

SPONSOR AT

APCO 2021

August 15-18

San Antonio, Texas

apco2021.org



APCO 2021
August 15-18 | San Antonio, TX



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At APCO 2021, APCO's Annual Conference and Expo, we have a wide range of sponsorship and advertising opportunities available for our exhibitors with any budget.

If you are looking to build awareness of your brand in the emergency communications market, it doesn't get bigger than APCO 2021 in San Antonio, TX. Drive traffic and/or business appointments to your booth to maximize the impact of exhibiting.

If you would like to discuss our sponsorship and exhibitor packages in more detail, please contact:

For Exhibits Management, Corporate Partner Program & Sponsorship

Lisa C. Williams, CMP, CEM
Director of Corporate Outreach
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(571) 312-4400, ext. 7003

For Exhibiting & Sponsorship

Tracy Tarlton
Corporate Outreach Sales Manager
tarlton@apointl.org
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As a sponsor you can benefit from:

Brand exposure: Gain immediate competitive advantage for your business – ensure your brand is known within the emergency communications industry.

Drive traffic to your booth: As an exhibitor at APCO 2021, our sponsorship opportunities will help to drive traffic to your booth – valuable visitors who you can do business with.

Your competitors are also sponsoring: If you are considering sponsoring at APCO 2021, then your competitors are too – ensure it's your company attendees are seeing this year in San Antonio.

We have a package to suit your budget and goals: Whether you have a small budget or a large budget, we have the package to suit you – and however much you spend, your name will be seen by all of our attendees.

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ADVERTISING AND SPECIALTY ITEMS

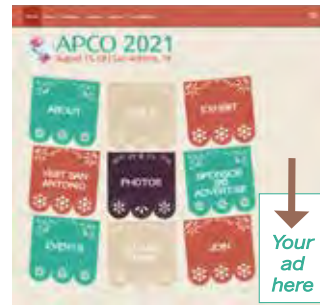
DIGITAL

Banner Ad on APCO 2021 Website Home Page

\$1,500/per month: January - April

\$2,000/per month: May - August

Place your banner ad on the homepage of the APCO 2021 website. This page receives over 90,000 page views per year.



Email Ads

\$2,000/per email - Full Prospect Reach

\$1,500/per email - Attendee Reach (registered attendees & exhibitors)

Exhibitor Emails to Attendees

\$825/per email - Pre-attendee

\$1,400/per email - Post-attendee

Exhibitors can send an email to registered APCO 2021 attendees who have opted-in to receive promotional messages. Use this sponsorship to start the conversation with attendees before the event even begins, or to keep the conversation going with a follow-up post-event email. Purchases can be made through the Exhibitor Portal.

BUNDLES

Program Guide, Exhibitor Email to Pre-Attendee List & Email Banner Bundle

\$5,000

Bundle a full-page ad in the program guide, email to pre-attendee list and one email banner. Select your email banner in either full prospect or pre-registered email list.

Print Program Guide & App Bundle

\$500

Display your company logo next to your exhibitor listing in the program guide and conference app.

PRINT

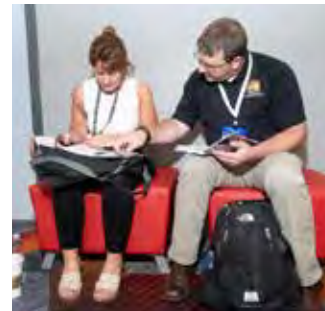
Program Guide Cover Tip

\$8,000/exhibitors; \$10,000/non-exhibitors (Exclusive)

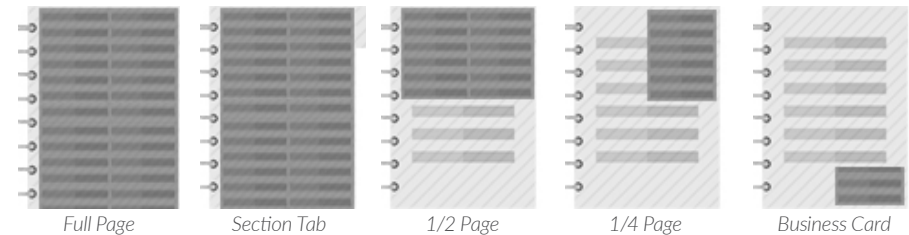
Display your ad on a cover tip on the program guide. This double-sided advertisement will be seen by attendees during and long after APCO 2021.

Program Guide Advertising

Place your ad in the official APCO 2021 program guide. The guide will be in the hands of every attendee, not only during APCO 2021, but long after they return to the office. Ads can now be purchased directly from the exhibitor portal.



	Exhibitor	Non-exhibitor
Section Tab - Front or Back	\$3,000	\$3,500
Inside Back Cover	\$3,200	\$3,600
Full Page	\$2,300	\$2,700
1/2 Page	\$1,500	\$1,700
1/4 Page	\$600	\$900
Business Card	\$400	\$650



ADVERTISING AND SPECIALTY ITEMS

ONSITE

Attendee Bag **\$20,000 (exclusive)**

Attendees receive 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 along with other benefits.

Attendee Session Break **\$7,500 (2 available)**

Sponsor the attendee break on Sunday or Wednesday and give attendees the fuel they need. The sponsor is recognized on signage, in the program guide, in the conference app and in an email banner to confirmed conference attendees.



Conference Committee & Volunteer Shirts **\$5,000**

What better advertising than to have the APCO 2021 Conference Committee and over 200 volunteers wear shirts with your brand on it.

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Exhibitor Meeting Rooms

Exhibitor Suites (Inside Exhibit Hall) - Call for Pricing

Secure your private meeting room on the show floor. Various room sizes available along with furnished and unfurnished rooms. Build your suite as you see fit. Audio visual, food and beverage, and utilities are at the expense of the exhibitor.

Meeting Rooms (Convention Center or Host Hotel) - Call for Pricing

Use these rooms for face-to-face meetings in a private setting.*

**Note these rooms are for private meetings, staff meetings and group meetings. Demonstrations should be held in your booth. Audio visual, food and beverage, and utilities are at the expense of the exhibitor.*

Floor Plan Advertising Package

\$5,000 (4 available)

Includes an ad and booth highlighted on one of the oversized exhibitor locators placed throughout the exhibit hall. Exhibitor name and booth number will also be highlighted on the fold out map in the program guide. Company logo on map as well.



ADVERTISING AND SPECIALTY ITEMS

½ Day Focus Groups

\$5,000 each (2 available)

Need to get some feedback from individuals in the public safety community? Let APCO 2021 attendees be your sounding board and host a half-day focus group. You can select the attendee demographics you want included in your focus group and invite them to join in a conversation with you. This sponsorship includes room rental, food and beverages for attendees, white board and markers.

New Products Zone

\$1,200 each

Announcing a new product? Submit an application to be featured in the New Products Zone. Receive publicity before, during and after APCO 2021.



Face Mask

\$15,000 (exclusive)

Your logo will be on these reusable cloth masks.



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Hand Sanitizers

\$10,000 (exclusive)

Arm attendees with individual hand sanitizers with your logo.



Bag Stuffers

\$8,000 each

Add a flyer or item in the attendee bags. Attendees like items they can use back in the office.

AFC Resource Lab

\$8,000 SOLD!



AFC Advisor Gift

\$5,000 SOLD!



Attendee Gift

\$15,000 SOLD!



Conference App

\$15,000 SOLD!



Conference Notebooks

\$10,000 SOLD!



Wellness Program

\$25,000 SOLD!



NETWORKING OPPORTUNITIES

AFC Advisors Appreciation Luncheon

\$7,000

Our Advisors are a vital and a current source of information for members requiring assistance in licensing their radio systems. This luncheon is a token of appreciation for their hard work and their dedication in providing FCC licensing and frequency coordination assistance. Sponsor is recognized on all marketing promoting the luncheon. Sponsor has an opportunity to attend and make brief remarks during the luncheon.

APCO Community Service Project

\$7,500

Be a part of something big with a new initiative at APCO 2021 to help support the local community. Your sponsorship dollars will go towards a volunteer service project.

Connect & Celebrate Reception and Dinner

\$40,000

The closing event at APCO 2021 where attendees enjoy dinner, live entertainment at the swearing in of the new executive committee. The sponsor has the opportunity to make brief comments and introduce the entertainment. Recognition includes signage onsite and on all marketing promoting the dinner.

ECC Tours

\$3,000/per tour

This is a great opportunity for some face time with attendees. Company representative is welcome to ride along and address the group. A DVD highlighting your company can be shown on the buses. Contact for a list of available tours.

Non-Traditional PSAP Reception

\$10,000 (exclusive)

Network with attendees that work in a non-traditional emergency communications center.

Presentation Theater

\$750 (30 minutes)

Have a case study or want to share new technology with attendees, reserve a spot in the presentation theater to bring attendees up to speed.

The APCO Block Party!

\$50,000 SOLD!



Board of Directors - VIP Dinner

\$10,000 SOLD!



Distinguished Achievers Breakfast

\$35,000 SOLD!



Executive Council Event

\$16,000 SOLD!



Food for Thought Luncheon

\$20,000 SOLD!



International Welcome Reception

\$5,000 SOLD!



Opening General Session

\$50,000 SOLD!



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Sponsor addressing attendees in the Presentation Theater at APCO 2019



Sponsor giving remarks at APCO 2018 Young Professional Mixer



Attendees Enjoying Entertainment at APCO 2018 Connect & Celebrate Dinner

ONSITE VISIBILITY – CONVENTION CENTER

Attendee Lounge

\$12,000 (exclusive)

Attendees love to stop by this lounge located right on the exhibit hall to relax, charge devices and enjoy an afternoon treat, making this sponsorship a great way to promote your company.

Charging Alcove

\$5,000 each (1 available)

Brand the charging area where attendees can sit and recharge devices. Branding will appear above the seating area and on stools.



Escalator Clings and Stairs Combo

\$34,125 (exclusive)

Make a powerful statement by wrapping your brand on the glass sides of the escalator, escalator runner and stairs located in the main lobby of the Convention Center.



Column Wraps

\$4,500 - \$5,000 (3 outside)

\$5,000 each (10 inside)

Wrap your brand on columns inside and outside of the convention center for all to see. See map for locations.



Expo Aisle Signs

4 Signs - \$5,000

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



Floor Decals

\$2,000 each (16 available)

Increase your visibility with custom floor decals that can spotlight your booth number or message outside the exhibit hall entrance. Your brand will not be missed.

Sponsor Ad Wall

\$2,500 each (6 available)

Spread the word on 48"W x 96"H signage displayed in high traffic areas in the Convention Center.

Floor Decal & Sponsor Ad Wall Combo

\$3,800 (limit 2 per company)

Get the best of both with this combo package.

Hanging Banners

\$10,900 each (2 available)

Sponsor the hanging banners that attendees will see as they had to their professional development sessions.

Market Seating Wall Graphics Clings

\$7,500 (exclusive)

Turn this half wall that separates the lobby and restaurant in the convention center into a fully branded message for our attendees.



ONSITE VISIBILITY – CONVENTION CENTER

Railing Clings - Second Floor

\$5,000 - \$25,175 (12 sets available)

Display your branding on the second floor glass double-sided railings. Graphics can be seen from both the main lobby and on second floor.



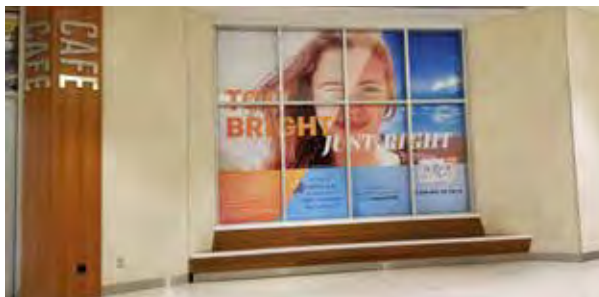
Railing Clings - Ballroom Level

\$3,475 - \$16,850 (4 available)

Wall Graphics - Main Lobby

\$5,000 - \$10,000 (5 available)

Hang your branding on wall graphics located in prime locations.



Window Clings

\$13,750 - \$28,800 (7 available)

Increase your brand exposure by displaying your message on windows located throughout the convention center.



Transportation

\$25,000

Spotlight your brand with an ad on the shuttle buses (4) and the ADA bus (1) transporting attendees. Sponsorship includes: ad on all hotel buses, sponsor logo on transportation signs in each hotel and on signage at shuttle drop-off at the Convention Center.



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Portable Charging Stations

\$7,500

Brand the charging station and individual portable chargers. Attendees will thank you!



Expo Entrance Signage

\$15,000 SOLD!

Massage Booth

\$6,000 SOLD!

Registration

\$50,000 SOLD!

Shoe Shine

\$4,350 SOLD!

Escalator Clings & Runner

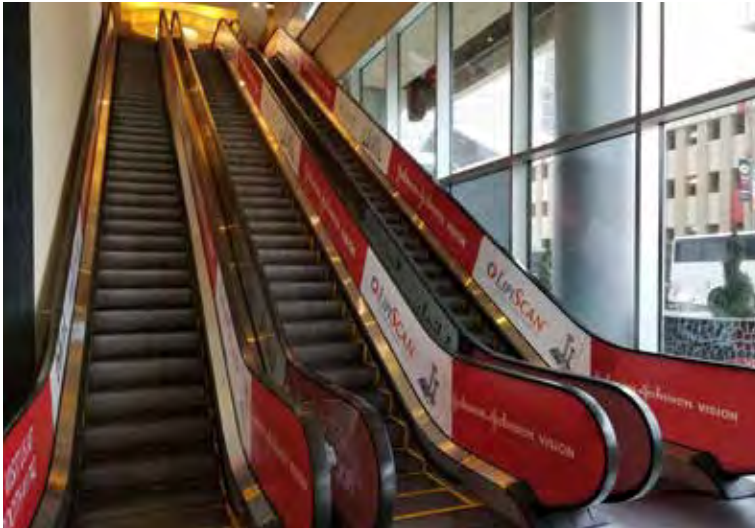
\$24,125 SOLD!

ONSITE VISIBILITY – GRAND HYATT

Escalator Clings

\$18,000 (exclusive)

Your message/brand will be displayed on the escalator in the main lobby.



Elevator Clings

\$12,000 (exclusive)

Your message/brand will be displayed on all lobby elevator doors in the host hotel.



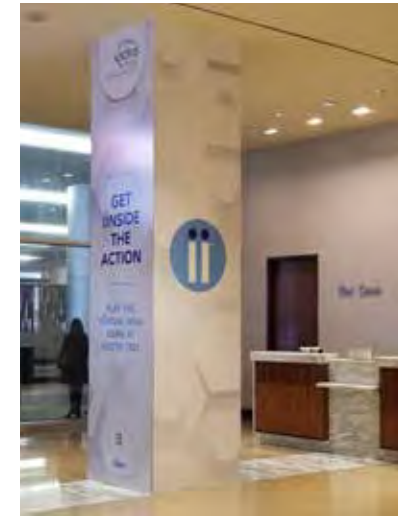
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Wall Column Clings - Hyatt

\$6,250 - \$9,250 (see map for locations)

Showcase your brand on walls and columns located inside and outside the main lobby.



Hotel Key Card

\$10,000 SOLD!



L3HARRIS

Main Entrance Glass Cling

\$23,050 each SOLD!



SPONSORSHIP LEVELS

APCO 2021 sponsors are given exclusive benefits and recognition that are commensurate with their total level of participation.

Create a customized package to fit the needs of your company and gain access to the following benefits:

Diamond - \$75,000 SOLD!

Designed for a world leading organization, this prestigious package offers complete visibility across the entire event.

Platinum - \$50,000 - \$74,999

The platinum packages offer excellent positioning and opportunities for six industry leading organizations to bring their brand to the next level.

Gold - \$25,000 - \$49,999

Participation as a Gold Sponsor provides your company with an excellent way to raise your profile to key purchasers.

Silver - \$10,000 - \$24,999

The Silver Package offers your company the opportunity to network and present to key decision makers.

Bronze - \$5,000-\$9,999

A Bronze Sponsorship shows your company's dedication and commitment to the public safety community.

Supporter - \$2,500 - \$4,999

Highlight your brand, even on a budget, to further your return on investment.

	Diamond	Platinum	Gold	Silver	Bronze	Supporter
Recognition in the exhibitor listing, sponsorship page in the program guide and conference app.	✓	✓	✓	✓	✓	✓
Company acknowledged prominently on the APCO 2021 website	✓ Logo	✓ Logo	✓ Logo	✓ Logo	✓ Logo	✓ Text only
Company listed as sponsor by level wherever sponsors are collectively listed	✓	✓	✓	✓	✓	✓
Company logo displayed on sponsor slide within session recordings	✓	✓	✓	✓	✓	
Invite for company senior exec. (2) to the Sponsor Reception	✓	✓	✓	✓	✓	
Company logo displayed on signage for Professional Development tracks (APCO 2021 only)	✓	✓	✓	✓	✓	
Tickets to all ticketed events	10	6	4	2		
One item placed in the attendee bags	✓	✓	✓			
Exhibitor email to attendees (Pre-conference)	✓	✓	✓			
Exhibitor email to attendees (Post-conference)	✓	✓				
Ad in program guide	Tab	½ Pg.	Biz. Card			
Meeting room at the Convention Center (if available)	✓ (Duration)	✓ Expo Days Only				
Floor decal	✓	✓				
Carpet logo in exhibit hall	✓	✓				
Presentation Theater session/product demo in the exhibit hall	✓ (2) 30 min	✓ (1) 30 min				
Upgraded online exhibitor listing	✓ 3 Star	✓ 2 Star				
Company logo displayed on cover of program guide	✓					
Full set of session recordings	✓					
Company logo displayed on all interior pages of the website	✓					
One session in the professional development tracks	✓					

CUSTOM PACKAGE OPTIONS

Custom Silver Package

Pick one sponsorship item from each box below.

BOX 1

Attendee Session Break (\$7,500 value)

Expo Aisle Signs (4) (\$5,000 value)

Floor Plan Advertising Package (\$5,000 value)

Column Cling - Hyatt (\$6,250 value)

Column Clings - Convention Center (\$5,000 value)

Custom Bronze Package

Pick one sponsorship item from box 2 and one item from boxes 3 or 4 below.

BOX 2

Column Cling - Hyatt (\$6,250 value)

Program Guide, Exhibitor Email to Pre-Attendees & Email Banner Bundle (\$5,000 value)

Floor Plan Advertising Package (\$5,000 value)

BOX 3

Exhibitor Email to Attendees (pre-conference) (\$825 value)

Two 30-minute Sessions in Presentation Theater (\$1,500 value)

Program Guide & App Bundle (\$500 value)

1/4 Page Advertisement in Program Guide (\$600 value)

BOX 4

Attendee Bag Stuffer (\$800 value)

30-minute Session in Presentation Theater (\$750 value)

Program Guide & App Bundle (\$500 value)

1/4 Page Advertisement in Program Guide (\$600 value)

To create a customized package that is right for you, please contact Lisa C. Williams at williamsL2@apointl.org or Tracy Tarlton at tarltonT@apointl.org.