The Westin Annapolis | 100 Westgate Circle | Annapolis, MD 21401
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 in Maryland are members of MABE.

MABE Annual Conference 2022 will be held in person October 6-8, 2022 at The Westin Annapolis. We are expecting capacity attendance at this year’s conference, given the strength of our program and attendees’ strong preferences to meet in person.

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.
"I have attended seven consecutive MABE Annual Conferences. Leaders gather to learn best governance practices and learn new programs and technology that can help enrich student learning. Inevitably, I glean practical solutions applicable to a current challenge facing my district."

Pamela L. Cousins
President,
Calvert County Board of Education

"MABE is a crucial part of Maryland's 'local school boards,' and a critical asset to us. As we work locally to do our best for our students, MABE serves as a consistent and valuable resource to support our ever-changing needs."

James (Jim) Newcomb, Jr.
President,
Caroline County Board of Education
Sponsorship Opportunities

Your organization has options ranging from high-profile sponsorships of keynote addresses and the annual Presidents Dinner, to advertising in the Annual Conference Event Program, branded lanyards for attendee nametags, high-visibility luncheon or refreshment sponsorships, and much more. All Sponsors also are listed with applicable contact information and organization URLs in the MABE Annual Conference 2022 Event Program, used by all attendees throughout the Conference.

Exhibitor Opportunities

An attendee favorite for many years, last year’s Exhibit Hall earned enthusiastic survey ratings from attendees and Exhibitors alike. On Exhibit Day, Oct. 7th, it’s your time to shine! Your organization can establish new business contacts; share with attendees your offerings that set you apart; and explain your services in more personal detail to a captive audience.

All Annual Conference Exhibitors also are included on MABE’s website, on our Conference Registrants List, and on Exhibit Hall signage. Further, Exhibitors are listed along with preferred contact information in our Annual Conference Event Program, used daily by all Conference attendees.
We greatly appreciate the interest and support of MABE Annual Conference 2022 Sponsors. This year, PLATINUM, GOLD, GREEN and ADVERTISING sponsorship levels will be available. Details for each Sponsorship level follow.

Thank you in advance for supporting our vision to serve as a champion for excellence in public education.

NOTE: Sponsors or Exhibitors who wish to attend portions of the Annual Conference itself are required to register for the Conference and pay related registration fee(s).

The logo and URL of all Sponsors who invest $5000 or more (including Exhibitor fees but excluding Conference Registration fees) in support of MABE Annual Conference 2022 will be showcased on the event’s large ballroom screen during lead-in time for keynote addresses, featured larger meals, and the Presidents’ Dinner and Award Presentation.

All sponsorships will be sold on a first-come, first-served basis.
PLATINUM SPONSORSHIPS

PLATINUM SPONSORSHIPS INCLUDE:

- Full-page ad in Event Program
- Logo on email communication announcing sponsored event
- Prominent logo on all related event signage
- Listing with contact information in Event Program + appropriate print materials
- One promotional item in attendee bag (provided by sponsor)
- Mention from Event podium
- Logo on MABE’s website

Free Exhibit Booth for Platinum Exclusive Sponsors
($150 off Exhibit Booth fee for Platinum Co-Sponsors)

<table>
<thead>
<tr>
<th>Exclusive Sponsor</th>
<th>Co-Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening Keynote Address (10/6)</td>
<td>$8,000</td>
</tr>
<tr>
<td>Presidents Reception (10/7)</td>
<td>$6,000</td>
</tr>
<tr>
<td>Presidents Dinner &amp; Award Presentation (10/7)</td>
<td>$8,000</td>
</tr>
<tr>
<td>Closing Keynote Address (10/8)</td>
<td>$6,000</td>
</tr>
<tr>
<td>Event Parking*</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

*Event Parking Sponsor to also be included in multiple communications to attendees in advance of event announcing parking details with Event Parking Sponsor logo.
GOLD SPONSORSHIPS

GOLD Sponsorships Include:

- Prominent logo on all related event signage
- Listing with contact information in Event Program + appropriate print materials
- Half-page ad in conference program
- 1 promotional item in attendee bag (provided by sponsor)
- Logo on MABE’s website

For Gold Exclusive Sponsors: $100 off Exhibit Booth fee

<table>
<thead>
<tr>
<th></th>
<th>EXCLUSIVE SPONSOR</th>
<th>CO-SPONSOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSINESS MEETING</td>
<td>$2,000</td>
<td>$1,200</td>
</tr>
<tr>
<td>REFRESHMENTS (10/6)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OPENING LUNCHEON (10/6)</td>
<td>$6,000</td>
<td>$3,200</td>
</tr>
<tr>
<td>EXHIBIT HALL BREAKFAST (10/7)</td>
<td>$2,500</td>
<td>$1,200</td>
</tr>
<tr>
<td>EXHIBIT HALL LUNCH (10/7)</td>
<td>$3,000</td>
<td>$1,200</td>
</tr>
<tr>
<td>LEGISLATIVE COMMITTEE MEETING &amp; BREAKFAST (10/7)</td>
<td>$2,000</td>
<td>$1,200</td>
</tr>
<tr>
<td>LEADERSHIP LUNCH (10/7)</td>
<td>$2,500</td>
<td>$1,500</td>
</tr>
</tbody>
</table>
GREEN SPONSORSHIPS

INCLUDE:

Logo on all related event signage
Listing with contact information in Event Program and appropriate print materials
Half-page ad in conference program
1 promotional item in attendee bag (provided by sponsor)
Logo on MABE’s website
For Green Exclusive Sponsors: $100 off Exhibit Booth fee

Annual Conference Tote-Bags $4,800 SOLD
Conference Attendee Name Tag Lanyards $3,800
Wi-Fi Ballroom & Meeting Room Signage $2,200

ADVERTISING SPONSORSHIPS

ADVERTISING Sponsorships Include:

Logo on MABE’s website
Listing with contact information in Event Program and appropriate print materials

Event Program Full-Page color Advertisement $325
Event Program 1/2-Page color Advertisement $225
Branded promotional item in attendee Tote Bag (1 Item or Flier) $550
Specific item(s) 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 me for digital payment by credit card

____ Invoice me for payment by check

Payment must be received before business information and/or logo can be printed in/on conference materials.
Why Exhibit at MABE Annual Conference 2022?

**Attendees:**
Nearly 200 participants from each of Maryland’s 24 school systems attend.

**Brand Promotion:**
Grow your brand awareness among decision-making education professionals.

**Networking:**
Form and grow relationships face-to-face with existing clients and promising prospects.

**Seize the Spotlight:**
Showcase your latest and greatest offerings among a connected target audience.

**Staying Informed:**
Learn the most recent priorities of and developments in Maryland public education.
EXHIBIT SCHEDULE* & INVESTMENT:

Thursday October 6
5:00 pm   Exhibit Hall opens for set-up

Friday October 7
8:00 am   Exhibit Hall opens with Continental Breakfast for all attendees

noon - 1:15 pm   Exhibit Hall Lunch; Exhibitor + Attendee Networking

1:15 - 4:30 pm   Exhibit Hall Afternoon Hours

*Schedule as of 5/18/22. Schedule may change slightly leading up to Conference date.

EXHIBIT BOOTH INCLUDES:

8 x 10 booth space
6-foot covered table with 2 chairs
Listing in conference program
Logo on Related Event Signage
List of conference registrants
Friday Continental Breakfast
Friday Exhibit Hall Lunch

EXHIBIT SPACE:
Affiliate Members: $675
Non-Affiliates: $775
State Agency: $325
Non-Profits: $325
# EXHIBITOR SERVICES

**NAME:** Jason Taylor  
**EMAIL:** jason.taylor@encoreglobal.com  

<table>
<thead>
<tr>
<th>NAME OF CONFERENCE</th>
<th>START DATE</th>
<th>END DATE</th>
<th># OF EVENT DAYS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COMPANY NAME</th>
<th>ON-SITE CONTACT NAME &amp; NUMBER</th>
<th>ROOM/BOOTH NAME/NUMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BILLING ADDRESS</th>
<th>CITY &amp; STATE</th>
<th>ZIP CODE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DELIVERY DATE</th>
<th>DELIVERY TIME</th>
<th>PICKUP DATE</th>
<th>PICKUP TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ORDERED BY</th>
<th>EMAIL</th>
<th>PHONE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

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

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>DAILY RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>LCD PROJECTOR</td>
<td>$480</td>
</tr>
<tr>
<td>TRIPOD SCREEN PACKAGE</td>
<td>$195</td>
</tr>
<tr>
<td>25' HDMI CABLE</td>
<td>$32</td>
</tr>
</tbody>
</table>

### MONITOR

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>DAILY RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>24&quot; MONITOR TABLE TOP</td>
<td>$215</td>
</tr>
<tr>
<td>55&quot; MONITOR</td>
<td>$510</td>
</tr>
<tr>
<td>70&quot; MONITOR</td>
<td>$1140</td>
</tr>
</tbody>
</table>

### AUDIO

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>DAILY RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMALL PERSONAL SPEAKERS</td>
<td>$45</td>
</tr>
</tbody>
</table>

### INTERNET

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>SHOW RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>HARD LINE CONNECTION</td>
<td>$100</td>
</tr>
</tbody>
</table>

### POWER

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>SHOW RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edison Power Cable (1 outlet)</td>
<td>$21</td>
</tr>
<tr>
<td>Edison Power Strip (6 outlet)</td>
<td>$21</td>
</tr>
</tbody>
</table>

### MISCELLANEOUS

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>DAILY RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>LAPTOP</td>
<td>$250</td>
</tr>
<tr>
<td>FLIPCHART PACKAGE</td>
<td>$96</td>
</tr>
</tbody>
</table>

---

If you are in need of technical assistance, please contact Encore at 805.218.5325

©2021 Encore Global LP or its subsidiaries. Proprietary and Confidential Information
2022 MABE Annual Conference Exhibitor Contract  
October 6-8, 2022  
The Westin Annapolis, Maryland

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

Contract is subject to the Exhibitor Rules & Regulations outlined in the Prospectus. 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:
- $675 - Affiliate
- $775 - Non-Affiliate
- $325 - State Agency
- $325 - Non-Profit

Payment Method
Check one:
- Check Enclosed
- Invoice me for digital payment by credit card
- Invoice me for payment by check

Payment must be received before business information and/or logo can be printed in/on conference materials and before organization can exhibit at the Conference.

Name of person/people staffing exhibit booth (limited to 2 people):

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 executed on (month/day/year):

Signature of person executing contract:

Name of person executing contract (print or type):

Address:

Phone: Contact Email:
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, 2022, 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., Friday, October 7, 2022. All exhibits must be out of the hotel by 5:00 p.m., Friday, October 7, 2022.

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.

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.


Frances Hughes Glendening, Executive Director
Maryland Association of Boards of Education
For further information, contact:

Jen Beltz
Ph: (443) 603-0393
JBELTZ@MABE.ORG

MABE Annual Conference 2022 Sponsors and/or Exhibitors are welcome to **BOOK LODGING** at The Westin Annapolis using MABE's discounted room rate.