



# Maryland Career Development Association

## Sponsorship/Exhibiting/Advertising Opportunities

### MCDCA 2018 Annual Conference “Thriving in a Changing Workplace”



April 12 & 13, 2018

(Exhibits open from 1:00 pm – 6:00 pm on the 12th and 7:30 am – 5:00 pm on the 13th)  
Double Tree by Hilton Hotel, Columbia, Maryland

**Reinforce Your Brand**  
**Sell Your Products and Services**  
**Find New Customers**

#### About the Conference

MCDCA promotes awareness of the need for lifelong career development by increasing public knowledge of career issues and services and by supporting the development of career professionals. This popular conference is attended by 100+ career and school counselors, counselor educators, workforce development professionals, career development practitioners at all age levels (K-12, post-secondary, adult) and in all settings (school, college and university, government, military, business, agency, one-stop career centers, corrections, and private practice).

#### Sponsorship and Exhibitor Opportunities

Take advantage of one of the following packages and reach eager professionals with your product information.

**Deadline: Saturday, March 10, 2018**

<b>\$2,000</b>	<b>PLATINUM SPONSOR (1 available)</b>
	<ul style="list-style-type: none"> <li>• Advertisement – Full page ad in the conference program</li> <li>• Social media promotion – specific mention in MCDCA posts and tweets</li> <li>• Logo – your company logo linked to your website, displayed on our conference page through June of the year of the conference</li> <li>• Listing in the conference booklet</li> <li>• MCDCA conference attendance and complimentary registration for 2 company representatives</li> <li>• Exhibitor table</li> <li>• One year Membership in MCDCA for the company</li> </ul>

<b>\$1,000</b>	<b>GOLD SPONSOR (2 available)</b>
	<ul style="list-style-type: none"> <li>• Advertisement – Half page ad in conference program</li> <li>• Logo – your company logo linked to your website, displayed on our conference page through June of the year of the conference</li> <li>• Listing in the conference program</li> <li>• MCDA conference attendance and complimentary registration for 1 company representative</li> <li>• Exhibitor table</li> <li>• One year Membership in MCDA for the company</li> </ul>
<b>\$500</b>	<b>SILVER SPONSOR (4 available)</b>
	<ul style="list-style-type: none"> <li>• Logo – your company logo linked to your website, displayed on our conference page through June of the year of the conference</li> <li>• Listing in the conference program</li> <li>• MCDA conference attendance and complimentary registration for 1 company representative</li> <li>• Exhibitor table</li> <li>• One year Membership in MCDA for the company</li> </ul>
<b>\$400</b>	<b>EXHIBITOR – BUSINESSES (4 available)</b> <b>Exhibits open April 12 from 1:00 pm – 6:00 pm and during full-day session on Friday, April 13th from 7:30 am – 5:00 pm</b>
	<ul style="list-style-type: none"> <li>• 1 – six foot table with full drape</li> <li>• Electric access</li> <li>• Lunch for 1 company representative</li> <li>• 2 chairs</li> <li>• Listing in conference program</li> </ul>
<b>\$300</b>	<b>EXHIBITOR – NON-PROFIT ORGANIZATIONS (4 available)</b> <b>Exhibits open April 12 from 1:00 pm – 6:00 pm and during full-day session on Friday, April 13th from 7:30 am – 5:00 pm</b>
	<ul style="list-style-type: none"> <li>• 1 – six foot table with full drape</li> <li>• Electric access</li> <li>• Lunch for 1 company representative</li> <li>• 2 chairs</li> <li>• Listing in conference program</li> </ul>

## Advertising Opportunities

Advertise in the Conference Program Book to let attendees know about your product or service.

**Deadline: Saturday, March 10, 2018**

	<b>MCDA Member Price</b>	<b>Non-Member Price</b>
<b>Inside Front Cover</b>	\$150	\$300
<b>Inside Back Cover</b>	\$150	\$300
<b>Full page</b>	\$75	\$125
<b>Half page</b>	\$50	\$85
<b>Quarter page</b>	\$25	\$40

**Other Options:**

- Raffle: Donate one item of at least \$20 value to be raffled off during the conference (**Deadline: Saturday, March 10, 2018**).
- Company Giveaway: Include one or more pieces of literature or branded items with company logo to be given to each conference attendee at cost of \$50/item (**Deadline: Saturday, March 10, 2018**)

Make your selection online at [www.mdcareers.org](http://www.mdcareers.org) or download and print the Sponsor/Exhibitor/Advertiser form.

For more information, contact Lisa Oliver at [mcda.info@mdcareers.org](mailto:mcda.info@mdcareers.org) or 301-861-9915.