

# Expo Information



**Maryland Municipal League - Summer Conference**  
**Roland E. Powell Convention Center • Ocean City, Maryland • June 27 – 29, 2021**  
**Virtual Online • July 19 & 20, 2021**

## Meet Key Municipal Officials

Hundreds of mayors, council members, managers, finance officers, public works directors, police chiefs representing over 130 municipalities, will attend the Maryland Municipal League's summer conference twice, once in-person and again online. We have heard from City and Town officials that many are eager to venture out of their homes to meet face to face and build relationships with industry leaders. Our members look to you for the latest information, techniques, products, and services their municipalities need. **These are the people who make the major purchasing decisions in Maryland's cities and towns.**

The 2021 Conference will be a hybrid event with two components and we are excited to offer our exhibitors and sponsors the best of both worlds and a BOGO!. The event will begin with a limited attendance in-person live event on June 27-29, followed by an all-virtual event in July. Booth registration includes both parts of the conference. This is new, this is different, and your part in both components is an important and integral part of our educational programming.



## Brand Exposure/ Marketing

### Sponsorship Opportunities

Build your brand name, enhance your presence live and online year round. Become a sponsor. This is an excellent way to inform Maryland's cities and towns you want to do business with them. You have the services, products, and expertise they need. Conference sponsor recognition complements your booth exposure, but you do not have to be an exhibitor to be a sponsor. Please view details here or contact MML at 410-295-9100 or [SteveL@mdmunicipal.org](mailto:SteveL@mdmunicipal.org) for details.

### Networking Opportunities

Build on relationships with current customers and meet potential new clients at the Sunday Welcome Reception and the Tuesday Closing Reception. Use the event app and virtual platform to promote your attendance, arrange meetings, reach out to all or targeted attendees. Expand your marketing efforts beyond exhibiting and sponsorships by speaking to municipal officials face to face. We know you set the bar with your sales efforts in our live Expo and our attendees rate this part of their conference highly. Let us help you use the tools in a virtual setting to get new interest in your offerings and not just have your personnel sit in a "virtual booth" all day hoping for someone to "zoom" through. Use the space to offer how-to white papers that attendees can download, set up some virtual meetings early using the app for the virtual event, participate in the fun stuff virtually with your customers and in discussions during educational sessions – offer your unique insights. We want our exhibitors, with your unique insights and expertise, to be part of the learning experience – live and virtually.

**Show Maryland's Cities and Towns You are the Resource Leader – Virtually and In Person**



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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)

## Please Note:

It is most important to the League that all attendees be safe and feel comfortable participating in conference events. The League and Convention Center have made several changes to the “normal” process to satisfy the latest State and local Covid-19 safety protocols and guidelines. We ask you maintain social distancing, wear masks at all times, daily temperature checks, and to not attend the live conference if you feel ill or have been exposed to the Covid-19 virus. We ask that you follow these guidelines and understand why they are in place.

## Changes for 2021 – Live

The Covid-19 epidemic requires we modify our usual practices and reduce capacity limits to ensure everyone’s safety. The League will update as protocol restrictions are hopefully eased.

- **Face to Face Networking** – Attendees will have dedicated time on schedule to visit your booth.
- **Floor Plan** – Attendee meals and vehicle displays have been removed from the expo hall. See [website](#) for updated diagram.
- **Staff** - Due to capacity limits booth staff are limited to 2 per booth. Includes lunches and Welcome Reception tickets.
- **Monday and Tuesday Lunches** - Exhibitor meals will be delivered to your booth by Centerplate Catering
- **Hours** - In-person booths must be staffed during expo hours on Monday and Tuesday (10 – 4 pm both days, tentative).
- **Move-in** - Booth set up will be Sunday afternoon, June 27, between noon and 4 pm. Tear down will not begin until 4 pm on Tuesday. June 29.
- **Access to Sessions** - Due to capacity limits exhibitors are not able to attend conference sessions, workshops, and events within the convention center. You will be able to participate in the same sessions during the virtual event, however, as well as new, added educational sessions, so you won’t miss anything. Exhibitors are welcome to attend the Welcome Reception on Sunday evening and to purchase tickets for the Closing Reception Tuesday evening.
- **Attendees** will be split into two groups and each group will visit the expo separately multiple times during the live event.
- **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.

## Changes for 2021 – Virtual

- **Access** - Exhibitors registered for the live event are also welcome to participate in all virtual sessions, events, workshops, and fun breaks.
- **Staff** - Additional virtual staff registrations are available (\$95).
- **Resource Solutions Showcase** – This is your virtual company profile. Here attendees and the public will see your organization’s description, arrange meetings, display whitepapers, demos, videos, links, etc.
- **Hours** – The Showcase must be staffed during dedicated expo hours on Monday and Tuesday from 10 am to 4 pm (tentative).
- **Move-in** – The Showcase will open on June 30. Please send/upload your profile contents by June 10
- **Visibility** - Year-round exposure on MML website

## Covid-19 Related

- By participating in the MML 2021 Summer Conference you acknowledge that MML, the Convention Center, and MML official hotels have done their due diligence to keep everyone safe. Full waiver of liability is located on the MML website.
- In the event that the League is unable to safely host this conference in person, the event will transition to a virtual only online platform. Details and options will be provided in that case.



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# Expo Information

**Expo Fees** - Save money by reserving booth space early! Expo booth fees will increase for all contracts received after April 15, 2021.

Exhibit rates for contracts & payments received by April 15, 2021		Exhibit rates for contracts & payments received after April 15, 2021	
Commercial Exhibitor	\$950	Commercial Exhibitor	\$1,205
Non-Commercial/Government Discount Booth Option	\$740	Non-Commercial/Government Discount Booth Option	\$900
Municipal Main Street Exhibitor	\$275	Municipal Main Street Exhibitor	\$300
Business Associate Exhibitor	\$855	Business Associate Exhibitor	\$1,085
MML Strategic Partner Exhibit Fees		MML Strategic Partner Exhibit Fees	
Strategic Citizen Exhibitor	\$715	Strategic Citizen Exhibitor	\$905
Strategic Leader Exhibitor	\$810	Strategic Leader Exhibitor	\$1,025
Strategic Investor Exhibitor	\$855	Strategic Investor Exhibitor	\$1,085

**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, 2021 to be listed in promotional materials.

**Advertising** – Ad copy and payment must be received by May 1

- **eBulletin biweekly newsletter** (circ. 2,500, local, county, state officials) - 2 ad placements - \$200 (\$250 value)  
Full color, jpg format, File size: 72dpi or 96dpi (96 preferred for higher quality), Horizontal ad: 580px w by 176px h
- **Event website advertising** - details coming soon.

## Expo Booth Selection

- **Reserve exhibit space online:** Visit MML’s expo web page to reserve your live exhibit and virtual showcase space; see the real time in-person floor plan; sold booths, 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.

## Staff Registration

Booth staff registration is completed online. Each exhibitor is entitled to register two representatives from its organization as part of the booth fee. Due to Covid-19 additional both personnel, meal tickets, and onsite registrations to the live event are not available. Additional registrations are available for the virtual portion. Exhibitors receive two tickets per booth to the lunches on Monday and Tuesday along with two tickets to the Sunday evening Welcome Reception. Tickets for the Closing Reception Tuesday night may be purchased at cost using the same online registration form.

Login information to register booth personnel online 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 10.

## Facilities

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 Convention Center. Booth displays must be contained within the 10’ x 10’ booth space and not exceed 8’ in height. Displays in booths 624-638 & 701-706 may extend to a height of 15’ provided the display does not block or hide the view of other booths. The Expo Service and Rental Order Form lists all of these items/charges and will be placed on the MML website prior to conference.



# MML Expo Contract

Ocean City, Maryland - June 27-29, 2021  
Virtual - July 19-20, 2021

MARYLAND MUNICIPAL LEAGUE  
SUMMER CONFERENCE

The End of the Beginning:  
Facing the Challenges Ahead Together

2021



COMPANY \_\_\_\_\_

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

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

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

TELEPHONE (      ) \_\_\_\_\_

**NAME AND CONTACT INFORMATION TO APPEAR IN EXPO LISTING 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 April 15, 2021 \_\_\_\_\_ Booths at \$950 each = \_\_\_\_\_ total booth fee

Contracts and payments received after April 15, 2021 \_\_\_\_\_ Booths at \$1,205 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 \$200 Each = \_\_\_\_\_ Vehicle dimensions required

Advertising - eBulletin newsletter – [ ] 2 ad placements at \$200 = \_\_\_\_\_

## Payment – Due May 1, 2021 - 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(s) \$ \_\_\_\_\_

\_\_\_\_\_ Vehicle(s) x \$200 \$ \_\_\_\_\_

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. By participating in this conference you acknowledge that MML, the Convention Center, and official hotels have done their due diligence to keep everyone safe. Full waiver details located on MML website.

SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

Mail or email contract and payment to MML:

1212 West Street, Annapolis, MD 21401

[exhibits@mdmunicipal.org](mailto:exhibits@mdmunicipal.org)

In-person Expo Hours: June 28 & 29 - 10 am - 4:00 pm (subject to change)

Virtual Showcase hours: July 19 & 20 - 10 am - 4:00 pm (subject to change)



THE MARYLAND MUNICIPAL LEAGUE

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**Registration:** Each exhibitor is entitled to register two representatives from its organization as part of the booth fee. Due to Covid-19 the additional exhibit personnel option will not be available. 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 live exhibit hall is open. Changes requested after June 10 or onsite will cost \$150 per badge. No onsite registrations.

**Booth Selection:** Reserve your booth and advertising space online via the [MML website](#) or by completing the hardcopy contract. Contracts may be mailed 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. MML reserves the right to assign/re-assign exhibit space to meet the needs of all exhibitors and Covid-19 protocols. Once your online booth registration is complete, a confirmation e-mail will immediately be sent to the e-mail address provided. If you do not receive a confirmation, please contact MML.

**Payment of Fees:** No booth reservations will be secured until full payment is received at the MML office. 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). All exhibit and sponsor contracts must be received by May 1, 2021 to ensure you are included in the promotional materials.

**Cancellations:** Booth and event ticket cancellations must be received in writing by May 15, 2021. Booth cancellation fee is \$100. After May 15, no refunds.

**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 live conference. Booth fee includes table, chairs, pipe and drape, and electricity.

**Installation and Dismantling:** The exhibit set-up hours are noon to 4:00 pm on Sunday, June 27. Exhibitors will be allowed to enter the exhibit area on Sunday, June 27 *only* during set-up hours. No exceptions will be made to this policy. If exhibits are not completely set up by 4:30 pm on June 27, 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 10:00 am provided MML has been notified in advance. Exhibitors with vehicles will be assigned a specific time to park their vehicles and equipment in the front parking lot along Coastal Highway. 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 10 am on Monday, June 28. As a courtesy to attendees and fellow exhibitors, dismantling may not commence before 4:00 pm on Tuesday, June 29. Booths must be completely dismantled by 5:30 pm on June 29. 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 623 - 714 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.

**Covid-19:** By participating in this conference you acknowledge that MML, the Convention Center, and MML official hotels participating in the event have done their due diligence to keep everyone safe. In the event that the League is unable to safely host this conference in person, the event will transition to a virtual only online platform. Details and options will be provided in that case.

**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 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.



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