

# Expo Information

## Maryland Municipal League - Summer Conference

Roland E. Powell Convention Center • Ocean City, Maryland • June 28 – July 1, 2020

Mayors, city council members, managers, finance officers, public works directors, police chiefs, and other key municipal officials will attend the Maryland Municipal League's summer conference at the Ocean City Convention Center, June 28 – July 1, 2020. MML conference attendees represent over 130 different cities and towns from every part of Maryland. MML's 2019 conference attracted over 900 registrants; total attendance was over 1,800 people. Many city and town officials look to conference exhibitors for the latest information about the techniques, products, and services their municipalities need. **These are the people who make the major purchasing decisions in Maryland's cities and towns.**

**Location:** Roland E. Powell Convention Center, 4001 Coastal Highway, Ocean City, Maryland 21842.

**Access:** Exhibitors are welcome to participate in *all* MML conference activities (general sessions, workshops, social events, and golf tournament).

**Requirement:** Exhibit booths must be staffed during expo hours on Monday and Tuesday.

### Expo Booth Selection

- **Reserve exhibit space online:** Visit MML's expo web page to reserve your exhibit booth; see the real time floor plan; sold booths and their occupants; an exhibitor list; and downloadable expo brochure. Checks and credit cards accepted.
- **Reserve exhibit space hardcopy contract:** Complete attached contract and email /mail it to MML with your payment.

### Sponsorship Opportunities

Build your brand name by becoming a conference sponsor. This is an excellent way to inform Maryland's cities and towns of your interest in doing business with them. Conference sponsor recognition compliments your booth exposure, but you do not have to be an exhibitor to be a sponsor. Please contact MML at 410-295-9100 or [SteveL@mdmunicipal.org](mailto:SteveL@mdmunicipal.org) for details.

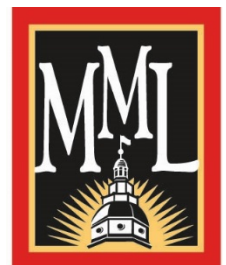
### Networking Opportunities

Catch up with current customers and meet potential new clients at the **Golf Tournament** on Sunday morning and the **Welcome Reception** held Sunday evening, June 28, at the Convention Center. This is a great way to expand your marketing efforts beyond advertising and sponsorships by speaking to municipal officials face to face.



The Maryland Municipal League  
1212 West Street  
Annapolis, MD 21401  
410-295-9100

E-mail – [exhibits@mdmunicipal.org](mailto:exhibits@mdmunicipal.org)  
Web URL – [www.mdmunicipal.org](http://www.mdmunicipal.org)



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**Expo Fees** - Save money by reserving booth space early! Expo booth fees will increase for all contracts received after March 15, 2020.

Exhibit rates for contracts & payments received by March 15, 2020		Exhibit rates for contracts & payments received after March 15, 2020	
Commercial Exhibitor	\$970	Commercial Exhibitor	\$1,230
Non-Commercial/Government Discount Booth Option	\$765	Non-Commercial/Government Discount Booth Option	\$930
Municipal Main Street Exhibitor	\$280	Municipal Main Street Exhibitor	\$305
Business Associate Exhibitor	\$875	Business Associate Exhibitor	\$1,110
MML Strategic Partner Exhibit Fees		MML Strategic Partner Exhibit Fees	
Strategic Citizen Exhibitor	\$730	Strategic Citizen Exhibitor	\$925
Strategic Leader Exhibitor	\$825	Strategic Leader Exhibitor	\$1,045
Strategic Investor Exhibitor	\$875	Strategic Investor Exhibitor	\$1,110

**Non-Commercial/Government Discount Booth Option** – Discount rate option is available to non-commercial and government organizations. This option does not permit choosing a booth number. A booth number will be assigned on May 1 from the booths remaining.

All expo contracts and payments must be received by May 1, 2020 to be listed in promotional materials.

## Conference Advertising

Advertising space is available in MML's 2020 *Conference Program*, which will be distributed to all conference registrants. Ad rates are as follows:

- Full page (color) \$925 - (4-1/2" wide x 7-1/2" high)
- Half page (color) \$400 - (4-1/2" wide x 3-3/4" high or 2-1/4" wide x 7-1/2" high)
- Quarter page (color) \$295 - (4-1/2" wide x 1-7/8" high or 2-3/8" wide x 3-3/4" high)

Please e-mail the advertisement copy in a pdf or .jpeg format. Ads requiring copy revisions will be done at extra charge. Advertising contracts and camera-ready ad copy must be received by April 1, 2020. You are not required to exhibit in order to advertise.

## Payment of Fees

Exhibitors and advertisers must pay the full amount due when reserving a booth on-line or by submitting the hardcopy contract. Payment may be made by check, American Express, Discover, MasterCard or Visa. **Booths cannot be reserved without full payment.**

## Facilities

Hall A&B booths are 10' x 10'. Each booth contains a skirted table (6' x 30"), two chairs, a trash receptacle, 500 watt outlet, and a 7" x 44" sign listing the exhibitor's name and booth number. Freight handling, labor assistance, carpeting, internet access, etc., may be arranged for an additional charge directly with the Ocean City Convention Center. Booth displays must be contained within the 10' x 10' booth space and not exceed 8' in height. Displays in booths 620 - 711 may extend to a height of 15' provided the display does not block or hide the view of other booths. Dockside Hall booths vary from 6x8 to 10x10. The Expo Service and Rental Order Form lists all of these items/charges and will be placed on the MML website prior to conference.

## Meal Tickets

Exhibitors receive two tickets per booth to the lunches and breaks in the expo areas on Monday, June 29 and Tuesday, June 30 as part of the booth fee. Other social and meal tickets, and additional name badges, may be ordered prior to June 5 using the online Exhibitor Service Center. Meal/event ticket costs increase on April 15, 2020. Meal/event ticket cancellations received after June 5 will not be refunded. Meal tickets will NOT be sold onsite.

## Staff Registration

Booth staff registration is completed online with a credit card. Each exhibitor is entitled to register two representatives from its organization as part of the booth fee. Additional expo personnel (limited to three names per booth) must pay \$125 each (does not include any meals). Login information to register booth personnel and purchase meals via the Expo Service Center will be included in the confirmation email after booth sale has been completed. Booth staff information can be entered and modified online any time prior to June 5.

## Changes for 2020

- **New Expo Floor Plan** – Due to vendor feedback, additional booth space has been added to Expo Hall AB. See [website](#) for updated diagram.
- **Vehicle and Equipment Displays** – All display vehicles and equipment will be located outside the convention center in the front parking lot. Vehicles and equipment that will easily fit within your booth space along with your booth staff and display, may be located inside the exhibit hall. MML must be notified in advance to ensure your equipment will have access to your booth space. There is no additional charge for equipment located within your booth.

# MML Expo & Advertising Contract

Maryland Municipal League • Summer Conference • Ocean City, Maryland • June 28 - July 1, 2020

COMPANY \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

CONTACT E-MAIL \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE (      ) \_\_\_\_\_

## NAME AND CONTACT INFORMATION TO APPEAR IN EXPO LISTING BOOK IF DIFFERENT THAN ABOVE

NAME \_\_\_\_\_ COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE (      ) \_\_\_\_\_ EMAIL: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

BRIEF DESCRIPTION of products/services (25 words or less) \_\_\_\_\_

BOOTH NUMBER PREFERENCE: 1<sup>st</sup> Choice: \_\_\_\_\_ 2<sup>nd</sup> Choice: \_\_\_\_\_ 3<sup>rd</sup> Choice: \_\_\_\_\_  
(Booth numbers still available and online booth purchasing can be seen on the MML Website at [www.mdmunicipal.org](http://www.mdmunicipal.org))

BOOTH SIGN SHOULD READ as: \_\_\_\_\_

## Expo Space

Contracts and payments received by March 15, 2020 \_\_\_\_\_ Booths at \$970 each = \_\_\_\_\_ total booth fee

Contracts and payments received after March 15, 2020 \_\_\_\_\_ Booths at \$1,230 each = \_\_\_\_\_ total booth fee

**Vehicles & Equipment** – Display vehicles and equipment will be located outside the convention center.  
Equipment, space permitting, may be located within your booth space at no additional charge.

\_\_\_\_\_ #Vehicle(s) at \$300 Each = \_\_\_\_\_ Vehicle dimensions required

## Program Advertising/Directory Upgrades – Ad Copy due by April 1, 2020

- |  |  |
|--|--|
| <input type="checkbox"/> Full Page (Color) \$925 - 4-1/2" wide x 7-1/2" high                                 | <input type="checkbox"/> Company Logo (app and website) - \$50     |
| <input type="checkbox"/> Half Page (Color) \$400 - 4-1/2" wide x 3-3/4" high or 2-1/4" wide x 7-1/2" high    | <input type="checkbox"/> Booth Description Upgrade 50 Words - \$25 |
| <input type="checkbox"/> Quarter Page (Color) \$295 - 4-1/2" wide x 1-7/8" high or 2-3/8" wide x 3-3/4" high | <input type="checkbox"/> Booth Description Upgrade 75 Words - \$50 |
| <input type="checkbox"/> Use the ad from last year's Conference Program.                                     |  |

## Payment – Due May 1, 2020 - Contracts will not be processed without full payment

Check enclosed payable to Maryland Municipal League \$ \_\_\_\_\_

American Express/Discover/MasterCard/Visa \$ \_\_\_\_\_

Credit Card number \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ 3-digit code \_\_\_\_\_

Print name as it appears on card \_\_\_\_\_

Signature of credit card holder \_\_\_\_\_ Cardholder Zip \_\_\_\_\_

Expiration date \_\_\_\_\_ Telephone number of card holder (      ) \_\_\_\_\_

### Please Remit

Booth \$ \_\_\_\_\_

Show Vehicle  
\_\_\_\_\_ x \$300 \$ \_\_\_\_\_

Advertising \$ \_\_\_\_\_

TOTAL \$ \_\_\_\_\_

We hereby agree to and understand that all exhibitors are subject to the requirements, restrictions and conditions stated on the reverse and in the conference guidelines located on the MML website.

SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_



Return contract and payment to: Maryland Municipal League  
1212 West Street, Annapolis, MD 21401  
410-295-9100 - E-mail to: [exhibits@mdmunicipal.org](mailto:exhibits@mdmunicipal.org)

Expo Hours are:  
Monday, June 29 - 11:30 am - 4:00 pm  
Tuesday, June 30 - 9:30 am - 2:00 pm

# **MML Exhibitor Rules & Regulations**

**Maryland Municipal League • Summer Conference • Ocean City, Maryland • June 28 - July 1, 2020**

**Registration:** Each exhibitor is entitled to register two representatives from its organization as part of the booth fee. Additional exhibit personnel (limited to three per booth) must pay \$125 each (does not include meals). Staff names must be provided online via the Exhibit Service Center. Details and login information to the Exhibit Service Center will be emailed after the booth reservation is complete. Booth personnel must wear MML's conference name badge. All exhibitors must have at least one person staffing their booth during the hours the exhibit halls are open. Additional name badges, badge changes, and meals may be completed up to June 5 via the Service Center. Changes requested after June 5 or onsite will cost \$150 per badge. Meal tickets will not be sold on site.

**Booth Selection:** Reserve your booth and advertising space online via the [MML website](#) or by completing the hardcopy contract. Contracts may be sent standard mail or e-mailed to [exhibits@mdmunicipal.org](mailto:exhibits@mdmunicipal.org). Faxes will not be accepted. Visit website to see booths already sold, and to purchase a booth online. Identical requests for booth assignments will be made in favor of the contract first received in the MML office. *No booth reservations will be made or accepted until a payment for the entire fee is received at the MML office.* Booths purchased online may be paid by credit card or check. MML reserves the right to assign/re-assign exhibit space to meet the needs of all exhibitors. Once your online booth registration is complete, a confirmation e-mail will immediately be sent to the e-mail address provided. Booth reservation acknowledgments will be sent out within 72 hours of receipt of a hardcopy contract. If you do not receive a confirmation, please contact MML.

**Payment of Fees:** Exhibitors and advertisers must pay the full amount due when submitting the contract. Payment may be made by check, American Express, Discover, MasterCard or VISA. Online booth sales require a credit card (checks will be accepted up to May 15).

**Terms:** All exhibit contracts must be received by May 1, 2020 to ensure you are included in the promotional materials. Advertising fees must be paid in full at the time of submission of the contract. *Ads requiring type set or copy rearrangement will be done at extra charge.* The deadline for advertising contracts and copy is April 1. The deadline for sponsor contributions is May 1 to ensure proper listing in program.

**Cancellations:** Booth, meal ticket, and event ticket cancellations must be received in writing by May 15, 2020. Booth cancellation fee is \$100. After May 15, 2020 no money will be refunded.

**Freight Shipments, Requests for Labor, Electricity, Carpeting, Internet Access, etc.:** Arrangements for these items must be made directly with the Ocean City Convention Center, 410- 289-8311, prior to MML's conference. An Exhibit Service Request and Rental Order Form will be available on the MML website and emailed to all exhibitors prior to MML's conference.

**Installation and Dismantling:** The exhibit set-up hours are 1:00 pm to 5:00 pm on Sunday, June 28. Exhibitors will be allowed to enter the exhibit area on Sunday, June 28 *only* during set-up hours. No exceptions will be made to this policy. If exhibits are not completely set up by 5:30 pm on June 28, MML reserves the right to make that space available to another exhibitor. No refunds will be given in such case. Exhibitors will have time to set up on Monday morning between 8:45 and 11:00 am provided MML has been notified in advance that you will be arriving on Monday instead of Sunday. Exhibitors with vehicles will be assigned a specific time to park their vehicles and equipment in the front parking lot along Coastal Highway. **NEW FOR 2020:** All display vehicles and equipment will be located outside the convention center unless they will easily fit inside your booth space along with your booth display and staff. If you plan to have a vehicle inside your booth space, MML must be notified in advance to ensure you have access to your booth space for move in. Vehicle/equipment placement is at the discretion of the convention center staff. The exhibit halls open at 11:30 am on Monday, June 29. As a courtesy to attendees and fellow exhibitors, dismantling may not commence before 2:00 pm on Tuesday, June 30. Booths must be completely dismantled by 4:00 pm on June 30. MML's executive director must approve deviations from this schedule.

**Restrictions:** MML reserves the right to remove or eliminate any objectionable exhibits, persons, advertisements, souvenirs, or any other feature or activity that might harm or impair the high standard of MML's conference. Exhibit displays may not obstruct the aisles or other booth displays. Booth displays must not exceed the 10' x10' booth space or exceed 8' in height. MML and the Ocean City Convention Center reserve the right to alter or remove expo displays that obstruct an adjoining booth or interferes with the general view "down the aisle". Displays in booths 620 - 711 may extend to a height of 15' provided the display does not block or hide the view of other booths. Exhibitors are not allowed to sublet booth space, share booth space with another company or agency, or sell their booth space to another company or agency. Hospitality rooms may not be open when workshops or business sessions are scheduled during the conference. No nails, bracing wires, tacks, hooks, screws, staples, or tape used in construction of displays may be attached to walls, floors, or Convention Center furnishings or equipment. All property destroyed or damaged by exhibitors must be replaced to original condition by the exhibitor at their expense. No beer, wine or liquor of any kind can be sold, given away or used upon the premises except at functions catered by the Convention Center's food service concessionaire, without the express written consent of the Convention Center.

**Security:** Uniformed security personnel will control the traffic flow during exhibit move-in and move-out periods. Uniformed security personnel will also be at the entrance to the exhibit areas, and will patrol the exhibit areas during exhibit hours. Exhibit areas will be locked during the hours when the exhibit halls are not open. However, neither the Maryland Municipal League nor the Convention Center is responsible for any material, articles, or equipment in the exhibit halls. Small or easily portable articles of value should be properly secured or removed for safekeeping after hours.

**MML reserves the right to modify these regulations at any time to ensure the quality of our conference and the safety of our attendees.**



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**The Maryland Municipal League**, founded in 1936, represents 157 municipal governments and two special taxing districts throughout the State. A voluntary, nonprofit, nonpartisan association controlled and maintained by city and town governments, the League works to strengthen the role and capacity of municipal government through research, legislation, technical assistance, training, and the dissemination of information for its members. Through its membership in the National League of Cities, the League offers legislative representation in Washington, urban research programs, and a national municipal government information exchange.