MABE

ANNUAL CONFERENCE 2021

The Westin Annapolis
100 Westgate Circle
Annapolis, MD 21401

October 6-8, 2021

Sponsorship & Exhibitor Prospectus

MABE
MARYLAND ASSOCIATION OF BOARDS OF EDUCATION

ABOUT MABE

Founded in 1957, the Maryland Association of Boards of Education is a private, non-profit organization dedicated to serving and supporting boards of education in Maryland. All 24 boards of education are members of MABE.

MABE Annual Conference 2021 will be an "in-person" event on October 6-8, 2021 to be held at The Westin Annapolis. We are expecting capacity attendance at this year's conference, given both the strength of our program and our return to gathering in person.

MABE
Annual Conference
2021

OUR MISSION

Provide members with a strong collective voice and support local school board governance through professional development, advocacy, and member services.

OUR VISION

MABE is a champion for excellence in public education.

OUR VALUES

We serve public school boards.
we champion local governance.
We create and encourage collaborative relationships.
We value the diversity that enriches our school communities.
we champion educational equity and excellence for each student.
we are a safe place to learn, laugh, share, and network.

A FIRST-RATE NETWORKING OPPORTUNITY

Over the past five years our Annual Conference has drawn nearly 200 participants from Maryland's 24 school districts.

Empowering your brand as an Exhibitor at MABE Annual Conference 2021 means:

- Growing your brand awareness among a targeted, engaged audience
- Touching base face-to-face with existing clients and promising prospects
- Showcasing your latest and greatest offerings and solutions
- Learning the most recent priorities of and developments in Maryland public education

EXHIBITOR SCHEDULE

Wednesday October 6	**4:00 pm**	**Exhibit Hall opens for set-up**
Thursday October 7	**8:00 am**	**Exhibit Hall opens with Continental Breakfast**
	noon - 1:15 pm	**Exhibit Hall Lunch / Networking**
	1:15 pm - 3:30 pm	**Exhibit Hall Afternoon Hours**

EXHIBITOR INVESTMENT

MABE
Annual Conference
2021

EXHIBIT BOOTH INCLUDES:

10X10 booth space
6-foot covered table with 2 chairs
Listing in conference program
List of conference registrants
Thursday Continental Breakfast
Thursday Exhibit Hall Lunch

EXHIBIT SPACE:

Affiliate Members	$650
Non-Affiliates	$750
State Agency	$300
Non-Profits	$300

SPONSORSHIP OPPORTUNITIES

	Co-Sponsor	Exclusive Sponsor*
PLATINUM SPONSOR		
Presidents' Dinner	$3,000	$8,000
Opening Keynote	$3,000	$8,000
Closing Keynote	$3,000	$8,000
Parking*	$6,000	
GOLD SPONSOR		
Presidents' Reception	$3,000	$5,500
Opening Luncheon	$3,000	$5,500
Closing Luncheon	$3,000	$5,500
Exhibit Hall Lunch	$1,000	$4,000
Leadership Lunch	$1,000	$3,000
Exhibit Hall Breakfast	$1,000	$2,500
Business Meeting Refreshment	$1,000	$2,000
Legislative Committee Breakfast	$1,000	$2,000
Wi-Fi Sponsor	$2,000	
BRONZE SPONSOR		
Conference Tote	$4,500	
Lanyards	$4,000	
ADDITIONAL OPPORTUNITIES		
Program 1/2-page ad	$200	
Program full-page ad	$300	
Bag Insert (1 item or flier)	$500	

***All Exclusive Sponsors who invest $4,500 or more in sponsorship support of Annual Conference 2021 will have their organization's logo and URL showcased on the event's large screen during lead-in time for keynote addresses, our marquis workshop and the Presidents' Dinner.**

SPONSORSHIP INVESTMENT

PLATINUM

Logo on all appropriate signage
Profile in conference program and appropriate print materials
Logo on email communication announcing sponsored event
Mention from the podium
Full-page ad in conference program
Free exhibit space for exclusive sponsors
One promotional item in attendee bag (provided by sponsor)

*Parking sponsor will get numerous communications to attendees announcing parking details with sponsor logo.

GOLD

Logo on all appropriate signage
Profile in conference program and appropriate print materials
Mention from the podium
Half-page ad in conference program
$100 off exhibit space for exclusive sponsors
One promotional item in attendee bag (provided by sponsor)

BRONZE

Logo on all appropriate signage
Profile in conference program and appropriate print materials

encore
EVENTS THAT TRANSFORM

EXHIBITOR SERVICES

NAME: Bryan Minnick
EMAIL: Bryan,Minnick@encoreglobal.com

NAME OF CONFERENCE	START DATE	END DATE	# OF EVENT DAYS

COMPANY NAME	ON-SITE CONTACT NAME & NUMBER	ROOM/ BOOTH NAME/NUMBER

BILLING ADDRESS	CITY & STATE	ZIP CODE

DELIVERY DATE	DELIVERY TIME	PICKUP DATE	PICKUP TIME

ORDERED BY	EMAIL	PHONE

Email completed form to the Encore Representative listed above.
Once this request form is submitted, an Encore Representative will contact you for an official order review and signature.
Labor charges, sales tax, loss damage waiver, and service charges may apply.

PROJECTION	QUANTITY	DAILY RATE
LCD PROJECTOR		$480
TRIPOD SCREEN PACKAGE		$195
25' HDMI CABLE		$32

MONITOR	QUANTITY	DAILY RATE
24" MONITOR TABLE TOP		$215
55" MONITOR		$510
70" MONITOR		$1140

AUDIO	QUANTITY	DAILY RATE
SMALL PERSONAL SPEAKERS		$45

INTERNET	QUANTITY	SHOW RATE
HARD LINE CONNECTION		$100

POWER	QUANTITY	SHOW RATE
Edison Power Cable (1 outlet)		$21
Edison Power Strip (6 outlet)		$21

MISCELLANEOUS	QUANTITY	DAILY RATE
LAPTOP		$250
FLIPCHART PACKAGE		$96

If you are in need of technical assistance,
please contact Encore at 443.458.3784

THE WESTIN
ANNAPOLIS

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2021 Annual Conference Exhibitor Contract
October 6-8, 2021
The Westin Annapolis, Maryland

Contract is subject to the Exhibitor Rules & Regulations outlined in the prospectus.
Please return all forms to Jen Beltz, Director of Communications & Marketing: jbeltz@mabe.org.
If items are needed beyond what is outlined in the prospectus, please order using the hotel's service order form.
When this form is accepted by MABE, this contract will be binding.

Number of spaces: _____

Cost per booth:

____ $650 - Affiliate
____ $750 - Non-Affiliate
____ $300 - State Agency
____ $300 - Non-Profit

Payment method:

____ Check Enclosed
____ Invoice

Onsite Representative:
Name of person staffing exhibit booth:

Business information as it should appear in print marketing

Company name:

Brief Description (subject to editing):

Address:

Phone: Website:
Contact name and title:
Contact email:

All communications regarding exhibiting will be sent to the person signing the contract below unless otherwise requested in writing. The undersigned hereby represents that s/he is authorized to execute this application on behalf of the exhibitor and to bind the exhibitor to all Exhibitor Rules and Regulations included in the prospectus.

This contract is excuted on (month/day/year):

Signature of person executing contract:

Name of person executing contract (print or type):

Address:

Phone: Contact Email:

Please return this form to Jen Beltz, MABE Director of Communications & Marketing, at jbeltz@mabe.org.

Exhibitor Rules and Regulations

1. Contract for Space - Upon MABE's written acceptance of the space application and full payment of rental charges, a contractual relationship shall exist between the exhibitor and MABE in accordance with these Exhibitor's Rules and Regulations.
2. Exhibit Coordinator(s) - An exhibit coordinator(s) shall be designated by MABE. Only the exhibit coordinator(s) has the authority to act on behalf of MABE.
3. Payments for Space - The space application must be submitted with the full payment of the total space rental cost made payable to the Maryland Association of Boards of Education. No assignment of space will be made without full payment of total space rental unless prior arrangements have been made in writing with the exhibit coordinator(s).
4. Default in Occupancy - An exhibitor failing to occupy space contracted for is not relieved of the obligation of paying the full rental for such space. No telephone cancellations will be accepted by the Association. MABE shall have the sole right to use unoccupied space.
5. Cancellation - All cancellations must be submitted in writing to MABE. If notice of cancellation is made before August 31, 2021, a refund, less an $80 cancellation fee, may be issued. NO REFUNDS will be made unless and until all space is sold.
6. Installing and Dismantling - Complete installing and dismantling instructions and schedule of exhibit hours will be mailed as time permits prior to the conference. The exhibitor expressly agrees not to dismantle his/her exhibit or do any packing before 2:30 p.m., Thursday, October 7, 2021. All exhibits must be out of the hotel by 5:00 p.m., Thursday, October 7, 2021.
7. Use of Space - All demonstrations, or other sales activities, must be confined to the limits of the exhibit space. Sales that include the payment of money or delivery of merchandise in the exhibit area are prohibited. (No exceptions.) No exhibitor shall assign, sublet, or share the space allotted nor shall anything be displayed beyond the table area unless approved by the exhibit coordinator(s). Displays shall not be placed in such a manner as to interfere with other exhibits. MABE reserves the right to exclude from exhibition any or all literature, illustrations, material, or products that in its judgement is not consistent with proper decorum of the educational exhibit.
8. Attendance - The Association shall have sole control over all admission policies at all times. Representatives of exhibitor will be required to pre-register and wear an appropriate badge while in attendance at the exhibit. Exhibitor shall not: 1) make any material change in its exhibit or the displays therein after the initial installation; or (2) fail to keep exhibit fully open and properly manned during the specified exhibit hours.
9. Exhibit Representative - Each exhibitor shall name one (1) person to be its representative. Such representative shall direct installation, operation, and removal of exhibit and be authorized to enter into necessary service contracts.
10. Special Lighting - All electrical connections, floodlights, and spotlights must be installed only by and with approval of the hotel electrician. A rate and order card will be mailed to each exhibitor upon request.
11. Noise-Making Exhibits - Exhibits that include the operation of musical instruments, radios, talking motion picture equipment, public address systems, or noise-making machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors and their patrons. The exhibit coordinator(s) has final authority to resolve all disputes that may arise.
12. Liability - Responsibility for liability insurance is that of each individual exhibitor. Each exhibitor will hold free of liability, in connection with property damage or personal damage to his agents and employees, the headquarters hotel, the Maryland Association of Boards of Education, the show decorator and/or drayage agent, and employees of each organization for loss, theft, damage, or destruction of goods, or for any injury to himself or employees while in the exhibition; or for any damage of any nature or character. The exhibitor agrees to indemnify, defend, and hold harmless the Maryland Association of Boards of Education, its agents, employees, and officials, and any successor, from and against all suits, claims, damages, and costs, including reasonable attorney's fees, resulting from any injuries, costs, damages, or expenses caused by the actions of the exhibitor, its agents, or employees.
13. Fire Protection - No flammable fluids, substances, or materials of any nature, including decorative material that is not flameproof, may be used in the booth. Electrical wiring must conform with national Electrical Code Safety Rules. City fire regulations must be complied with.
14. Telephone Service - All exhibitors are responsible for arranging telephone service desired. Please contact the conference site coordinator for information.

THESE REGULATIONS BECOME PART OF THE CONTRACT BETWEEN THE EXHIBITOR AND THE MARYLAND ASSOCIATION OF BOARDS OF EDUCATION. THEY HAVE BEEN FORMULATED IN THE BEST INTERESTS OF ALL EXHIBITORS. THE ASSOCIATION RESPECTFULLY ASKS THE FULL COOPERATION OF THE EXHIBITORS IN THEIR OBSERVANCE. ALL POINTS NOT COVERED ARE SUBJECT TO THE DECISION OF THE ASSOCIATION.

Frances Hughes Glendening, Executive Director
Maryland Association of Boards of Education

2021 Annual Sponsor Form
October 6-8, 2021
The Westin Annapolis, Maryland

Event/Item being sponsored:

_____

Amount _____ **Check one: ___ Exclusive Sponsor ___ Co-Sponsor**

Business information as it should appear in print marketing

Company Name:

Brief Description (Subject to Editing):

Address:

Phone: Website:

Contact name and title:

Contact email:

Point of contact for sponsorship communication (if different than above):

Contact name and title:
Email:
Phone:

Payment Method **Check one: ___Check Enclosed ___ Invoice us**

Payment must be received before business information and/or logo can be printed in/on conference materials.

Please return this form to Jen Beltz, MABE Director of Communications & Marketing, at jbeltz@mabe.org.

MABE

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2021

NEED ADDITIONAL INFO?

Please contact MABE Director of Communications & Marketing Jen Beltz at (443) 603-0393 or jbeltz@mabe.org.

MABE

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