

EXHIBIT AT

APCO 2021

August 15-18
San Antonio, Texas
apco2021.org



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Exhibit at APCO 2021

APCO's Annual Conference & Expo is where the industry goes to discover innovative solutions for emergency communications, NextGen 9-1-1, cybersecurity and much more!

Attracting more than 5,000 attendees and exhibitors, including 3,200 public safety communications professionals, APCO's Annual Conference & Expo is the largest gathering of its kind. There is simply no better way to showcase your newest equipment, products, software and services for all segments in emergency communications.

78%

Are decision makers or influence the decision maker

20+
YEARS

Average attendees' experience in the industry

99%

In 2019, 99% of attendees spent time in the exhibit hall. 67% spent 2-4 hours per day

76%

Are likely to buy from a conference exhibitor

206

of countries attendees come from

EXHIBIT 2021

Reasons to Exhibit

Exposure:

APCO 2021, APCO's Annual Conference and Expo, is the largest event of its kind.

Exclusive hours:

There is no need to worry about competing with educational sessions or other special events during 7.5 hours of dedicated expo time.

Networking:

Connect with people from the public safety communications industry while exhibiting at APCO 2021.

Get even more with sponsorships:

Customized sponsorship and advertising packages available exclusively for exhibitors.

Professional development:

Exhibitors can attend the educational sessions to learn about current challenges their customers face and become more knowledgeable in the industry.



What Our Attendees Are Saying

What was your most memorable experience during the conference?

“I thought the exhibit hall was really fantastic. Lots of great information and ideas.”

“Meeting new people in the hall and seeing new and improved options for the workplace.”

“The interaction with other public safety professionals and the opportunity to see the technology available in the vendor hall.”

“Ability to see new trends and products coming to the market as well as compare existing products. And the chance to interact with product reps and ask questions.”



WHO ARE OUR ATTENDEES?

What they are seeking:

5G
 9-1-1 Automatic Location Technologies
 9-1-1 Equipment and Systems
 Air Filter Systems
 Alerting
 Analytics
 Antennas (Device, Infrastructure, Smart)
 Automatic Vehicle Location (AVL) & Fleet Management Systems
 Batteries, Chargers & Analyzers
 Biosurveillance/Homeland Security
 Broadband, Wireless & Networking Systems
 Cleaning & Disinfection Services
 Communications Center Furniture
 Computer Aided Dispatch
 Computer Systems
 Consoles/Displays/Monitors
 Consulting Services
 Control/Monitoring Products
 Cybersecurity
 Data Management
 Data Storage
 Deployable Infrastructure
 Disaster Recovery/Planning
 Dispatch Systems & Equipment
 Drones
 ECC Equipment and Call Handling Systems
 Education Institutions
 Facility Planning and Design
 Fire Station Alerting
 Government Agencies, Programs & Associations
 Health & Wellness
 Human Resource Consulting Services
 Indoor Location Services

Interference Production
 Interoperable Communications Solutions
 IoT/M2M/Sensor/Monitoring
 IP-Based Emergency Communications
 Law Legal Services
 Location Accuracy Testing
 Logging and Recording
 Mapping/Geographical Information Systems
 Microwave Radio Engineering Services
 Microwave Radio Equipment & Accessories
 Microwave Radio Systems
 Mobile Apps
 Mobile Command Centers and other Special Service Vehicles
 Mobile Communications Devices
 Mobile Data Solutions and Equipment
 Mobile Internet Services
 Mobile Power Solutions
 Power Systems & Equipment
 Public Safety Broadband Products/Services
 Publications

Radio Console Systems
 Radio Engineering Services
 Radio Equipment & Accessories
 Radio Equipment Shelters
 Records Management Systems
 Remote Calltaking/Dispatch
 Satellite Communications
 Scheduling Software
 System Integrators
 Technical Training
 Telematics (Vehicles & Personal)
 Test Equipment
 Uninterruptable Power Supply
 VOIP Services/Equipment
 Wearables

Where they are from:

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

APCO attendees come from all over the world

Australia	Denmark	Israel	Sweden
Brazil	Ecuador	Japan	Thailand
Canada	Finland	Mexico	Turkey
Chile	Germany	New Zealand	United Kingdom
China	Guam	Poland	
Colombia	Ireland	Qatar	

WHAT'S IN THE HALL?

Exhibit hall attractions for attendees:

 K-9 demos	 Public safety vehicles
 New Products Zone	 Exhibitor demonstrations
 Career Advancement Center	 Presentation Theater
 Resume Review	 Blood drive
 Lunch in the exhibit hall	NEW THIS YEAR! New Exhibitors Program As a new exhibitor, APCO has created a new exhibitor program to help promote your participation and enhance your experience



What Our Attendees Are Saying

What did you find most beneficial about this year's exhibit hall?

“The ability to talk directly with the manufacturers' product experts about the equipment we use, or have recently purchased. And also to discuss what we may be interested in in the future.**”**

“With an upcoming site construction project, it was tremendous to be able to visit with tower, shelter and emergency power companies all within a couple of hours.**”**

“Meeting new vendors and turning them into partners.**”**

“I liked the individual attention I received from the vendors to really understand their product and the services they were offering. All vendors I spoke to were very knowledgeable and happy to answer questions, bounce ideas off of me and vice versa. I really liked my experience.**”**

All demographics and quotes are from APCO 2019 attendees.

HOW CAN YOU PARTICIPATE?

Exhibit at APCO 2021

Booth Pricing:

\$24 per sq. ft. ends December 31, 2020

\$27 per sq. ft. begins January 1, 2021

\$75 corner premium

What Is Included in My Booth Package?

- Exhibit space
- Basic exhibitor online listing
- Complimentary listing in Program Guide, on website & conference app
- Two (2) exhibitor badges per 10 x 10 and unlimited booth staff registrations
- Booth amenities:
 - » 8 high back drape & 3 high side rails (Inline booths only)
 - » (1) 7 x 44 exhibitor ID sign (black & white)
 - » Daily aisle cleaning
 - » 24-hour perimeter security from move-in to move-out
- Access to the exhibitor lounge, featuring free refreshments and afternoon snacks
- Enhanced online listing upgrades available
- Access to professional development sessions, Opening General Session and Block Party
- Complimentary expo passes for customers



Showcase New Products

Fee: \$1,200 per product

Included:

- Premium exhibit hall location
- Listing on the event website
- Pre-show email to attendees
- Promotion on social media
- Product display counter and literature rack
- Product featured in advertisement in post-show PSC magazine
- Opportunity to make brief presentation

Sponsor & Advertise

Secure a sponsorship or advertisement and increase your company's footprint.

Benefits:

- Recognition in the program guide & conference app
- Recognition next to booth profile in program guide and app
- Special invite to Corporate Partners/Sponsors Reception during APCO 2021
- Company logo prominently displayed on APCO 2021 website homepage
- Company acknowledged where sponsors are collectively listed
- Access to special events

For a listing of all opportunities available, visit the sponsorship section on apco2021.org.

Contact

Exhibit & Sponsorship Sales, and Corporate Partner Program

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