

# Exhibitor Information



Maryland Municipal League Summer Conference  
Ocean City, Maryland • June 25 – 28, 2017

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 25 – 28, 2017. MML conference attendees represent over 128 different cities and towns from every part of Maryland. MML's 2016 conference attracted over 900 registrants; total attendance was over 1,700 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 and Program

All Maryland Municipal League conference activities will take place in Ocean City's Convention Center, located at 4001 Coastal Highway, Ocean City, Maryland 21842. Exhibitors are welcome to participate in *all* MML conference activities (general sessions, workshops, social events, and golf tournament). However, each exhibit booth must be staffed during exhibition hours on Monday and Tuesday.

## Exhibit Booth Selection

It's best to visit MML's exhibit [web page](#) to select your exhibit booth online. Here you can access the online booth registration program; reserve a booth with a credit card; see the real time floor plan showing sold booths and their occupants; an exhibitor list; and downloadable exhibitor brochure. Just follow the prompts on the website to register, choose your booth, and pay with a credit card. You can also reserve exhibit space by completing the attached contract and mailing 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. Exhibitors find that conference sponsor recognition compliments their booth exposure, but you do not have to be an exhibitor to be a sponsor. Please contact Steve Lopes at 410/268-5514 or [SteveL@mdmunicipal.org](mailto:SteveL@mdmunicipal.org) for details.

## Networking Opportunities

Catch up with current customers and meet potential new clients at the **Welcome Reception** held Sunday evening, June 25, 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. Entrance is included in your booth fee. The 45th Annual MML **Golf Tournament** held Sunday, June 25, at the Eagle's Landing golf course in Ocean City is a long standing marketing opportunity while raising money for the Education Fund and having fun!

## Displaying Vehicles

The Show Vehicles Area is for displaying large vehicles such as street sweepers, leaf vacuums, refuse collection equipment, fire trucks, etc. Interior vehicle space is very limited; first come, first served; you must provide accurate dimensions of the vehicle(s) to be displayed so that space can be reserved for your equipment. In addition to the booth fee, exhibitors must pay \$250 per vehicle for this display space. Vehicles not ready to drive-in at their assigned time will forfeit their space - no exceptions - no refunds. Vehicles larger than the dimensions stated on the exhibit contract will be placed either inside or outside at the discretion of the Convention Center staff.



The Maryland Municipal League  
1212 West Street  
Annapolis, MD 21401  
410/268-5514 800/492-7121

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



THE  
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**Exhibit Fees** - Save money by reserving booth space early! Exhibit booth fees will increase for all contracts received after March 15, 2017.

Exhibit rates for contracts & payments received by March 15		Exhibit rates for contracts & payments received after March 15	
Commercial Exhibitor	\$890	Commercial Exhibitor	\$1,135
Non-Commercial/Government Discount Booth Option	\$695	Non-Commercial/Government Discount Booth Option	\$850
Municipal Main Street Exhibitor	\$260	Municipal Main Street Exhibitor	\$285
Business Associate Exhibitor	\$801	Business Associate Exhibitor	\$1,022
MML Strategic Partner Exhibit Fees		MML Strategic Partner Exhibit Fees	
Strategic Citizen Exhibitor	\$668	Strategic Citizen Exhibitor	\$851
Strategic Leader Exhibitor	\$757	Strategic Leader Exhibitor	\$965
Strategic Investor Exhibitor	\$801	Strategic Investor Exhibitor	\$1,022

**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 exhibit contracts and payments must be received by May 1, 2017 to be listed in promotional materials.

## Conference Advertising

Advertising space is available in MML's 2017 *Conference Program*, which will be distributed to all conference registrants. Ad rates are as follows:

Full page (color)..... (4-1/2" wide x 7-1/2" high)	\$875	Half page (color)..... (4-1/2" wide x 3-3/4" deep or 2-1/4" wide x 7-1/2" high)	\$360
Full page (black & White) (4-1/2" wide x 7-1/2" high)	\$485	Quarter page (color)..... (4-1/2" wide x 1-7/8" deep or 2-3/8" wide x 3-3/4" high)	\$260

Please e-mail the advertisement copy in one of the following formats: .pdf, .jpeg, .gif, .tiff, Adobe Illustrator/Photoshop. The attached contract can be used to reserve your advertising space in the *Conference Program*. Ads requiring type set or copy rearrangement will be done at extra charge. Advertising contracts and camera-ready ad copy must be received by April 1, 2017. 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. Visit MML's website to contract for exhibit and/or advertising space online.

**Booths cannot be reserved without full payment.**

## Facilities

Hall A&B booths are 10' x 10'. Each booth will contain 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. Exhibit booth carpeting, internet access, audiovisual equipment, etc., may be rented by exhibitors for an additional charge and will be contracted for 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. Exhibitors may also contract with the Convention Center for freight handling, forklift and operator, and labor assistance to set up and/or dismantle exhibits. The Exhibitors Service and Rental Order Form lists all of these items/charges and will be placed on the MML website and be emailed to all exhibitors prior to MML's summer conference.

## Meal Tickets

Exhibitors will receive two tickets per booth to the lunches in the Exhibit Areas on Monday, June 26 and Tuesday, June 27 as part of the booth fee. Tickets to other social events, and additional name badges and meal tickets, may be ordered in advance at the same rates charged to MML's members using the online Exhibitor Service Center. Meal and event ticket costs increase on April 15, 2017. Meal/event ticket cancellations received after May 15 will not be refunded. Meal tickets will NOT be sold onsite.

## Registration

Booth registration can be completed online with a credit card via our secure online system. Each exhibitor is entitled to register two representatives from its organization as part of the booth fee. Additional exhibit personnel (limited to three names per booth) must pay \$100 each (does not include any meals). Login information to register booth personnel and purchase meals via the Exhibitor Service Center will be sent after booth sale has been completed. Booth staff information can be entered and modified online any time prior to June 1.

# MML Exhibitor & Advertising Contract

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COMPANY \_\_\_\_\_  
CONTACT PERSON \_\_\_\_\_  
CONTACT E-MAIL \_\_\_\_\_  
ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
TELEPHONE (      ) \_\_\_\_\_

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

NAME \_\_\_\_\_ E-MAIL \_\_\_\_\_  
ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
TELEPHONE (      ) \_\_\_\_\_ 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.md-municipal.org](http://www.md-municipal.org))

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

## Exhibit Space

Contracts and payments received by March 15, 2017 \_\_\_\_\_ Booths at \$890 each = \_\_\_\_\_ total booth fee

Contracts and payments received after March 15, 2017 \_\_\_\_\_ Booths at \$1,135 each = \_\_\_\_\_ total booth fee

**Show Vehicles** - Contracts will not be processed without dimensions. Vehicles larger than the dimensions provided will not be allowed into the exhibit hall.

\_\_\_\_\_ Vehicle(s) at \$250 Each = \_\_\_\_\_ List vehicle type(s) and dimensions \_\_\_\_\_

## Program Advertising – Ad Copy due by April 1, 2017

- Full Page (Color) — \$875  
4-1/2" wide x 7-1/2" high
- Half Page (Color) — \$360  
4-1/2" wide x 3-3/4" high or 2-1/4" wide x 7-1/2" high
- Use the ad from last year's *Conference Program*.
- Full Page (B&W)— \$485  
4-1/2" wide x 7-1/2" high
- Quarter Page (Color) — \$260  
4-1/2" wide x 1-7/8" high or 2-3/8" wide x 3-3/4" high
- Will e-mail ad copy to MML prior to **April 1, 2017**

## Payment – Due May 1, 2017 - 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 (      ) \_\_\_\_\_

<b>Please Remit</b>	
Booth \$	_____
Show Vehicle x \$250 \$	_____
Advertising \$	_____
<b>TOTAL \$</b>	_____

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** \_\_\_\_\_



Mail/E-mail contract and payment to: Maryland Municipal League  
1212 West Street, Annapolis, MD 21401  
410/268-5514 • 800/492-7121  
E-mail to: [exhibits@mdmunicipal.org](mailto:exhibits@mdmunicipal.org) **No Faxes Accepted**

**Exhibit Hours are:**  
Monday, June 26 - 11:30 a.m. - 4:00 p.m.  
Tuesday, June 27 - 10:00 a.m. - 2:30 p.m.

# MML Exhibitor Rules & Regulations

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**Registration.** Each exhibitor is entitled to register two representatives from its company or agency as part of the booth fee. Additional exhibit personnel (limited to three names per booth) must pay \$100 each (does not include any meals). Staff names must be provided online via the Exhibitor Service Center. Details and login information to the Exhibitor 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 hall is open. Additional name badges, badge changes, and meals may be completed up to June 1 via the Service Center. Additional badges and badge changes requested after June 1 or onsite will cost \$150 per badge. Meals tickets will not be sold on site.

**Booth Selection.** Reserve your booth and advertising space online via the MML website or by completing and returning 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 exhibit contract first received in the MML office. *No booth reservations will be made or accepted until a payment for the entire exhibit fee is received at the MML office.* Booths purchased online will require a credit card payment to complete the process. 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 acknowledgements 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.

**Terms.** All exhibit contracts must be received by May 1, 2017 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, 2017. Booth cancellation fee is \$100. After May 15, 2017 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 Exhibitors 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 p.m. to 5:00 p.m. on Sunday, June 25. Exhibitors will be allowed to enter the exhibit area on Sunday, June 25 *only* during set-up hours. No exceptions will be made to this policy. If exhibits are not completely set up by 5:30 p.m. on June 25, MML reserves the right to make that space available to another exhibitor. No refunds will be given in such case. Exhibitors with vehicles will be assigned a specific time to drive their vehicles into the hall. If the vehicle is not ready to drive into the hall at the designated time, that vehicle's space is forfeited and entrance to the hall is at the discretion of the Convention Center staff. Vehicles larger than the dimensions provided to MML may not be allowed into the hall. The exhibition opens at 11:30 a.m. on Monday, June 26. As a courtesy to attendees and fellow exhibitors, dismantling may not commence before 2:30 p.m. on Tuesday, June 27. Booths must be completely dismantled by 4:30 p.m. on June 27. 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. Exhibitors' displays may not obstruct the aisles or other exhibit booths. 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 exhibit displays that obstruct an adjoining booth or interferes with the general view "down the aisle". Booth displays in booths 616 - 630 may exceed the 8' height restriction 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 exhibits are not open. However, neither the Maryland Municipal League nor the Ocean City Convention Center is responsible for any material, articles, or equipment in the exhibits. Small or easily portable articles of value should be properly secured, or removed for safekeeping after exhibit 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.



THE  
MARYLAND  
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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.