

# 2024 MCAP ANNUAL HUMAN SERVICES CONFERENCE

## SPONSOR EXHIBITOR ADVERTISER GUIDE

*When*

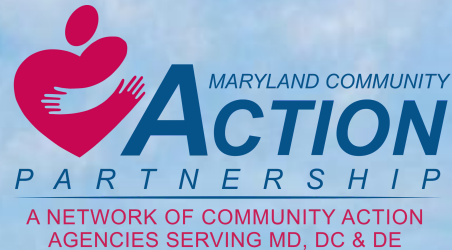
# MAY 7-10

Pre-Conference (7th)  
General Program (8-10th)

*Where*

# ASHORE

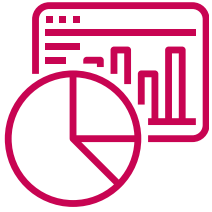
Resort & Beach Club  
10100 Coastal Hwy  
Ocean City, MD 21842



*Secure Your Space Now*

**BUILD RELATIONSHIPS AND AWARENESS AT MCAP'S ANNUAL CONFERENCE 2024! PLEASE SECURE YOUR COMMITMENTS EARLY AS THEY GO FAST.**

**QUESTIONS, EMAIL [INFO@MARYLAND-CAP.ORG](mailto:INFO@MARYLAND-CAP.ORG)**



# Reach Our Network

**19**

Agencies & Teams

**1.1K**

Fans & Followers

**1,100**

US CAP Agencies

**1,553**

Whova Messages Shared  
During Conference Week  
(60% attendees on app last event)

**1,637,492**

Individuals Served by  
the MCAP Network

**11.6K**

Conference Social Impressions  
(previous year promotional campaign)

**6-Month**

Campaign  
Outreach Program

**SELECT YOUR LEVEL OF COMMITMENTS TODAY  
BY COMPLETING THE SIGN UP FORM**

**SIGN UP**

*Don't Miss This Opportunity!*

**LOOK FORWARD TO SEEING YOU IN OCEAN CITY!**

**PLEASE DIRECT QUESTIONS TO [INFO@MARYLAND-CAP.ORG](mailto:INFO@MARYLAND-CAP.ORG)**

# Sponsors

**SIGN UP**

## HERE ARE THE OPTIONS FOR SPONSOR PACKAGES:

- ✓ Branding across materials
- ✓ Social media promotion
- ✓ Event app promotion
- ✓ Website and program logo inclusion
- ✓ Advertisements by sponsor level
- ✓ Conference passes by sponsor level
- ✓ Commercial highlights during breaks
- ✓ Access to the network of Community Action Professionals in MD, DC and DE
- ✓ Exhibitor table space
- ✓ Opportunity to include giveaways in conference bags

*Note:* All sponsor packages include an exhibitor table worth \$700.

SPONSOR LEVEL	INVESTMENT
Platinum Sponsor	\$15,000
Gold Sponsor	\$10,000
Silver Sponsor	\$5,000
Bronze Sponsor	\$3,000

# Exhibitors

**SIGN UP**

## HERE IS WHAT IS INCLUDED IN THE EXHIBITOR PACKAGE:

- ✓ Exhibit space
- ✓ WiFi
- ✓ Electricity
- ✓ Draped table (6')
- ✓ Chair for exhibitor representative
- ✓ Waste basket
- ✓ Complimentary water service
- ✓ Attendees list access via Whova app
- ✓ One (1) exhibit representative pass

**EXHIBITOR PACKAGE INVESTMENT = \$700**  
**(+\$200 per each additional representative pass)**

Exhibitor Setup	TUESDAY - May 7th	1 PM - 5 PM
Exhibitor Hours	WEDNESDAY - May 8th	8:00 AM - 5:00 PM
Exhibitor Hours	THURSDAY - May 9th	8:00 AM - 5:00 PM
Exhibitor Hours	FRIDAY - May 10th	8:00 AM - 12:00 PM
Exhibitor Tear Down	FRIDAY - May 10th	12:00 PM - 2:00 PM

*Note:* Add additional exhibit representative passes and chairs for only \$200 each

# Advertisers

**SIGN UP**

## HERE ARE THE OPTIONS AND SPECIFICATIONS FOR ADS IN THE ANNUAL CONFERENCE PROGRAM BOOK:

- ✓ Included in the 4-color printed & digital program
- ✓ Included on Conference website
- ✓ Included on the Whova app
- ✓ Shared on social media

<b>1/4-PAGE AD</b>	<b>\$300</b>	<b>3.75" x 5"</b>
<b>1/2-PAGE ADD</b>	<b>\$500</b>	<b>7.785" x 5"</b>
<b>FULL-PAGE AD</b>	<b>\$1,000</b>	<b>7.785" x 10"</b>

# Sponsors

**BELOW ARE THE DETAILED OPTIONS AND BENEFITS:**

OPPORTUNITIES	PLATINUM CHAMPIONS	GOLD PARTNER	SILVER PARTNER	BRONZE PARTNER	EXHIBITOR TABLES
	\$15,000	\$10,000	\$5,000	\$3,000	\$700
Preferential Speaker Opportunity at Opening Plenary Session (5-10 min.)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Logo on Conference Lanyards	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MCAP-Produced Champion Promotional Video (1-min.)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cobranded Conference Bags	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sponsor Community Action's Got Talent Show Co-Hosts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Plenary Introduction (5 min.)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Awards Ceremony Co-Hosts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sponsor logo on conference charging station and MCAP Lounge area	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reserved Conference Program Workshop or Educational Breakout Session	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Front Cover Logo Inclusion on Conference Program Notebook	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rolling Sponsor Commercials Included During Plenary Breaks	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recognition by MCAP Leadership During Welcome and Breaks Onsite	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Recognition in Pre-Conference & Post-Conference Communications Materials	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Recognition on Conference Website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Inside Page Sponsor Listing and Logo in Conference Program Notebook	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Materials or Give-Aways Included in Conference Bag	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Logo Inclusion on Whova App	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Logo Inclusion on Social Media Posts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Attendee List and Communication Access Through Whova App	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Exhibit Booth Presence (includes exhibit space + 1 exhibit representative pass, WiFi, electricity, draped table, chair, trash can)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Meal Sponsorship Signage	BREAKFASTS & AM BREAKS	LUNCHES	PM BREAKS	<input type="checkbox"/>	<input type="checkbox"/>
Full-page Ad Inside Front Cover of Printed and Digital Conference Program	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Full-page in Printed and Digital Conference Program	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Half-page Ad Inside in Printed and Digital Conference Program	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quarter-page Ad in Printed and Digital Conference Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Number of Partner-cobranded push eBlast communications to registrants (pre-conf, onsite, post-conf)	5	3	1	1	<input type="checkbox"/>
Number of Partner-specific content push notifications via Whova App to registrants (pre-conf, onsite)	5	3	1	1	<input type="checkbox"/>
Conference Passes	5	3	1	1	<input type="checkbox"/>
★ Added Year-Round Benefits	5	3	1	<input type="checkbox"/>	<input type="checkbox"/>
Named Partner Throughout the Year on MCAP Website with Links to Partner Web Pages	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**SIGN UP**

★ **ASK US ABOUT YEAR-ROUND BENEFITS**