** of this valuable exposure to county elected and appointed officials by becoming a Corporate Partner. Corporate Partners are uniquely positioned to receive the highest visibility with MACo members – all 23 counties and Baltimore City. Working through MACo can truly afford you the advantage you deserve to help your business grow.

## Benefits

**Something for Everyone** - The benefits include exposure to county elected and appointed officials at MACo conferences, advertising in the various MACo publications, and publicizing your company's business via internet communications, including the website and our Blog, "Conduit Street."

**Interested in Additional Sponsorships?** In addition to the Corporate Partnership benefits, there are a number of opportunities to sponsor individual conference events and place advertisements in MACo publications.

**3 Levels to Choose From** - There are three Corporate Partner levels to choose from to meet your company's needs. The higher the level of support, the greater the benefits, the exposure to county government officials, and the possibilities for promotion to targeted personnel.

## Opportunity

**Invaluable Opportunity** - There is an enormous advantage to becoming a MACo Corporate Partner. It is the beginning of developing long-term relationships with county officials, decision-makers, and buyers that will be beneficial and invaluable in the future. And, new this year, Corporate Partners will be invited to participate in an Elected Officials/ Corporate Partners Reception at the Winter Conference and an Elected Officials/Corporate Partners Dinner at the Summer Conference. You will have access to elected officials attending our conferences at both of these events FREE OF CHARGE.

**Apply by December 3, 2010 to select your Exhibit Booth space for the upcoming 2011 Summer Conference now.** Sign and return the enclosed Corporate Partner Contract by December 3rd and Gold Partners will receive first priority on prime Exhibit Space in the Hall A/B at the Summer Conference. Silver and Bronze Partners may also register now for excellent booth locations available in Hall A/B! Take advantage of this exclusive opportunity to choose your exhibit booth location before anyone else. Booths will be assigned on a first come, first served basis.

**Summer Conference and Crab Feast** - A virtual "who's who" in Maryland government attend. Nearly 2,500 county, state and federal government officials, speakers, and exhibit personnel gather for continued education, briefings from State agencies, meetings, sharing ideas and networking with a 285-booth Trade Show.

- **Gold Partners receive complimentary booth space in Exhibit Hall A/B in a prime location if your application is received prior to May 2nd!** This is a huge benefit for companies who understand the value of exhibiting at the Summer Conference. **Silver and Bronze Partners receive a 50% discount on booth space and are guaranteed a booth in Exhibit Hall A/B if your application is received prior to May 2nd.**

**"Must-Have" Publication** - *The Directory of Maryland 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, county and State agencies and offices. Nearly 2,500 copies are distributed to county government officials, State officials, federal delegation members, non-profits, businesses, advertisers, and others.

**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. News updates are added daily, offering our members timely county government news, various subscriptions and feed options.

# The Benefits of a MACo Corporate Partnership for 2011



**Apply by December 3rd to Pre-Select Summer Conference Booth Space**

**GOLD**

\$10,000

**SILVER**

\$7,500

**BRONZE**

\$5,000

## 2011 Winter Conference Benefits

Exhibit Booth Booth space available on a limited basis. Apply by December 3rd	Free	Free	Free
Free Full Conference Registrations	4	2	1
Conference Registrations at County Member Rate	Unlimited	Unlimited	Unlimited
Event Sponsor	Inaugural Banquet	Wednesday Buffet Dinner	Elected Officials Breakfast
Complimentary Program Advertisement	Full Page	Full Page	Half Page
Program & Corporate Partner Signage	✓	✓	✓
Wednesday Reception with Elected Officials	✓	✓	✓

## 2011 Summer Conference Benefits

Exhibit Booth in Hall A/B Apply by December 3rd to Pre-Select Space	100% Free	50% Discount	50% Discount
Priority Booth Location in Hall A/B Apply by May 2nd.	✓		
Free Full Conference Registrations	4	2	1
Conference Registrations at County Member Rate	Unlimited	Unlimited	Unlimited
Event Sponsor	Crab Feast	President's Reception	Governor's Cabinet Reception
Complimentary Program Advertisement	Full page	Full page	Half page
Complimentary Golf - Tee Times	4	2	1
Complimentary Golf - Hole Sponsorship	✓	✓	
Program & Corporate Partner Signage	✓	✓	✓
Wednesday Dinner with Elected Officials	✓	✓	✓

## Directory of County Officials

Complimentary Corporate Partner Listing	✓	✓	✓
Complimentary Advertisement	Full page	Full page	Half Page
Complimentary Copies (Books/CDs)	4/4	4/4	2/2

## Communication Benefits

Complimentary logo and Corporate Partners list posted to website	✓	✓	✓
Opportunity to highlight information directly relevant to counties on blog and website	✓	✓	✓
Corporate Partner promotion in print and electronic communication	✓	✓	✓



# 2011 MACo Corporate Partner Contract

Corporate Partnerships are calendar-year based. MACo is offering a *Special One-Time Incentive* if you apply by December 3, 2010. This offer is only good for the 2011 calendar year.

### Choose One Below:

\_\_\_\_\_ GOLD \$10,000

\_\_\_\_\_ SILVER \$7,500

\_\_\_\_\_ BRONZE \$5,000

### I want to take advantage of the Special Incentive Offer for 2011!

Preferred Exhibit Booth Number: \_\_\_\_\_ First Choice \_\_\_\_\_ Second Choice

Company/Organization/Association: \_\_\_\_\_ Date: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_ Tele: \_\_\_\_\_ Fax: \_\_\_\_\_

Business Website: \_\_\_\_\_

\* Please attach a short description of your services (100 word limit) and email us your logo.\*

### AGREEMENT

I agree to the Corporate Partner Program Terms as stated in this brochure and authorize this contract on my behalf of my business or organization as a (check only one) \_\_\_\_\_ Gold \_\_\_\_\_ Silver \_\_\_\_\_ Bronze

Print Your Name: \_\_\_\_\_ Title \_\_\_\_\_

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

### PAYMENT METHOD

Payment must accompany this form to be processed. We accept payment in the form of check, money orders, VISA and MasterCard.

Please make checks payable to MACo. Check appropriate box for method of payment:  Check  VISA  MasterCard (*sorry, no AMEX*)

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

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

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

**MAIL or FAX completed registration form with payment to: MACo, 169 Conduit Street, Annapolis, MD 21401**

**Phone: (410) 269-0043 FAX: (410) 268-1775 Questions? Contact Karen Lowe [klowe@mdcounties.org](mailto:klowe@mdcounties.org) or Emily Hollis [ehollis@mdcounties.org](mailto:ehollis@mdcounties.org). To learn more about MACo, visit [www.mdcounties.org](http://www.mdcounties.org)**

### Terms of Partnership

• MACo reserves the right to refuse any Corporate Partner 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 in keeping with the non-partisan MACo policy.

• Those interested in the Corporate Partnership Program are strongly encouraged to join the program as EARLY as possible. Choices for conference benefits, such as an Exhibit location, selection of a golf hole sponsorship, and advertisement placement location (Gold Partners are guaranteed Priority Booth Location in Hall A/B for the Summer Conference if signed up prior to May 2nd) are granted on a first come, first served basis.

• Corporate Partners are subject to the same deadlines for Event Sponsorships as other applicants.

### MACo USE ONLY:

Date Received: \_\_\_\_\_ Check # \_\_\_\_\_ Amount Paid \_\_\_\_\_

# Maryland Association of Counties

## Exhibit Hall A/B

### RESERVED BOOTH SPACE FOR GOLD CORPORATE PARTNERS EXHIBIT HALL A/B

