

 **APCO 2016**

August 14-17 | Orlando, FL

Conference: August 14-17 | Expo: August 15-16

IMAGINE EVOLVE INFLUENCE



Sponsorship Brochure



apco2016.org

It's Time to Think Outside the Booth!

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

By becoming a sponsor or advertiser, buyers will:

- **Remember** your company, products & features
- See you as an **supporter** of public safety
- **Recognize** your brand
- See you as a **partner** and industry visionary
- Hold you **above** others in purchasing decisions



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Top 5 Reasons to Become a Sponsor at APCO 2016

- 1** Increase brand awareness by sponsoring attendee favorites and must-attend events.
- 2** 73% of 2015 sponsors felt that the value of sponsorship outweighed the cost.
- 3** Show your brand's strength to your competition.
- 4** 80% of 2015 sponsors are repeat sponsors from APCO 2014.
- 5** Stand out in the crowd and present yourself as a power player in Orlando.



Attendee Communication Opportunities

Banner Ad on Conference Homepage

\$1,000/per month - January - February
 \$1,500/per month - March- April
 \$2,000/per month - May - September

Place your banner ad on the home page of the APCO 2016 website. This page receives over 200,000 visits from January through August. Banner ads can be purchased directly through the Exhibitor Portal.



Conference Email Ads

Full Prospect Reach (over 50,000 recipients)

\$2,000/per email: 120 x 240 pixels

Attendee Reach (registered attendees & exhibitors)

\$1,500/per email: 120 x 240 pixels

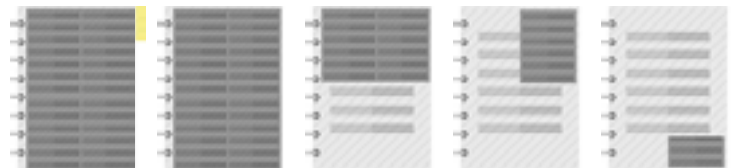
"Know Before You Go" Email Ad

\$2,000 **SOLD!** **HARRIS** 

Program Guide Advertising

Place your ad in the official APCO 2016 program guide. The guide will be in the hands of every attendee, not only during APCO 2016, but long after they go home. Ads can now be purchased right from the Exhibitor Portal.

Ad Sizes (Full Color)	Exhibitor	Non-exhibitor
Section Tab - Front <u>or</u> Back	\$3,200	\$4,000
Section Tab - Front & Back	\$4,400	\$5,500
Full Page	\$2,500	\$3,100
1/2 Page	\$1,500	\$1,875
1/4 Page	\$600	\$900
Business Card	\$350	\$650



Conference App

\$20,000 SOLD! 

Be the exclusive sponsor of the APCO 2016 conference app! This app will be available to all attendees to download and is guaranteed to make their experience more enjoyable. Sponsor will have high visibility throughout the app.



Program Guide Bellyband

\$6,700 SOLD!  **MOTOROLA**

Session Recordings

\$15,000

Become a sponsor of the professional development session recordings. As the exclusive sponsor your logo is displayed where session recordings are promoted along with a host of other visibility opportunities.



Special Events

Attendee Session Break - **NEW!**

\$5,500/break - AM (2 Available)

\$5,500/break - PM (2 Available)

\$10,000/two breaks

Sponsor a break between sessions and treat attendees to refreshments. Morning breaks include coffee and tea to reenergize. Attendees will enjoy a snack along with a beverage in the afternoon as they prepare for the next session. Recognition includes logo on coffee sleeves, napkins, snack bags and signage.

Food for Thought Luncheon

\$15,000

Become the exclusive sponsor of the Luncheon that has over 1,000 attendees. Sponsor gets to make brief remarks and then introduce the motivational speaker. Several awards are presented recognizing the achievements of those in the industry. Sponsor recognition includes tent cards on each table, onsite visibility and recognition on marketing materials promoting the Luncheon.

International Welcome Reception

\$5,000

Host a welcome reception for the international attendees and get to know potential customers outside of the U.S. The sponsor will have visible recognition before and during the event, as well as have the opportunity to make remarks during the event.

PSAP Tours

\$2,500/per tour

This is a great opportunity for some face time with attendees. Company representatives are welcome to ride along and address the group.

To see a list of available tours, visit www.apco2016.org

Past Presidents & Life Members Luncheon

\$5,500

Get the chance to host a lunch with APCO Past Presidents and Life Members. The sponsor has the opportunity to make brief remarks during the Luncheon and recognition includes your logo on table tent cards and marketing materials promoting the Luncheon.

AFC Resource Lab

\$7,500 **SOLD!**



Opening General Session

\$50,000 **SOLD!**

The APCO Block Party!

\$50,000 **SOLD!**



Distinguished Achievers

Breakfast

\$30,000 **SOLD!**



President's Dinner

\$35,000 **SOLD!**



Presidential Reception

\$10,000 **SOLD!**



AFC Advisors Appreciation Luncheon

\$5,500 **SOLD!**



Broadband Committee Reception

\$5,000 **SOLD!**

BOD/VIP Exec. Council Reception

\$32,000 **SOLD!**



APCO 2015 Block Party - Smithsonian Air & Space Museum



On-Site Visibility – Convention Center

Attendee Lounge

\$15,000

Attendees love to stop by the Attendee Lounge in the exhibit hall making this sponsorship a great way to promote your company on a large scale. Your company logo will be featured on signage and seating. You'll also have the opportunity to distribute approved literature in area.



Attendee Lunch Vouchers

\$15,000/day (2 available)

Secure this sponsorship and treat our attendees to lunch! Attendees receive lunch vouchers to be used at food stations inside the Expo. Promote your company on the vouchers printed for all full and day passes and gain recognition on applicable marketing collateral.

Column Wraps

\$3,100

Display your message on columns located in main traffic areas for all to see.



Digital Signage

\$2,800 (Displays on 7 locations)

Located in high-traffic areas, these eye catching digital overhead signs will display your 8 second message on a loop with other advertisers.



Electronic Banners

\$4,400 (6 available)

Tell your story on a 55" monitor that will be placed in areas where attendees walk.



Escalator Graphics

See [map](#) for pricing and locations **(only 2 left!)**

Your message will be the center of attention with the options to add side glass panels, a runner down the middle of the escalators or both.



On-Site Visibility – Convention Center

Expo Aisle Signs

\$15,000

Your logo will be displayed on each aisle sign in the expo. Attendees will look up and see your brand as they make their way through the aisles.



Floor Decals

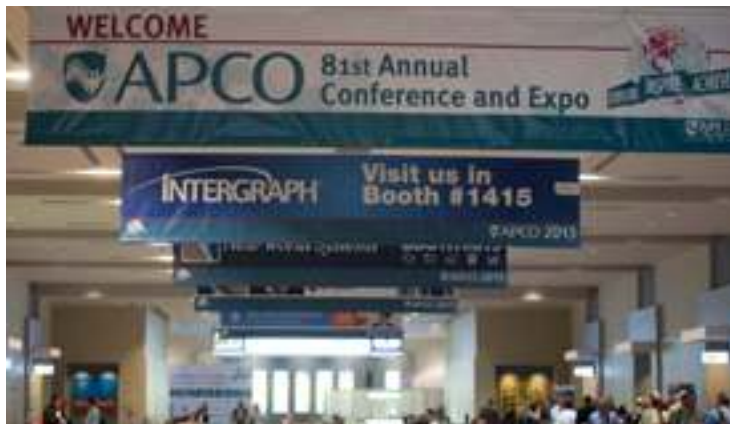
\$1,500

Increase your visibility with custom floor decals that can spotlight your booth number leading to the main Expo entrance in the Convention Center. Your brand will not be missed.

Hanging Banners

\$2,300 - \$9,200 - See map for pricing and locations.

Promote your booth location and get noticed daily with hanging banners located throughout the Convention Center.



Floor Decal & Hanging Banner Package

\$5,000

Get the best bang for your buck with this popular bundle. Attendees will see your brand in a banner and floor decal. Floor decals are located near the Expo entrance.

Oversized Freestanding Banners

\$1,500/each (6 available)

Spread the word on 48" w x 96" h freestanding banners that can be placed in high-traffic areas in the Convention Center.

Rest & Relax Station

\$7,000 (only 1 left!)

Located in a high-traffic area outside of the exhibit hall, this comfortable seating area will include a 14' X 5' custom banner with the opportunity to place literature.



Session Wi-Fi Sponsor

Call for Pricing

Be the official sponsor of Wi-Fi in the professional development tracks held at the Convention Center. Sponsor will be recognized on signage in each meeting room and promotional materials.

Skywalk Banners to Hotel - see hotel page

Expo Entrance Signage

\$15,000 SOLD!



MOTOROLA

Registration Package

\$40,000 SOLD!

HARRIS®

Massage Booth

\$5,500 SOLD!

NICE®

On-Site Visibility – Hotels

Rosen Centre Hotel - Headquarter Hotel

Customized Napkins at Hotel Bar

\$5,000 (Sunday & Monday)

Prominently display your brand on napkins in the hotel's main bar. Napkins are included in the price.

Escalator Graphics

\$3,500

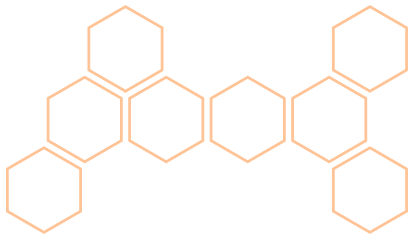
Your message will be the center of attention when it's placed on a runner down the middle of the escalators.

Room Drops

\$4.50/per room - inside

\$3.75 per room - outside

Extend your reach by having your promotion delivered directly to attendees staying at the headquarter hotel. Peak nights: Sunday – 855 rooms and Monday – 900 rooms.



Skywalk Banners

\$1,800 each

Keep your brand fresh in attendee minds as they make their way to and from the Convention Center and see your banner each way.



Welcome Station

\$5,000 SOLD!



Hotel Key Cards- All Hotels

\$9,500 SOLD! home of **VESTA®**
AIRBUS DSC

Lobby Elevator Doors

\$10,000 SOLD! home of **VESTA®**
AIRBUS DSC

Rosen Centre, Orlando, FL



Specialty Items

Attendee Bags

~~\$25,000~~ **NO LONGER AVAILABLE**

Each attendee receives a bag at Conference with their registration. If you choose this exclusive sponsorship, the bag will have your logo on it and you will receive one bag stuffer and floor decal, along with other benefits.



Attendee Bag Stuffers

\$800/exhibitor

\$1,600/non-exhibitor

A great opportunity for you to have your marketing collateral reach everyone at APCO 2016.

Attendee Gift *home of VESTA®*
\$15,000 **SOLD!** **AIRBUS DSC**

Conference Notebooks
\$10,000 **SOLD!** **GENERAL DYNAMICS**
Mission Systems

Conference Committee & Volunteer Shirts
\$8,500 **SOLD!** **MOTOROLA**

AFC Advisor Shirts
\$4,000 **SOLD!** **KOMM**
TELECOMMUNICATIONS ENGINEERING

Transportation

Shuttle Bus Sponsor

\$25,000

Sponsorship includes a ribbon on all hotel buses, sponsor logo on transportation signs in each hotel, and signage at the shuttle drop-off at the Convention Center.



SPONSORSHIP LEVELS

Diamond - \$75,000 **SOLD!**

This prestigious package offers complete visibility across the entire event.

Platinum - \$50,000

The platinum level offers excellent positioning and opportunities for six organizations to bring their brand to the next level.

Gold - \$25,000

Participation as a gold sponsor provides your company with an excellent way to raise your profile to key purchasers across a global platform.

Silver - \$10,000

The silver level offers your company the opportunity to network and present to key decision makers.

Bronze - \$5,000

A bronze sponsorship shows your company's dedication and commitment to the public safety community.

Supporter - less than \$5,000

Highlight your brand to further your return on investment.

	Diamond	Platinum	Gold	Silver	Bronze	Supporter
Recognition in the exhibitor listing in the program guide	✓	✓	✓	✓	✓	✓
Company acknowledged prominently on the APCO 2016 website	✓	✓	✓	✓	✓	✓
Recognition on the sponsorship page in the program guide	✓	✓	✓	✓	✓	
Company listed as sponsor by level wherever sponsors are collectively listed	✓	✓	✓	✓	✓	
Invite for company senior exec. (2) to Sponsor Reception	✓	✓	✓	✓	✓	
Pre-show attendee list	✓	✓	✓	✓		
Post-show attendee list	✓	✓	✓			
Tickets to all ticketed events	10	10	6	4		
One item placed in the attendee bags given to all registered attendees	✓	✓	✓			
Ad in program guide	Tab	½ Pg.	¼ Pg.			
Complimentary meeting room at the Convention Center	✓	✓				
Social networking package	✓	✓				
Floor decal	✓	✓				
Company logo displayed on cover of program guide	✓					
Presentation Theater session/product demo (30 min.) in the Expo	✓					
Session in the professional development tracks	✓					
Company logo displayed on all interior pages of website	✓					