

 **APCO 2016**

August 14-17 | Orlando, FL

IMAGINE EVOLVE INFLUENCE

The Conference & Expo for Public Safety

9-1-1 • Government • Law Enforcement • Fire • EMS

Conference: August 14 – 17 | Expo: August 15 – 16
Orange County Convention Center
Orlando, Florida



Reserve Your Booth Today!



**THE GROWING EVENT
CONNECTING BUYERS &
SELLERS IN ALL AREAS OF
PUBLIC SAFETY**

THOUSANDS OF PUBLIC SAFETY OFFICIALS CONVERGE AT APCO'S ANNUAL CONFERENCE & EXPO

Cybersecurity • Software • Mobile Apps • Wearables • NexGen 9-1-1

Meet the Buyers

THE APCO CONFERENCE IS GROWING & DELIVERING MORE BUYERS IN EVERY SEGMENT OF PUBLIC SAFETY!

The APCO conference adapts to the ever-changing industry by showcasing the newest equipment, products, software and services for all segments in public safety. Exhibit at APCO 2016 and meet attendees with purchasing power in these areas:

- 9-1-1 Communications Centers
- Government Agencies
- Campus Police & Security Services
- Consultant Services
- Public Safety Organizations
- Police & Sheriff Departments
- Fire Departments
- Emergency Management Services

The APCO conference is Attracting Attendees with High Purchasing Power!

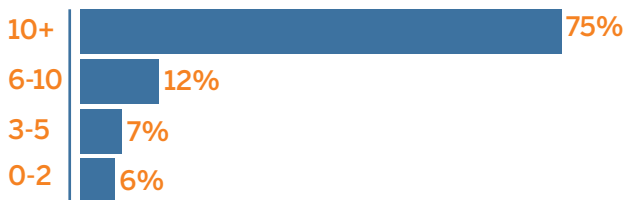
75% of APCO attendees have purchasing power.

44% are more likely to purchase from an APCO exhibitor and/or sponsor.

21% of APCO attendees have the authority to purchase over \$500,000 in products and services.

Attendees Know the Value of APCO's Annual Conference & Expo and They Know the Industry.

Number of Years in Public Safety



APCO ATTENDEES COME WITH SHOPPING LISTS!

Buyers are looking for:

- Radio Equipment
- Antennas
- Training & Educational Products
- Furniture
- CAD Solutions
- Recording Systems
- Mobile Data Laptops/Tablets
- Batteries/Analyzers/Chargers
- Wireless & Mobile Communications
- Interoperable Communications Solutions
- Hardware & Peripherals
- IT Hardware Solutions
- Test Equipment
- 9-1-1 Customer Premises Equipment
- Mapping/Geographical Information Systems

Plus over 300 other products, equipment, software and services are on their shopping lists!

**Investing in APCO 2016 = Strong Return On Investment
Put Your Sales & Marketing Dollars Towards Exhibiting at APCO 2016
See Direct Results from That Investment**



Conference Attendance Continues to Grow

APCO's conference continues to grow year over year with more than 2,500 buyers and industry professionals attending.

Reasons to Exhibit at APCO 2016 in Florida

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- 1** The state of Florida has a higher number of APCO members than any other state.
 - 2** APCO conferences held in Orlando have consistently drawn a large attendance.
 - 3** The Orange County Convention Center is in a right-to-work state which means easy in, easy out. Lower expenses mean more ROI.
 - 4** Orlando has some of the lowest cost airfares from destinations throughout the U.S.

PROFIT FROM ASSOCIATING WITH APCO'S MEMBERSHIP

APCO International is the world's oldest and largest organization of public safety communications professionals. It serves the needs of public safety communications practitioners worldwide by providing complete expertise, professional development, technical assistance, advocacy and outreach.

Valuable Benefits to Attract & Satisfy Attendees

- Over 65% of the Expo hours are exclusively reserved for attendees and exhibitors.
- Get a company listing on the website, the conference app and in the program guide.
- Take advantage of complimentary Expo passes and distribute them to your clients and prospects so they can meet you right in the hall.
- With Your company listed on the conference website, attendees can research your products and connect with you before they even arrive at APCO 2016.
- Registered exhibitors can submit press releases related to the Conference & Expo to be listed on apco2016.org.





Get Your Share of New Sales and Leads

REASONS TO EXHIBIT:

In two days you can:

- Connect with industry decision makers from across the globe.
- Showcase your latest products and innovative services.
- Raise your profile and gain recognition.
- Get in front of the largest gathering of public safety communication professionals.
- Build relationships with customers face-to-face and boost loyalty.

CONFERENCE & EXPO FEATURES:

Exclusive Expo Hours	Public Safety Vehicles on Display
Lunch in the Exhibit Hall	Presentation Theater
Attendee Lounge in the Exhibit Hall	Dynamic Education Sessions
Exhibitor Appointment Program	Career Advancement Center
New Products Zone	Expo Quest Game
App Island	Networking Events
Local Area Facility Tours	Headline Keynote Speakers

YOUR BOOTH INCLUDES:

- Exhibit Space
- Complimentary Listing in Program Guide, on Website & Conference App
- Two (2) Exhibit Badges (per 10x10) & Unlimited Booth Staff Registrations
- Booth Amenities:
 - 8' Back and 3' Side-Rail Draping for Rented Space
 - 7" x 44" Exhibitor ID Sign (Black & White)
 - Daily Aisle Cleaning
 - 24-Hour Perimeter Security from Move-In to Move-Out

BOOTH PRICING:

\$23.00 per sq. ft. until December 31, 2015
\$24.50 per sq. ft. January 1 – April 14, 2016
\$26.00 per square foot after April 14, 2016

There is an additional charge of \$75.00 per corner and \$300.00 per premium island. Island booth purchase is required if your space contains a vehicle. All rates are in U.S. dollars.

**To reserve your space,
go to apco2016.org/reserve.**

EXHIBIT SALES MANAGER

Hilary Manning

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Sponsorship & Advertising

APCO International offers a wide range of sponsorship opportunities to increase your brand visibility beyond the exhibit hall doors.

BY BECOMING A SPONSOR, YOU:

- Get the **Attention** of Thousands of Attendees
- Point **More Buyers** in Your Direction
- **Position Your Company as a Leader** in the Public Safety Community
- **Extend Your Message** Beyond the Exhibit Hall
- **Separate Your Brand** from Your Competitors

BENEFITS OF SPONSORSHIP

In addition to all of the benefits of exhibiting at APCO 2016, as a sponsor you will receive the following:

- Your company's logo with link on the conference website (apco2016.org).
- Recognition on signage prominently displayed throughout the conference.
- Acknowledgement in the program guide, distributed to all attendees.
- Your company name (and logo where possible) included in pre-show promotions, emails regarding sponsored items and on-site signage as the sponsor of the event and/or item (where applicable).

PROGRAM GUIDE ADVERTISING

Place an ad in the official full color program guide. Sizes range from business card to full page.

TO LEARN MORE ABOUT SPONSORSHIPS, PLEASE CONTACT:

Lisa C. Williams, CMP, CEM

Director of Corporate Outreach

571-312-4400 ext. 7003

williamsL2@apcointl.org



Reserve Your Booth Today!