Sponsorship/Exhibiting/Advertising Opportunities

MCDA 2020 Annual Conference

“Global Career Management: Advocacy, Values, and Inclusion”

April 2 & 3, 2020
(Exhibits open from 11:00 am – 6:00 pm on April 2nd and 7:30 am – 5:00 pm on April 3rd)
The Sheraton Columbia Town Center Hotel, 10207 Wincopin Circle, Columbia, Maryland

Reinforce Your Brand
Sell Your Products and Services
Find New Customers

About the Conference
MCDA 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 9, 2020 *Please let us know if you need electricity.

<table>
<thead>
<tr>
<th>$2,000</th>
<th>PLATINUM SPONSOR (1 available)</th>
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<tbody>
<tr>
<td></td>
<td>• Advertisement – Full page ad in the conference program</td>
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<td>• Social media promotion – specific mention in MCDA posts and tweets</td>
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<td>• Logo – your company logo linked to your website, displayed on our conference page through June of the year of the conference</td>
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<td>• Listing in the conference booklet</td>
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<td>• MCDA conference attendance and complimentary registration for 2 company representatives</td>
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<td>• Exhibitor table</td>
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<td>• One year Membership in MCDA for the company</td>
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### $1,000 GOLD SPONSOR (2 available)
- Advertisement – Half page ad in conference program
- Logo – your company logo linked to your website, displayed on our conference page through June of the year of the conference
- Listing in the conference program
- MCDA conference attendance and complimentary registration for 1 company representative
- Exhibitor table
- One year Membership in MCDA for the company

### $500 SILVER SPONSOR (4 available)
- Logo – your company logo linked to your website, displayed on our conference page through June of the year of the conference
- Listing in the conference program
- MCDA conference attendance and complimentary registration for 1 company representative
- Exhibitor table
- One year Membership in MCDA for the company

### $400 EXHIBITOR – Business (4 available)
Exhibits open April 2 from 11:00 am – 6:00 pm and during full-day session on Friday, April 3rd from 7:30 am – 5:00 pm
- 1 – six foot table with full drape
- Lunch for 1 company representative
- 2 chairs
- Listing in conference program

### $300 EXHIBITOR – Non-profit Organizations (4 available)
Exhibits open April 2 from 11:00 am – 6:00 pm and during full-day session on Friday, April 3rd from 7:30 am – 5:00 pm
- 1 – six foot table with full drape
- Lunch for 1 company representative
- 2 chairs
- Listing in conference program

### Advertising Opportunities
Advertise in the Conference Program Book to let attendees know about your product or service.
**Deadline: Saturday, March 9, 2020**

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<tr>
<th></th>
<th>MCDA Member Price</th>
<th>Non-Member Price</th>
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<tbody>
<tr>
<td>Inside Front Cover</td>
<td>$150</td>
<td>$300</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$150</td>
<td>$300</td>
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<tr>
<td>Full page</td>
<td>$75</td>
<td>$125</td>
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<tr>
<td>Half page</td>
<td>$50</td>
<td>$85</td>
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<tr>
<td>Quarter page</td>
<td>$25</td>
<td>$40</td>
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Other Options:

- Raffle: Donate one item of at least $20 value to be raffled off during the conference (Deadline: Saturday, March 9, 2020).

- 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 $20/item (Deadline: Saturday, March 9, 2020)

Make your selection online at www.mdcareers.org or download and print the Sponsor/Exhibitor/Advertiser form.

For more information, contact Lisa Oliver at mcda.info@mdcareers.org or 301-861-9915.