



MARYLAND COMMUNITY ACTION PARTNERSHIP

SPONSOR & EXHIBITOR GUIDE

**2025 ANNUAL HUMAN
SERVICES CONFERENCE**
**TUESDAY MAY 6 – FRIDAY MAY 9,
2025**

ASHORE RESORT & BEACH CLUB
10100 Coastal Highway, Ocean
City, MD, 21842

QUESTIONS? EMAIL INFO@MARYLAND-CAP.ORG

REACH OUR NETWORK



WHY CHOOSE US?

The MCAP Annual Human Services Conference offers a unique opportunity to showcase your products and services to decision-makers across the state who are dedicated to serving low-income individuals and families. If you're looking to connect with this vital community, look no further!

Each year, our network comes together at the MCAP Annual Human Services Conference to exchange ideas, share best practices, explore the latest research, and build valuable relationships—all aimed at better serving those in need. We invite you to be a part of this important event and help make it a success!

19 COMMUNITY ACTION AGENCIES
IN MD, DC, & DE

1.1K SOCIAL MEDIA FANS &
FOLLOWERS

11.6K CONFERENCE SOCIAL
IMPRESSIONS

186K INDIVIDUALS SERVED

[Click Here to Sponsor](#)

WHY SPONSOR THE MCAP HUMAN SERVICES CONFERENCE?

- Increase your organization's visibility to hundreds of key decision makers in the human services field from across the region.
- Earn public recognition during onsite events, be featured in conference materials and online social media channels.
- Play a critical role in providing innovative management ideas and new resources to the forefront of our profession.
- Align your brand with an organization committed to enhancing the quality of human services across MD, DC, and DE.



HOW TO BECOME A SPONSOR OR EXHIBITOR

STEP
1

Select your sponsorship level:

- \$15,000 Platinum Champion
- \$10,000 Gold Partner
- \$5,000 Silver Partner
- \$3,500 Bronze Partner
- \$800 Exhibitor

STEP
2

Complete the sponsorship form here:
<https://forms.gle/vT52nf6s9FtqRbzQ6>

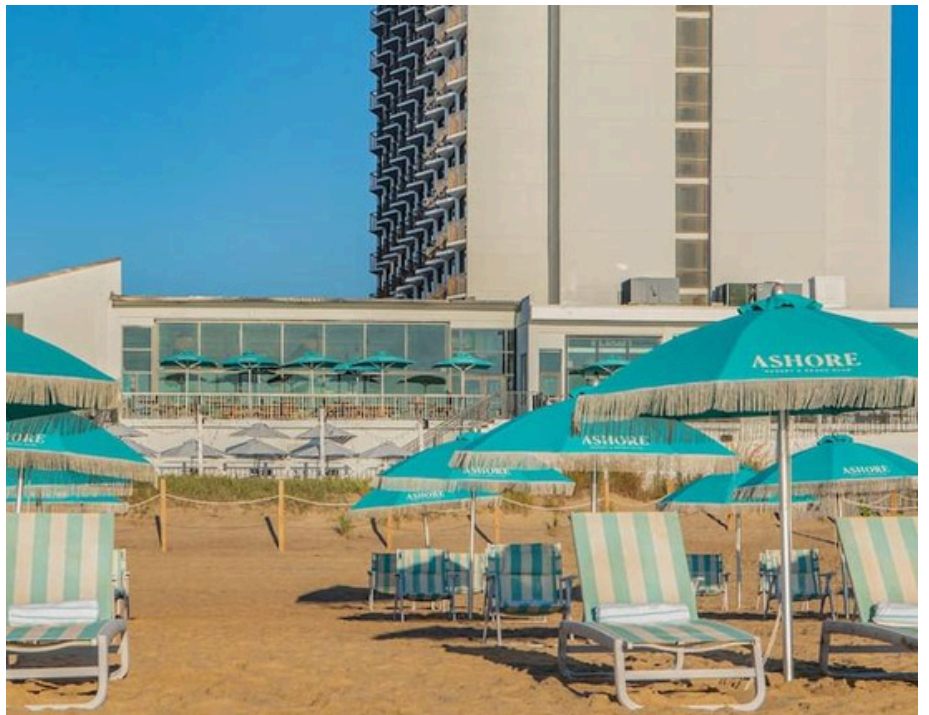
STEP
3

Email info@maryland-cap.org if you have any questions.

THANK YOU



DON'T MISS THIS OPPORTUNITY!



Maryland Community Action Partnership
maryland-cap.org

[Click Here to Sponsor Today!](#)



OPPORTUNITIES	PLATINUM CHAMPIONS	GOLD PARTNER	SILVER PARTNER	BRONZE PARTNER	EXHIBITOR TABLES
	\$15,000	\$10,000	\$5,000	\$3,500	\$800
Preferential Speaker Opportunity at Opening Plenary Session (5-10 min.)	☑	✗	✗	✗	✗
MCAP-Produced Champion Promotional Video (1-min.)	☑	✗	✗	✗	✗
Co-branded Conference Bags	☑	✗	✗	✗	✗
Plenary Introduction (5 min.)	☑	☑	✗	✗	✗
Awards Ceremony Co-Hosts	☑	☑	✗	✗	✗
Sponsor Logo on Conference Charging Station and MCAP Lounge area	☑	☑	✗	✗	✗
Reserved Conference Breakout Session	☑	☑	✗	✗	✗
Rolling Sponsor Commercials Included During Plenary Breaks	☑	☑	☑	✗	✗
Recognition by MCAP Leadership During Welcome Reception and Beverage Breaks	☑	☑	☑	☑	✗
Recognition in Pre-Conference & Post-Conference Communications	☑	☑	☑	☑	✗
Recognition on Conference Website	☑	☑	☑	☑	✗
Inside Page Sponsor Listing and Logo in Conference Program Notebook	☑	☑	☑	☑	✗
Materials or Give-Aways Included in Conference Bag	☑	☑	☑	☑	✗
Logo Inclusion on Whova App	☑	☑	☑	☑	✗
Logo Inclusion on Social Media Posts	☑	☑	☑	☑	✗
Attendee List and Communication Access Through Whova App	☑	☑	☑	☑	☑
Exhibitor Passport Contest for Attendees	☑	☑	☑	☑	☑
Exhibit Booth Presence (includes exhibit space + 1 exhibit representative pass, WiFi, electricity, draped table, chair, wastebasket)	☑	☑	☑	☑	☑
Ad Printed in Digital Conference Program	Full Page - Inside Front Cover	Full Page	1/2 Page	1/4 Page	✗
Partner-Co-branded Push eBlast Communications to Registrants (pre-conference, on-site, post-conference)	☑	☑	☑	☑	✗
Partner-Specific Content Push Notifications via Whova App to Registrants (pre-conference, on-site)	☑	☑	☑	☑	✗
Conference Passes	5	3	1	1	✗
Named Partner on MCAP Website with Links to Partner Web Pages	☑	☑	☑	☑	✗

Added Year-Round Benefit Options	Frequency
Advocacy Day Promoted and Named Sponsor	2025 January
Legislative Dinner Promoted and Named Sponsor	November - April
Board of Director Meeting Promoted and Named Sponsor	Quarterly
Educational Webinar Host Sponsor	Quarterly
CAP Essentials Series Sponsor	Quarterly
Email Newsletter Flash Content Spot - sent to all subscribers	Monthly