

EXHIBIT AT

# APCO 2021

August 15-18  
San Antonio, Texas  
[apco2021.org](http://apco2021.org)



**APCO 2021**  
August 15-18 | San Antonio, TX

# 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	<b>NEW THIS YEAR!</b> <b>New Exhibitors Program</b> 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](http://apco2021.org).

## Contact

#### For Exhibiting & Sponsorship

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#### For Corporate Partner Program & Sponsorship

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