



To secure your sponsorship, contact our event team
today! / event@mdrealtor.org

We Are Charting New Waters in 2025!

Join us at Maryland REALTORS®' 2025 Annual Conference, Oct. 20-23, 2025!

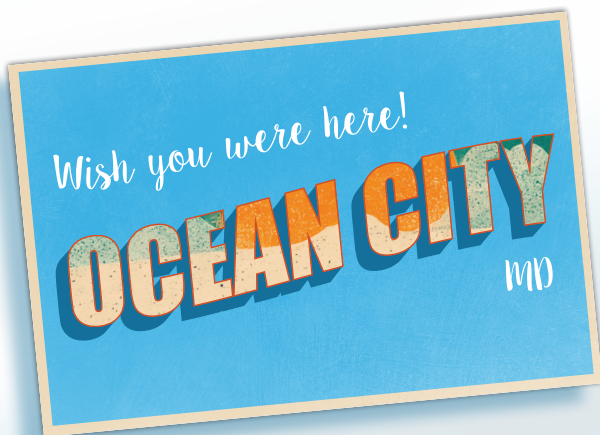
2025 SPONSORSHIP OPPORTUNITIES

*Thank you for supporting Maryland REALTORS® 2025 Annual Conference as we
work together Charting New Waters in Real Estate!*

Our Conference, Events & Program Advisory Committee has been working to make this event a meaningful, educational, and energizing experience filled with opportunity for CE and engagement of our sponsors, exhibitors, and members from across Maryland.

Last year we hosted a record number of exhibitors and attendees, and 2025 promises to deliver even more. We invite you to plan your market positioning at our conference through the sponsorship ideas presented in this guide.

Thank you for your consideration. **We look forward to seeing you in Ocean City!**



A handwritten signature in black ink, appearing to read "Cheryl Abrams Davis".

Cheryl Abrams Davis
2025 President, Maryland REALTORS®

SPONSORSHIPS

IMPORTANT DETAILS

All sponsorship options are on a first-come, first-served basis. If you are interested in also exhibiting, you can register for your booth on our website at www.mdrealtor.org/ConferenceExhibitor

Sponsorship Opportunities will not be accepted past September 30, 2025, unless otherwise stated in the specific opportunity description.

DOCKSIDE STAGE & KEYNOTE

Dockside Stage Sponsor - Naming Rights Sponsor\$15,000

- » Dockside Stage Naming Rights – **All Conference Days**
- » Registration for Two
- » Sponsored Workshop
- » Breakfast or Lunch Sponsorship (1 of only 6 total available)
- » Kiosk Sponsor (only 1)
- » Retargeting Ad Campaign (40,000 impressions)

Keynote Lunch Sponsor.....\$10,000

- » Sponsor the lunch preceding our headline keynote presentation
- » Registration for Two
- » Kiosk Ad (1 of only 7 spaces available)
- » Retargeting Ad Campaign (20,000 impressions)

**For questions about sponsorships, please email
event@mdrealtor.org, or call (443) 716-3580**

SPONSORSHIPS

EXPERIENCES

Wi-Fi Sponsorship **Sold!** **\$3,000**
Sponsor our Wi-Fi for attendees to access at the Conference. Our members will know that they have you to thank!
Only 1 available!

Workshop Presentations **\$2,500**
You educate; members learn. Get in front of attendees at our Dockside Stage in the Exhibit Area, during meals and between CE sessions. **Limited availability! Only 4 available!**

Headshot Hut. **Sold!** **\$3,500**
Who needs a new headshot? Just about everyone! A professional photography studio will be onsite taking headshots! Your sponsorship makes this an awesome opportunity for members. There will be a signup genius available in advance on our conference website for members to snag their spot. Your brand will appear on signage and in the email members receive with their photos. **Only 1 available!**

Umbrella Experiences **\$1,500**
Promote your business under a big beach umbrella! This fun space will be set up in the exhibit hall and designated for unique and engaging attendee experiences. Let your imagination run wild! How about a snow cone bar? Or an ice cream stand? Maybe massage chairs? Fresh popped popcorn? Your choice. You coordinate your offering and cover the expense. We'll provide the fun space under a beach umbrella with props, two six-foot tables, signage, and electricity. All ideas and food require pre-approval. **Only 1 left that is available!**

Charging Stations **Sold!** **\$2,000**
You've got the power...and you can share it with attendees at the Conference! Sponsor all four charging stations and attendees will be forever grateful! **Only 1 available!**

OUTREACH

Interactive Kiosk Ads **\$1,000**
Three interactive, touch-screen kiosks are strategically located throughout the OC Convention Center. As members use them to navigate the conference, you're right there! **Only 7 available!**

Retargeting Ads **\$1,500 (20,000 impressions)**
..... **\$2,500 (40,000 impressions)**
For 30 days leading up to the conference, deliver digital ads to members, no matter where they travel on the Internet. Retargeting ads work by following people who visit mdrealtor.org and our conference website, delivering ads to the places they travel online. So, when they're reading online news, your ad will say "Visit Us at our Booth at the Maryland REALTORS® Annual Conference!" Get people pumped up to see you, even before they get to the conference. **You will receive live reporting of your digital ads in action. More details on page 5.**

Deadline to submit ad files is September 12. Includes one ad refresh (new versions of the same ad), with materials due October 10. Required ad file dimensions: 300x250 pixels, 180x150 pixels, 125x125 pixels, 160x600 pixels, 729x90 pixels.

SPONSORSHIPS

MEALS & HAPPY HOURS

Happy Hours..... \$3,000

Don't worry... Be Happy! And here's more to be happy about... you'll get beverage napkins with your logo and message in addition to advertisement and agenda recognition! **Limited Availability!**

Breakfasts and Lunches \$2,500

Yum! We provide the recognition; you choose to sponsor a lunch and/or breakfast. You will also get 30 minutes to give an interactive presentation at our Dockside Stage in the exhibit hall during your sponsored meal. You're welcome to place your company's marketing materials on the tables. **3 breakfasts and 3 lunches are available: Oct. 20, 21, and 22. Lunch on the 21st is Sold!**

A LA CARTE

All-Day Water Stations \$1,500

Hydrate for your health! Signage will tell everyone who to thank! Keep attendees hydrated for four days in two different locations, one upstairs near our CE classes, and another in the exhibit hall. You're welcome to place your company's marketing materials on the tables.

All-Day Coffee/Tea Stations \$1,500

Help our attendees get their buzz on! Signage will tell everyone who to thank! Coffee/Tea stations will be available in two different locations, one upstairs near our CE classes, and another in the exhibit hall. You're welcome to place your company's marketing materials on the tables.

Snack Stations. \$1,500

You can cure the cravings of attendees! Signage will tell everyone who to thank! Take care of the mid-morning and mid-afternoon cravings by sponsoring snack stations for three days in two different locations, one upstairs near our CE classes, and another in the exhibit hall. You're welcome to place your company's marketing materials on the tables.

SPONSORSHIPS

SENSATIONAL SWAG

Lanyards.. **Sold!** **\$2,500**

Badges are required, and what better way to get your name out there than to be the means upon which they are displayed!

Swag Bag **Sold!** **\$2,500**

Your logo is imprinted on the bags that attendees will use to carry and gather swag throughout the exhibit floor. **Only 1 available!**

RETARGETING AD SPECS

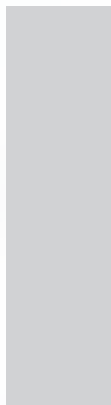
Retargeting Ad Sponsors must submit **one of each of the below sizes** of artwork for a full ad campaign to run as well as associated link(s) for the ads. The pixel sizes must match the exact specifications below to be displayed correctly. The included ad refresh is a chance for sponsors to change their 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 Jacky Mueck at Jacky.Mueck@MDRealtor.org.

All Retargeting Ad materials must be submitted by September 12, 2025 to Jacky.Mueck@MDRealtor.org; all refresh material must be submitted by October 10, 2025. All ads subject to the approval of Maryland REALTORS®.

300x250 pixels



160x600 pixels



125x125 pixels



180x150 pixels



728x90 pixels



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.

2025 ANNUAL CONFERENCE - SPONSORSHIP AGREEMENT

Conference Dates: October 20-23, 2025

THIS SPONSORSHIP AGREEMENT (this "Agreement") is made effective as of the _____ day of _____, 2025 (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:

- A. Maryland REALTORS® is hosting its 2025 Annual Conference, October 20-23, 2025, in Ocean City, Maryland, at the Roland E Powell Convention Center (the "Event"), in-person.
- B. 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:

1. SPONSORSHIP OBLIGATIONS AND BENEFITS.

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 - www.mdrealtor.org/ConferenceSponsorPayment

☐ Check - All checks must have memo: "2025 Maryland REALTORS Conference Sponsorship." Mail to: 200 Harry S.

Truman Pkwy, Suite 200, Annapolis, MD 21401 ATTN: Kim Knopp

In consideration of paying the Sponsorship Fee to Maryland REALTORS®, Maryland REALTORS® shall provide to Sponsor the benefits enumerated in the 2025 Annual Conference Sponsorship Kit proposal for the Sponsorship Fee written above by Sponsor, as named in the sponsorship opportunities kit.

Please note: for select sponsorships, the sponsor will be responsible for additional expenses related to that specific sponsorship. Specifically:

- i. Workshops. A microphone, large monitor, and laptop will be available for use. The sponsor is responsible for their own files and transferring them to the provided equipment.
- ii. Umbrella Experiences. Sponsor is responsible for the cost of whatever the desired experience is, in addition to the cost of sponsorship. If food- or beverage-related, please forward your request to Angel Brandt at angel.brandt@mdrealtor.org, who will check with the Convention Center. All food and beverage services must be purchased from the Convention Center's approved list of vendors.
- iii. Advertising and Logos. For logos, please provide in several formats: JPG or PNG and a high resolution PDF. Ads on kiosks or Retargeting Ad packages have their own pixel dimensions. Sponsor is responsible for supplying the artwork in the correct format.

2025 ANNUAL CONFERENCE - SPONSORSHIP AGREEMENT

2. 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.

3. LIABILITY/INDEMNITY.

(a) 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.

(b) 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.

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

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

4. 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 by to Maryland REALTORS® by Sponsor.

5. 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.

6. TERM AND TERMINATION.

(a) Effective Date and Term. This Agreement shall be effective upon the Effective Date and shall continue through November 1, 2025, unless earlier terminated as otherwise provided in this Agreement (the "Term").

(b) 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.

(c) 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.

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(d) 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.

(e) 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.

7. 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.

(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.

2025 ANNUAL CONFERENCE - SPONSORSHIP 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 _____ sponsorship.

Name: _____

Signature: _____

Title: _____

Date: _____

Address: _____

OFFICE USE ONLY:

Approved Date: _____

Staff Name: _____

Notes: _____
