



APCO 2020

August 2-5 | Orlando, FL

Conference: August 2-5 | Expo: August 3-4

Sponsorship & Advertising Brochure

As of February 21, 2020

apco2020.org

At APCO 2020, APCO's Annual Conference and Expo, there is a wide range of sponsorship and advertising opportunities available for company's with any budget.

If you are looking to build brand awareness in the emergency communications market, it doesn't get any bigger than APCO 2020 taking place in Orlando, FL.

To discuss our sponsorship, advertising and/or exhibitor packages in more detail, please contact Lisa C. Williams, CMP, CEM, Director of Corporate Outreach at williamsL2@apcointl.org.

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 2020 our sponsorship opportunities will help to drive traffic to your booth – potential customers who you can do business with.

Your competitors are also sponsoring: If you are considering sponsoring at APCO 2020, then your competitors are too – ensure it's your company that attendees are seeing this year in Orlando.

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 & Communication Opportunities

Digital

Banner Ad on APCO 2020 Website Homepage

~~\$1,000/per month - September - December~~ **SOLD OUT**
~~\$1,500/per month - January - April~~ **SOLD OUT**
~~\$2,000/per month - May - August~~ **SOLD OUT**



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

Exhibitors can send an email to registered APCO 2020 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-Conference Attendees & Email Bundle

\$5,000
Bundle a full-page in the program guide. You'll have the opportunity to send a customized email (via third party) to registered attendees who have opted-in. Your banner ad will be embedded in an email to our full prospect list.

Print Program Guide & App Bundle

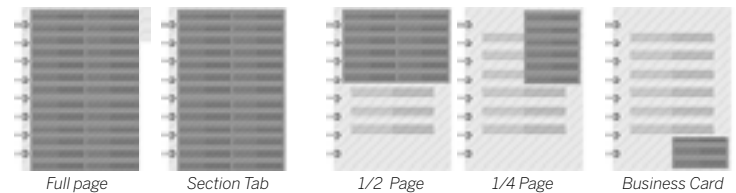
\$400
Display your company logo next to your exhibitor listing in the program guide and conference app.

Print

Program Guide Advertising

Place your ad in the program guide. The guide will be in the hands of every attendee, not only during APCO 2020, but long after they return to work.

	Exhibitor	Non-exhibitor
Inside Back Cover	\$3,500	\$4,300
Section Tab - Front or Back	\$3,000	\$3,500
Section Tab Combo - Front and Back	\$4,000	\$4,500
Full Page	\$2,500	\$3,000
1/2 Page	\$1,500	\$1,875
1/4 Page	\$600	\$950
Business Card	\$350	\$750



Program Guide Cover Tip

\$8,000 (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 2020.



Onsite

Attendee Session Break

\$7,500 (2 Available)

Be the sponsor of 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.



Advertising & Specialty Items

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 Packages

\$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.



1/2 Day Focus Groups

\$5,000 each (2 available)

Need to get some feedback from individuals in the emergency communications community? Let APCO 2020 attendees be your sounding board and host a half-day focus group. You can select from attendee demographics and invite them to join in a conversation with you. This sponsorship includes room rental, food and beverage for attendees, white board and markers. Audio visual and internet will be at the expense of the exhibitor.

Specialty Items

Portable Charging Stations

\$7,500 (Exclusive)

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



AFC Resource Lab

~~\$7,500~~ **SOLD!**



AFC Advisor Gift

~~\$5,000~~ **SOLD!**



Attendee Bag

~~\$20,000~~ **SOLD!**



Attendee Gift

~~\$15,000~~ **SOLD!**



Conference Committee & Volunteer Shirts

~~\$5,000~~ **SOLD!**



Conference App

~~\$15,000~~ **SOLD!**



Conference Notebooks

~~\$10,000 (Exclusive)~~ **SOLD!**



Wellness Program

~~\$25,835~~ **SOLD!**



Special Events

AFC Advisors Appreciation Luncheon \$6,500

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.

Connect & Celebrate Reception and Dinner \$40,000 (Exclusive)

The closing event at APCO 2020 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.

APCO Community Service Project \$7,500 (Exclusive)

Be a part of something big with a new initiative at APCO 2020 to help support the local community. Your sponsorship dollars will go towards a volunteer service project.

The APCO Block Party! **FIRSTNET.** \$50,000 **SOLD!** Built with AT&T

Board of Directors - VIP Dinner \$7,500 **SOLD!**

Distinguished Achievers Breakfast \$35,000 **SOLD!**

Executive Council Event \$15,000 **SOLD!**

Food for Thought Luncheon \$20,000 **SOLD!**

International Welcome Reception **PULSIAM** \$5,000 **SOLD!**

Non-Traditional PSAP Reception **BlackBerry.** \$7,500 **SOLD!**

Opening General Session **FIRSTNET.** \$50,000 **SOLD!** Built with AT&T



Attendees Networking at APCO 2019 Connect & Celebrate Reception



Attendees Enjoying Entertainment at APCO 2018 Connect & Celebrate Dinner

Onsite Visibility - Convention Center

Network & Recharge Lounge

\$12,000 (Exclusive)

Attendees love to stop by this lounge located right in the exhibit hall to relax, charge devices and enjoy an afternoon treat, making this sponsorship a great way to promote your company. Your company logo will be featured on overhead signage, custom double sided two-panel ad wall. You'll also have the opportunity to distribute approved literature in the area.



Column Clings

\$3,300 each

Wrap your brand on columns in the Convention Center for all to see. See map for locations.



Digital Signage

\$4,000 each (6 spots available)

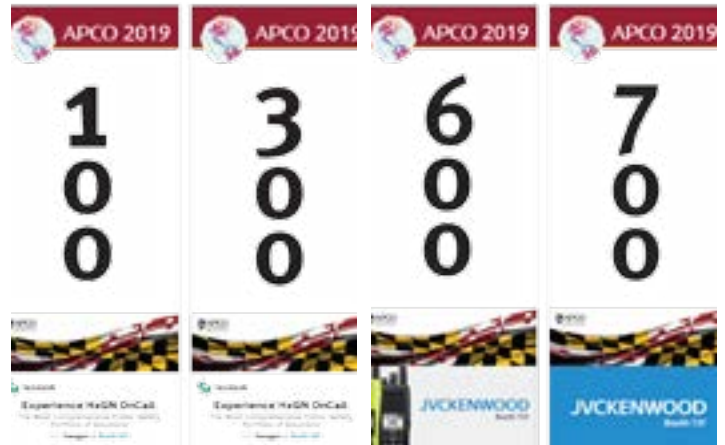
Located in 9 high-traffic areas along the main level of the Convention Center, these eye catching digital overhead signs will display your 8-second video.



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.



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 double sided banner each way.



Escalator Clings & Runners Level 2

\$9,500 each (4 available)

Your message will be the center of attention with side glass panels and a runner down the middle of the escalators.



Onsite Visibility - Convention Center

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.



Hanging Banners

Starting at #3,100 - See map for pricing and locations.

Lots of banner locations available that will get your company noticed. Highlight your brand, product and/or booth.



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

Get the best of both with this combo package.



Rest & Recharge Lounge

\$7,000 (4 available)

Attendees love to stop by these lounges located in a high traffic area to relax and charge devices. Includes wall cling and sponsor ad wall. Add your special touch in this area.



Expo Entrance Signage

\$15,000 SOLD!



Main Lobby Escalator Clings & Runners

\$11,000 each SOLD!



Massage Booth

\$5,500 SOLD!



Registration

\$25,000 SOLD!



Shoe Shine

\$4,350 SOLD!



Stairs

\$12,500 SOLD!



Transportation

\$25,000 SOLD!



Onsite Visibility - Host Hotel

Escalator Clings

\$12,000 (Exclusive)

Your message/brand will be displayed on the escalator as attendees make their way from level 1 to level 2.



Elevator Clings

\$15,000 (Exclusive)

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



Stair Graphics

\$7,500 (Exclusive)

Your message/brand will be displayed on the stairs leading to and from Level 1 and Level 2.



Column Clings

\$6,000 each (4 available)

Showcase your brand on a column or two in the hotel lobby area near restaurants and bar.



Floor Decals

\$1,000 each - (5 available)

Display your brand on decals from the meeting room area in the hotel to the skywalk to the Convention Center.



Sponsor Ad Wall

\$1,500 each (5 available)

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

Floor Decal & Sponsor Ad Wall Combo

\$2,000

Get the best of both with this combo package in the host hotel.



Onsite Visibility - Host Hotel

Skywalk Door Window Clings

\$7,500 each side (Exclusive)

Display your message on the inside and outside of the Skywalk entrance.



Skywalk Banners

\$3,200 each (3 available)

Stay top-of-mind with event attendees by showcasing your brand on double-sided skywalk banners from the host hotel to the convention center.

Entrance Revolving Doors

\$6,000 each **SOLD!**



Hotel Key Card

\$10,000 **SOLD!**



Window Clings

\$6,000 each **SOLD!**



Side Railing Banners

\$3,500 each (4 available)

Share your brand with event attendees on skywalk side railing banners on the walk way from the host hotel to the convention center.



Sponsorship Levels

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 in the program guide	✓	✓	✓	✓	✓	✓
Company acknowledged prominently on the APCO 2020 website	✓ Logo	✓ Logo	✓ Logo	✓ Logo	✓ Logo	✓ Text only
Company logo displayed in sponsor section on the conference app	✓	✓	✓	✓	✓	✓
Recognition on the sponsorship page and next to booth profile in the program guide	✓	✓	✓	✓	✓	
Company listed as sponsor by level wherever sponsors are collectively listed	✓	✓	✓	✓	✓	
Invite for company senior exec. (2) to the Sponsor Reception	✓	✓	✓	✓	✓	
Exhibitor email to attendees (Pre-conference)	✓	✓	✓			
Exhibitor email to attendees (Post-conference)	✓	✓				
Tickets to all ticketed events	10	6	4	2		
One item placed in the attendee bags given to all registered attendees	✓	✓	✓			
Ad in program guide	Tab	½ Pg.	Biz. Card			
Complimentary meeting room at the Convention Center (if available)	✓ (Duration)	✓ Expo Days Only				
Floor decal	✓	✓				
Carpet logo	✓	✓				
Presentation Theater session/product demo in the expo	✓ (2) 30 min	✓ (1) 30 min				
Upgraded online exhibitor listing	✓ 3 Star	✓ 2 Star				
Program guide & app bundle	✓	✓				
Full set of session recordings	✓					
Company logo displayed on cover of program guide	✓					
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

Hanging Banner
(\$5,000 value)

Attendee Session Break
(\$7,500 value)

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

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

Skywalk Door Window Clings - Host Hotel
(\$7,500 value)

Column Clings - Convention Center
(\$3,300 value)

Custom Bronze Package

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

BOX 2

Column Cling - Rosen Center Lobby
(\$6,000 value)

Program Guide, Web & Email 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
(\$1,000 value)

Program Guide & App Bundle
(\$400 value)

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

BOX 4

Attendee Bag Stuffer
(\$800 value)

30-minute Session in Presentation Theater
(\$500 value)

Program Guide & App Bundle
(\$400 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@apcointl.com.

