

DALY

Excellence in Enterprise IT

www.daly.com

Marketing Program 2025



About DALY

For more than 36 years, DALY has been a trusted technology solutions provider, serving public and private sector customers across Maryland and Virginia. Headquartered in Frederick, MD, we specialize in the SLED market—state and local governments, higher education, and K-12 institutions—while extending our reach to large enterprise private sector prospects.

The DALY Marketing team focuses on building strategic partnerships that produce lead generation, brand recognition, revenue generation, and long-term success. By educating and motivating key stakeholders, we ensure your solutions get the visibility they deserve.



Digital Marketing

Collaborate on an email/social campaign or join us on our podcast.



Annual Showcase

Secure a booth and sponsorship opportunity at our annual DALY Technology Showcase.



Co-Branded Giveaways

Co-Brand items with DALY, such as Tumblers, Fidgets, Tech gadgets and more.

WHY PARTNER WITH DALY?



PLAN

We build a program tailored to your solutions.



EXECUTE

We launch the campaign(s) to generate exposure.



MONITOR

We use the data to measure success and next steps.

35+ Partners were in the **DALY Marketing Program** in **2024**

Unparalleled Access:

Exclusive opportunities to connect with internal and external audiences including customers, prospects, and DALY teams (e.g., sales, engineering, operations, leadership).

Customized Programs:

Leverage DALY's strong digital initiatives to amplify your brand message.

Proven Expertise:

A trusted partner with decades of experience delivering technology and marketing success.

Our comprehensive range of technology products and services include:

Advanced enterprise technology and managed service solutions

Printing and managed print solutions

Client computing solutions

Audio-visual solutions

And more!



Reach IT leaders, educators, decision-makers, and procurement professionals in our well-established customer and prospect spaces.

2024 MARKETING STATS

In 2024, our marketing efforts achieved a significant impact across key channels. These numbers highlight the effectiveness of our initiatives in connecting our partners with high-value, tech-focused audiences in the public and private sectors.



SOCIAL CHANNELS



8000+ followers

3000+ monthly views

130k+ average impressions

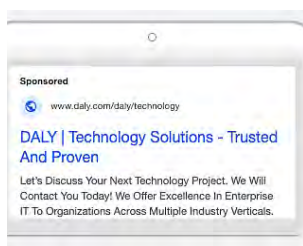
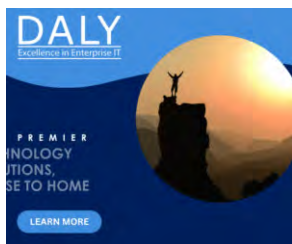
PODCAST

16 Episodes
700+ Downloads
1200+ Minutes Listened



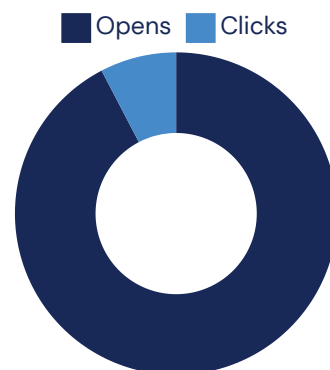
PPC CAMPAIGNS

Strategic search engine and digital display campaigns garnered more than 6 million views and generated nearly 9,000 visits to the DALY website.



EMAIL CAMPAIGNS

74 Emails Sent
286,243 Recipients
15% + Open Rate
2% + Engagement Rate



Contact Us



301-284-0906



ricko@daly.com

Pathways to Partnership

ELEVATE YOUR BRAND WITH THE DALY MARKETING PROGRAM

*Multiple levels to fit your budget.
Every opportunity drives results!*



Three Paths to Success

Choose Your Partnership Journey

1

**SHOWCASE
SPONSORSHIP**

YOUR GATEWAY TO
VISIBILITY

2

**DIGITAL PROGRAM
PARTICIPATION**

AMPLIFY YOUR
BRAND ONLINE

3

**À LA CARTE
OPPORTUNITIES**

TAILORED EXPOSURE
ON YOUR TERMS

Our Mission

Our mission is to amplify your brand's reach, connect you with decision-makers, and drive growth through innovative marketing to our public and private sector audiences.

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1

SHOWCASE SPONSORSHIP

STARTING AT \$2500

The **2025 DALY Technology Showcase** events will occur on **October 14** at the **Richmond International Raceway** in **Richmond, VA** and **October 16** at **M&T Bank Stadium** (home of the Baltimore Ravens) in **Baltimore, MD**.



As a Showcase Exhibitor for just \$2,500, you'll enjoy:

Targeted Exposure: Inclusion in pre-show email campaigns, organic and paid social media posts, SEM, call campaigns, flyers, strategic print and broadcast media as well as dedicated show websites to amplify your brand reach.

Premium Onsite Presence: Your space includes a 6-foot exhibit table, chairs, lead tracking licenses, Wi-Fi, electric service, VIP reception access, and food/beverage options on show day.

Step into the spotlight at DALY's premier Technology Showcase! For almost 30 years these events have been a "must attend" for public sector decision makers.

Customizable Add-Ons: Boost your visibility with à la carte options starting at \$500 per showcase location - from branded giveaways to keynote sponsorships. Every detail is an opportunity to make a lasting impression. Choose what works best for you.

Includes the following:

- ✓ Lanyard
- ✓ Registration kiosk
- ✓ Breakfast
- ✓ Lunch
- ✓ Audio Visual
- ✓ Snacks/beverages—branded cups
- ✓ Co-branded giveaway
- ✓ Mascot appearance
- ✓ 30-Min Breakout session
- ✓ VIP reception
- ✓ Keynote
- ✓ Event app
- ✓ Wi-fi

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**DIGITAL
PROGRAM
PARTICIPATION**
STARTING AT \$6000

Our three strategic digital marketing partnership levels will maximize your reach across DALY's extensive digital platforms. All digital levels include an exhibitor package for the DALY Technology Showcase.
Showcase.
(a \$2,500 value)

Choose your partnership level:

ESSENTIAL

\$6000

- 4 intranet posts
- 1 podcast with social media promotion
- 1 basic digital campaign (2 social posts, 2 email blasts, basic landing page with contact form, listing on DALY website partner section with 1 link)
- 1 product video
- 2 blog posts
- 1 organic social media post
- Quarterly customer newsletter advertisement

ELEVATED

\$9000

- 6 intranet posts
- 2 podcasts with social media promotion
- 2 basic digital campaigns (2 social posts, 2 email blasts, basic landing page with contact form), listing on DALY website partner section with 3 links)
- 2 product videos
- 4 blog posts
- 1 organic social media post
- Quarterly customer newsletter advertisement

ELITE

\$12000

- 9 intranet posts
- 3 podcasts with social media promotion
- 2 enhanced digital campaigns (3 organic social posts, 3 email blasts, enhanced website landing page, 2 weeks of SEM)
- 3 product videos
- 6 blog posts, enhanced listing on the DALY website (Elite badge, 250-word blurb, 5 links)
- 2 co-sponsored webinars
- Quarterly customer newsletter advertisement



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**À LA CARTE
OPPORTUNITIES**
STARTING AT \$500

“Try before you buy” -- tailored exposure on your terms. Our à la carte options are designed for flexibility and impact at a more affordable price point.

By choosing the specific services or opportunities that align with your goals, you can tailor your participation to your budget while still gaining access to our audience of decision-makers.

 <p>PODCAST EPISODE</p> <p>\$750</p>	 <p>CO-BRANDED GIVEAWAY</p> <p>\$800</p>	 <p>1-HR VIRTUAL LUNCH AND LEARN</p> <p>\$500</p>
 <p>SEARCH ENGINE MARKETING CAMPAIGN</p> <p>\$750 (2 WEEKS) \$900 (3 WEEKS)</p>	 <p>PAID SOCIAL MEDIA CAMPAIGN</p> <p>\$500 (2 WEEKS) \$750 (3 WEEKS)</p>	 <p>EMAIL BLAST CAMPAIGN</p> <p>\$750 (2 EMAILS) \$900 (3 EMAILS)</p>

Joining at the à la carte level is the perfect way to enter our marketing program with flexibility and minimal upfront investment. It's a smart, cost-effective way to test the waters, build momentum, and unlock bigger opportunities as you grow with us.

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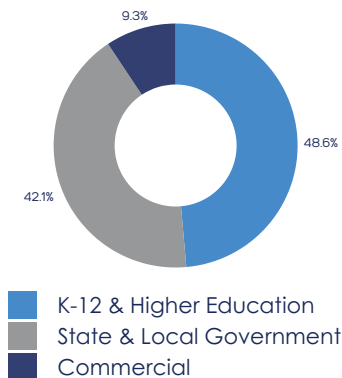
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MARKETING PROGRAM OVERVIEW

PARTNERSHIP COMPARISON	1	2 ESSENTIAL	2 ELEVATED	2 ELITE	3
2025 DALY Technology Showcase	✓	✓	✓	✓	
Intranet Posts		✓	✓	✓	
Podcast Episode		✓	✓	✓	✓
Digital Campaign		✓	✓	✓	✓
Product Video		✓	✓	✓	
Blog Posts		✓	✓	✓	
Organic Social Post		✓	✓	✓	
Quarterly Newsletter		✓	✓	✓	
Website Listing			✓	✓	
Webinar			✓	✓	
Virtual Lunch and Learn					✓
Search Engine Marketing (SEM)				✓	✓

Customer Demographics

Industry:

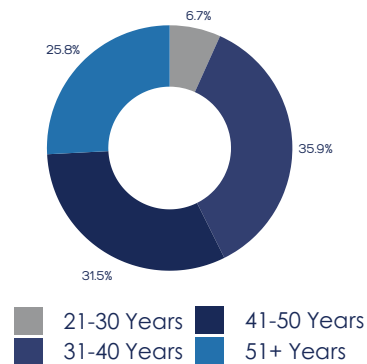


Location:

Maryland and Virginia



Customer Age:



Join Us!

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Frederick, MD 21703



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2025 MARKETING REGISTRATION

Please complete this information and e-mail to dll@daly.com along with your logo and certificate of insurance -

Last Name: _____ First Name: _____

Job Title: _____ Organization: _____

Phone: _____ Email: _____

Signature: _____ Date: _____

Please provide the following contacts:

DALY's Main Contact from your company for **Virginia**:

Name: _____

Phone: _____

Email: _____

DALY's Main Contact from your company for **Maryland**:

Name: _____

Phone: _____

Email: _____

DALY's Marketing Contact from your company:

Name: _____

Phone: _____

Email: _____

Please select your level of participation:

- Pathway 1 - \$2,500
- Pathway 2- Essential - \$6,000
- Pathway 2- Elevated - \$9,000
- Pathway 2- Elite - \$12,000

Unless other arrangements are made in advance, DALY will invoice upon receipt of this contract and payment will be due in 30 days.

Payment must be made by check payable to Daly Computers, Inc.

** Please make sure to complete Attachment A on the next slide. **

2025 MARKETING REGISTRATION

As part of the DALY's Marketing Program, you might receive exhibit space in shows sponsored by DALY Computers, Inc. In addition, you may be asked to attend or provide demonstration equipment at shows where DALY Computers, Inc., has purchased exhibit space. By signing below, you agree to the following:

Location and Dates:

- Virginia DALY Technology Showcase- October 13/14, 2025 -
Richmond International Raceway – Richmond, VA

- Maryland DALY Technology Showcase – October 15/16, 2025 –
M&T (Ravens) Stadium- Baltimore, MD

Space Assignment: DALY Computers, Inc. will assign exhibit spaces

Installation and Removal of Exhibits: Exhibit installation and removal times will be distributed as soon as it becomes available. DALY Computers, Inc. reserves the right to reassign space as necessary if exhibits are not set by published time. Removal of Exhibits will begin when DALY Computers, Inc. has announced the show is completed and will be completed by the designated time.

General Regulations: No part of any building shall be defaced in any manner, nor shall signs or other articles be posted, nailed, or otherwise affixed to any pillars, walls, doors, or other parts of the building. Combustible decorating materials, gasoline, kerosene, acetylene and other flammable or explosive substances are forbidden. All materials used in Exhibits must conform to State, County, and City electrical, fire, and usage codes. All packing containers, wadding, wrapping and such materials must be removed from the immediate Exhibit area or stored under the tables or behind the displays. Exhibitors must agree to abide by building rules and regulations. Should Exhibitor damage a building in any way, Exhibitor shall be responsible for all repair costs. Each Exhibitor shall furnish DALY with a Certificate of Insurance acceptable to DALY.

Non-Liability: It is expressly understood and agreed by each and every contracting Exhibitor and his agents that neither DALY Computers, Inc., nor its employees shall be liable for loss or damage to the goods or properties of Exhibitors. At all times such goods or properties remain in the sole possession and custody of each Exhibitor. Exhibitor hereby releases and agrees to indemnify DALY Computers, Inc., sponsors, and employees from any suit or claim for property damage or personal injury by whomsoever sustained, including Exhibitor and its agents or employees, on or about Exhibitor's display space or arising out of the Exhibitor's display space or arising out of the Exhibitor's participation in the exhibition.

DALY Computers, Inc. reserves the right to make additional conditions, rules and regulations as necessary to enhance the success of the show.

Agreed to by

Last Name: _____ First Name: _____

Job Title: _____ Organization: _____

Phone: _____ Email: _____

Signature: _____ Date: _____

2025 MARKETING A La Carte

Please complete this information and e-mail to dll@daly.com

Last Name: _____ First Name: _____

Job Title: _____ Organization: _____

Phone: _____ Email: _____

Signature: _____ Date: _____

Item	Description	Cost Each	Qty Requested	Total Cost
Podcast Episode	(1) Episode up to 60-minute podcast. Cost includes pre-recording call with speaker, recording (virtual), post-production editing.	\$750.00		
Co-Branded Giveaway	Vendor and DALY will jointly select item, quantity and usage	Custom quote required. Vendor fee is 50% of total cost/shipping		
Virtual Lunch and Learn	1-hour virtual lunch & learn. The DALY sales team and appropriate managers are invited. Agenda is required to confirm training.	\$500.00		
Search Engine Marketing (SEM)	2-week paid SEM campaign. Fee includes content creation, implementation and results.	\$750.00		
Paid Social Media Campaign (2-Weeks)	2-week paid social campaign. Fee includes content creation, implementation and results.	\$500.00		
Paid Social Media Campaign (3-Weeks)	3-week paid social campaign. Fee includes content creation, implementation and results.	\$750.00		

Unless other arrangements are made in advance, DALY will invoice upon receipt of this form, and payment will be due in 30 days.

Payment must be made by check payable to Daly Computers, Inc.

All items have a limited inventory. DALY reserves the right to limit the quantity of items each vendor may purchase.

Once this form is approved by DALY Management, DALY Marketing will contact you to begin the project(s).