SPONSORSHIP KIT

MARYLAND REALTORS® 2026 ANNUAL CONFERENCE



The Maryland Mosaic: Your Road Home

SEPTEMBER 29 – OCTOBER 1, 2026

Roland E. Powell Convention Center,
Ocean City, MD

Join Us as a Sponsor and be part of a meaningful, educating, and energizing experience filled with opportunity for CE and engagement with other sponsors, exhibitors, and attendees from across our great state of Maryland!

Maryland REALTORS®

Get Noticed! Secure Your Sponsorship Today!

Opportunities are Limited.

Have questions?
Contact: advertising@mdrealtor.org

2026 SPONSORSHIP OPPORTUNITIES

All sponsorship options are on a first-come, first-served basis. Sponsorship Opportunities will not be accepted past **September 8, 2026**, unless otherwise stated in the specific opportunity description.

Have an idea for a sponsorship you don't see listed?
Contact us with the relevant information for a custom sponsorship! All sponsorships require Maryland REALTORS(R) approval.

Interested in Exhibiting? You can register for your booth on our website at www.mdrealtor.org/ConferenceExhibitor or using the QR code

Scan Code to Register to Exhibit

INVEST IN THESE EXCLUSIVE EXPERIENCES

Make a memorable impact by sponsoring an attendee experience.

Puzzle Wall Sponsor - $6,000

Let's get the attendees involved by visiting a designated activation station in the exhibit hall! The attendees pull from the bin of puzzle pieces and contribute to the completion of the full puzzle displayed on a 8'h x 10'w wall. Provide the image and tie in the conference theme. Once complete, the puzzle is a great photo op backwall!

Headshot Sponsor - $3,500 (Day 1 of the conference for 6 hrs.)

Help attendees refresh their professional image! Our onsite photography studio will provide complimentary headshots. Your brand will be prominently featured on the online signup system, onsite signage, and in the email that members receive with their photos.

Wi-Fi Sponsor - $2,500

Keep everyone connected! Sponsor the conference Wi-Fi and choose a custom network name and password (subject to approval). Attendees will thank you every time they connect!

Chair Massage Sponsor - $3,000

Provide a moment of relaxation! Attendees can enjoy chair massages by LMTs, courtesy of your sponsorship in a designated activation station in the exhibit hall. Your brand will be associated with comfort and rejuvenation.

Photo Booth Sponsor - $2,000

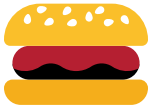


Help attendees capture fun memories! Your brand will be highlighted with a photo booth in the exhibit hall, a popular and interactive spot for networking and entertainment.

2026 SPONSORSHIP OPPORTUNITIES

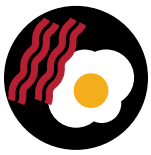
FUEL CONNECTIONS: FOOD & BEVERAGE SPONSORSHIPS

Connect with attendees over delicious meals and refreshing breaks.



Lunch Sponsor - $5,000 (Per Day – 2 of 3 available)

Yum! We provide the recognition; you choose to sponsor lunch. You will also get 15 minutes to give an interactive presentation at our stage in the exhibit hall during your sponsored meal. You're welcome to place your company's marketing materials on the tables.



Breakfast Sponsor - $3,500 (Per Day – 3 available)

Yum! We provide the recognition; you choose to sponsor breakfast. You will also get 15 minutes to give an interactive presentation in the attendee breakfast area of your chosen day during your sponsored meal. You're welcome to place your company's marketing materials on the tables.



Snack Stations Sponsor - $1,000 (Per Day - 2 of 3 available)

Cure those midday cravings! Your sponsorship will be highlighted with signage at two prime snack station locations – one near CE classes upstairs and another in the exhibit hall. You're welcome to place your marketing materials on the tables.



Iced Coffee Bar Sponsor - $2,500



Keep the momentum brewing on the last day of conference! The Iced Coffee Bar gives attendees a cool, afternoon pick-me-up with flavored syrups, caramel and chocolate drizzles, and nitro brew creamer options. Your logo will be featured on custom cups placed directly in attendees' hands, with additional recognition in conference signage and the event agenda. It's a refreshing way to keep your brand top-of-mind while attendees recharge.



All Day Coffee & Tea Stations Sponsor - $2,000 Per Day

Help attendees stay energized! Your brand will be prominently displayed at two coffee/tea stations conveniently located near CE classes upstairs and in the exhibit hall. Feel free to place your marketing materials on the tables.



All Day Water Stations Sponsor - $1,000 Per Day (2 of 3 Available)

Keep everyone hydrated! Signage at two water station locations – one near CE classes upstairs and another in the exhibit hall – will thank your company. You're welcome to place your marketing materials on the tables.

2026 SPONSORSHIP OPPORTUNITIES

EXPAND YOUR REACH: OUTREACH OPPORTUNITIES

Attendee Bag Gift – $500 (2 of 5 available)

Place a branded item in every attendee's welcome bag! This is a fantastic way to ensure your company's presence is felt long after the conference. (Sponsor is responsible for the cost of the item itself and shipping to the convention center.)

Banner Ad on Event App – $300 (3 available)

Put your brand directly in attendees' hands. This high-visibility banner placement within the official event app ensures your company is seen where participants are most engaged—checking schedules, exploring sessions, and navigating the event in real time. Drive traffic to your booth, promote a special offer, or reinforce brand awareness with a clickable ad that keeps you top-of-mind throughout the conference.

EXPAND YOUR REACH: OUTREACH OPPORTUNITIES

Retargeting Ad Campaign – (Prices Below)

Reach attendees before they even arrive! For 30 days leading to the conference, deliver targeted digital ads to members as they browse the internet, encouraging them to visit your booth. You'll receive live reporting on your campaign's performance.

- **20,000 Impressions — $1,500**
- **40,000 Impressions — $2,500**

More details continued on next page.

EXPAND YOUR REACH: OUTREACH OPPORTUNITIES

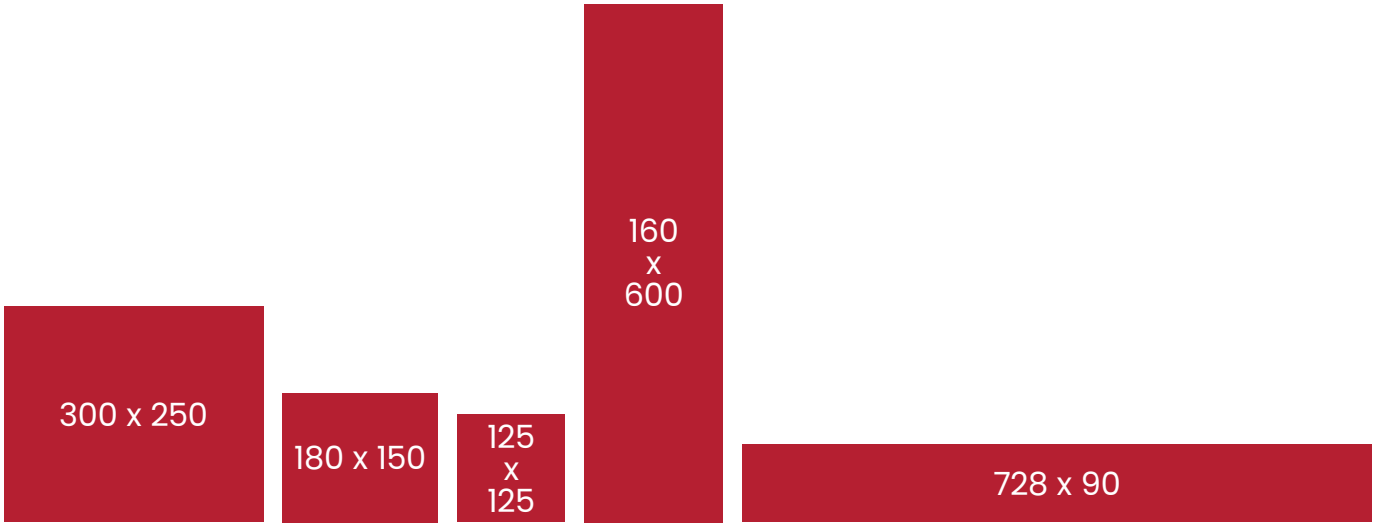
Retargeting Ad Campaign *cont'd*

More details:
Retargeting Ad Sponsors must submit one of each of the below sizes of artwork for a full ad campaign to run as well as associated link(s) for the ads. The pixel sizes must match the exact specifications below to be displayed correctly. The included ad refresh is a chance for sponsors to change their artwork, message, and link shortly before the conference begins. All submitted artwork for the refresh must also follow the below size requirements. Any questions can be sent to advertising@mdrealtor.org.

*All Retargeting Ad materials **must be submitted by August 21, 2026**, to advertising@mdrealtor.org; all refresh material must be submitted by September 18, 2026. All ads are subject to the approval of Maryland REALTORS®.*

Maryland REALTORS® does not take responsibility if the submitted artwork is not the correct size, which may impact the success of the campaign. Maryland REALTORS® is not responsible for ad performance; Maryland REALTORS® is not responsible for the total number of impressions promised if ad materials are not delivered by these established deadlines.

***Required ad ile dimensions*:**
300x250 pixels, 180x150 pixels, 125x125 pixels, 160x600 pixels, 728x90 pixels.



SPONSORSHIP AGREEMENT



Conference Dates: September 29 - October 1, 2026

THIS SPONSORSHIP AGREEMENT (this "Agreement") is made effective as of the _____ day of _____, 2026 (the "Effective Date"), by and between the Maryland Association of REALTORS®, Inc., a Maryland corporation, d/b/a Maryland REALTORS®, ("Maryland REALTORS®"), and _____ ("Sponsor").

RECITALS:

Maryland REALTORS® is hosting its 2026 Annual Conference, September 29 -October 1, 2026, in Ocean City, Maryland, at the Roland E Powell Convention Center (the "Event"), in-person.

Sponsor wishes to sponsor the Event upon the terms and conditions set forth herein.

NOW, THEREFORE, in consideration of the foregoing and other valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

For its participation as a Sponsor in the Event, Sponsor shall pay to Maryland REALTORS® a fee (the "Sponsorship Fee") at the level and in the amount set forth below. The Sponsorship Fee is due no later than two (2) business days after the Effective Date and shall be made by check payable to Maryland REALTORS® or by credit card through a link that will be emailed to the Sponsor after approval of this Sponsorship Agreement.

Sponsorship opportunity: _____

_____

Time and date, if applicable: _____

Sponsorship fee: $_____

Payment by:

☐ Credit Card - If selected, a payment link will be provided to you upon approval of the sponsorship.

☐ Check - All checks must have memo: "2026 Maryland REALTORS Conference Sponsorship."

Mail to: 200 Harry S. Truman Pkwy, Suite 200
Annapolis, MD 21401
ATTN: Karen Bradford

☐ Request Invoice

SPONSORSHIP AGREEMENT

In consideration of paying the Sponsorship Fee to Maryland REALTORS®, Maryland REALTORS® shall provide Sponsor the benefits enumerated in the 2026 Annual Conference Sponsorship Kit proposal for the Sponsorship Fee written above by Sponsor, as named in the sponsorship opportunities kit. Please note that for select sponsorships, the sponsor will be responsible for additional expenses related to that specific sponsorship. Specifically:

i. **Custom Sponsorship.** Sponsor may be responsible for the cost of whatever the desired custom experience is, in addition to the cost of sponsorship. If food- or beverage-related, please forward your request to event@mdrealtor.org, and our event team will check with the Convention Center. All food and beverage services must be purchased from the Convention Center's approved list of vendors.

ii. **Advertising and Logos.** All advertising materials and logo files submitted should be high-res and in PNG format. Ads on Retargeting Ad packages have their own pixel dimensions. Sponsor is responsible for supplying the artwork in the correct format.

SPONSOR TRADEMARKS/SPONSOR MATERIALS.

Sponsor grants to Maryland REALTORS® the right to use Sponsor's trademarks, trade names, logo designs, and company descriptions as prepared and delivered to Maryland REALTORS® by Sponsor ("Sponsor Materials"), in any medium of advertising, marketing materials, and/or promotional goods distributed in conjunction with the Event and in accordance with Sponsor's trademark usage guidelines. This Section 2 shall survive the expiration or termination of this Agreement for any reason.

LIABILITY/INDEMNITY.

Liability. Maryland REALTORS® shall not be responsible for any loss of or damage to property of Sponsor, its employees, agents, contractors, or assigns nor for any personal injury to Sponsor's officers, directors, employees, agents, contractors, and/or invitees except to the extent any such claims may be directly and solely attributable to the gross negligence or willful misconduct of Maryland REALTORS®, its directors, officers, and/or employees.

Indemnity. Sponsor shall indemnify, defend, and hold Maryland REALTORS® harmless from and against any claims arising out of, or relating directly or indirectly to, content on Sponsor's websites, Maryland REALTORS®' use of Sponsor Materials as contemplated in this Agreement, including, but not limited to, claims of trademark infringement by third parties.

Notice. Sponsor will give Maryland REALTORS® prompt written notice of any claim or suit coming within the purview of these indemnities.

Survival. This Section 3 shall survive the termination or expiration of this Agreement for any reason.

SPONSORSHIP AGREEMENT

LIMITATION OF LIABILITY.

Except with respect to Section 3 hereof, in no event shall either party be liable to the other party for any incidental, consequential, indirect, or punitive damages (including but not limited to lost profits) regardless of whether such liability is based on breach of contract, tort, strict liability, breach of warranties, failure of essential purpose, or otherwise and even if advised of the possibility of such damages. Notwithstanding anything else in this Agreement, Maryland REALTORS®' liability for any claim against Maryland REALTORS® shall be limited to the Sponsor Fee paid to Maryland REALTORS® by Sponsor.

REPRESENTATIONS AND WARRANTIES.



Each party hereby represents and warrants that it has the full power and authority to enter into and perform its obligations according to the terms of this Agreement. Sponsor represents and warrants to Maryland REALTORS® that the use by Maryland REALTORS® of Sponsor Materials, as contemplated pursuant to this Agreement, shall not infringe on the intellectual property rights of any third party.

TERM AND TERMINATION.



Effective Date and Term. This Agreement shall be effective upon the Effective Date and shall continue through November 1, 2026, unless earlier terminated as otherwise provided in this Agreement (the "Term").

Termination by Maryland REALTORS®. Maryland REALTORS® shall be entitled to cancel the Event and/or terminate this Agreement at no less than 30 days of event date by providing to Sponsor written notice to such effect. In the event Maryland REALTORS® terminates this agreement for any reason other than Sponsor's breach, Maryland REALTORS® shall refund any fees received from Sponsor, and at Sponsor's expense, return any materials, and equipment, hardware and/or software loaned by Sponsor for the Event.

Termination by Sponsor. Sponsor may terminate this Agreement for breach by Maryland REALTORS® after giving Maryland REALTORS® at least ten (10) days prior written notice specifying the nature of the breach and giving Maryland REALTORS® no fewer than ten (10) days to cure such breach. In the event such breach remains uncured at the end of the notice period, this Agreement shall terminate on such tenth day. If Maryland REALTORS® receives notice of breach fewer than ten (10) days prior to the Event, Sponsor may terminate this Agreement for breach if such breach is not cured by the day of the Event.

Sponsor's Breach. If Maryland REALTORS® terminates this Agreement for Sponsor's breach, Maryland REALTORS® shall retain any fees received from Sponsor, which fees shall be due and payable notwithstanding any such termination. Any equipment, materials, and hardware or software of Sponsor shall be returned at the end of the Event and, in the interim, may be used for the purposes contemplated herein notwithstanding such termination.

Maryland REALTORS®' Breach. If Sponsor terminates this Agreement for Maryland REALTORS®' breach, Sponsor shall be entitled to a full refund of any Sponsor Fees paid and for the return of any equipment, materials and hardware or software of Sponsor.

SPONSORSHIP AGREEMENT

MEDIA, PHOTOGRAPHY, & PUBLIC RELEASE.



Sponsor grants Maryland REALTORS® the irrevocable, perpetual, worldwide, royalty-free right to photograph, film, record, and otherwise capture images, video, audio, and depictions of Sponsor's booth, representatives, materials, trademarks, and logos during the Event ("Media Content"). Sponsor authorizes Maryland REALTORS® to use, reproduce, display, distribute, publish, and create derivative works from the Media Content, in any and all forms or media, whether audio, visual, printed or digital, including but not limited to social media, now known or later developed, for legitimate promotional, informational, educational, or marketing purposes related to Maryland REALTORS® and its events, including future event marketing, without additional notice, approval, or compensation. Sponsor retains ownership of its trademarks and logos, which Maryland REALTORS® may use only as they appear within the Media Content and not in a manner that suggests any endorsement absent written consent. Sponsor represents and warrants that it has obtained all necessary permissions, including for any audio recordings, from its employees and representatives and is responsible for obtaining any future necessary permissions from its employees and representatives who appear in the Media Content. Sponsor shall indemnify and hold harmless Maryland REALTORS® from claims arising out of Sponsor's materials (whether audio or visual, printed or digital), trademarks, or breach of this Agreement. This Section shall survive expiration or termination of this Agreement.

MISCELLANEOUS.



(a) **Notices.** Any notices to be given to either party in connection with this Agreement must be in writing and given by hand delivery, Federal Express (or equivalent service), certified mail, or electronic (facsimile or email) transmission. Such notice shall be deemed to have been given and received three (3) days after a certified letter containing such notice, properly addressed, with postage prepaid, is deposited in the United States Mail, or if hand delivered, delivered by Federal Express or other equivalent service or by electronic transmission, when received. Such notices shall be given to the parties at the addresses set forth below their signatures to this Agreement, provided, however, that facsimile and email communications received after 5:00 p.m. eastern time shall be deemed received the following business day. Either party may, at any time, by giving five (5) days' written notice to the other party, designate any other address to which such notice shall be given.

(b) **Relationship.** This Agreement does not constitute and shall not be construed as constituting a partnership, or joint venture relationship between or among the parties.

(c) **Entire Agreement; Modification; Assignability.** This Agreement, together with Exhibit A hereto, contains the entire agreement between the parties. All prior agreements, understandings, representations, and statements, oral or written, are merged into this Agreement. This Agreement cannot be modified or terminated except by an instrument in writing signed by the party against which the enforcement is sought. This Agreement may not be assigned by either party without prior written consent of the other party.

SPONSORSHIP AGREEMENT



MISCELLANEOUS. *cont'd*

(d) **Applicable Law.** This Agreement shall be governed and interpreted in accordance with the laws of the State of Maryland without respect to its choice of laws and/or provisions. Sponsor consents to the exclusive jurisdiction and venue of the courts located in the State of Maryland.

(e) **Headings.** Descriptive headings are for convenience only and shall not control or affect the meaning or construction of any provision of this Agreement.

(f) **Counterparts.** This Agreement may be executed in several counterparts and/or by facsimile and/or electronic signature (including, but not limited to, in pdf format), each constituting a duplicate original. All such counterparts shall constitute one and the same agreement.

(g) **Interpretation.** Whenever the context of this Agreement shall so require, the singular shall include the plural, the male gender shall include the female gender and the neuter and vice versa. This Agreement was drafted through the efforts of both parties and shall not be construed in favor of or against either party.

(h) **Severability.** If any provision contained in this Agreement shall be held invalid, illegal, or unenforceable in any respect, such invalidity, illegality, or unenforceability shall not affect any other provision. This Agreement shall be construed as if such invalid, illegal, or unenforceable provision had never been contained in this Agreement.

IN WITNESS WHEREOF, the parties have executed this Agreement or caused this Agreement to be executed effective as of the Effective Date.

SPONSOR:

Sponsor acknowledges selecting the following sponsorship:

_____

Name: _____

Signature: **X** _____

Title: _____

Date: _____

SPONSORSHIP AGREEMENT

OFFICE USE ONLY:

Approved Date: _____

Staff Name: _____

Notes:

_____

_____

_____

_____

_____