

 **APCO 2015**

August 16-19 | Washington, DC  
Conference: August 16 - 19 | Expo: August 17 - 18



# Exhibitor Prospectus



APCO 2015, APCO International's Annual Conference & Expo, is the premier event for public safety communications officials, offering the chance to showcase your products and services to the public safety community.

## Who attends?

Conference attendees represent a wide range of organizations varying from PSAPs, law enforcement, fire service, emergency medical services, and government agencies. They are seeking up-to-date information on the latest industry trends and issues, professional development and networking opportunities.

## Who should exhibit?

Companies that offer innovative products, services and solutions that meet the needs of the public safety community.

## What is included in my booth package?

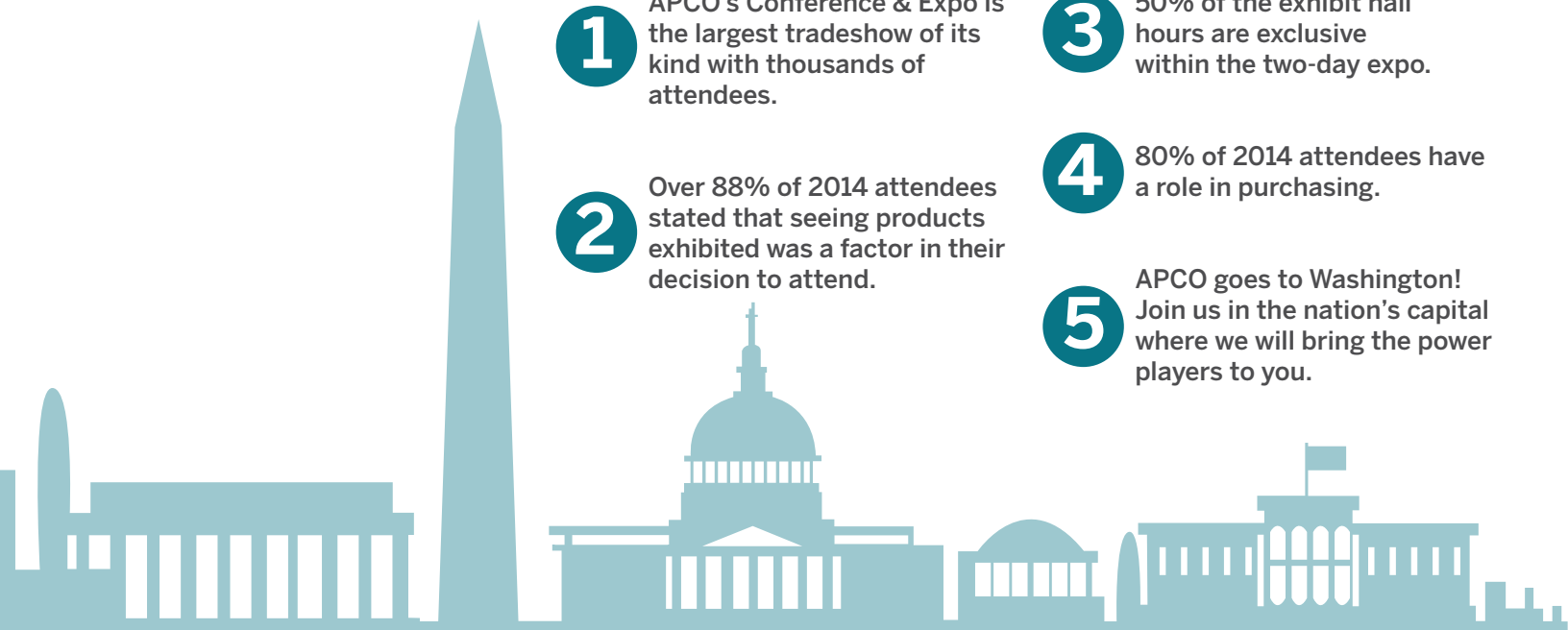
- Exhibit Space
- Complimentary Listing in Program Guide, on Website & Conference App
- Two (2) Exhibit Badges & Unlimited Booth Staff Registrations
- Booth Amenities:
  - 8' Back and 3' Side-Rail Draping for Rented Space
  - 7" x 44" Exhibitor ID Sign (Black & White)
  - Daily Aisle Cleaning
  - 24-Hour Perimeter Security from Move-In to Move-Out



APCO International is the world's oldest and largest organization of public safety communications professionals. The very first conference was held January 21, 1935 in St. Louis, Missouri and had a total of 41 attendees. This year we look forward to our 81st conference and expect an attendance of over 5,000. Much has changed since 1935, but APCO's core values remain the same – to serve the needs of public safety communications practitioners worldwide and the welfare of the general public as a whole.

## Top 5 Reasons to Exhibit at APCO 2015

- 1** APCO's Conference & Expo is the largest tradeshow of its kind with thousands of attendees.
- 2** Over 88% of 2014 attendees stated that seeing products exhibited was a factor in their decision to attend.
- 3** 50% of the exhibit hall hours are exclusive within the two-day expo.
- 4** 80% of 2014 attendees have a role in purchasing.
- 5** APCO goes to Washington! Join us in the nation's capital where we will bring the power players to you.



## Benefits of Exhibiting

### Exhibiting at APCO 2015 Goes Beyond the Booth

#### Exclusive Exhibit Hall Time

With over 50% of the two-day exhibition dedicated to exclusive exhibit hall time, there is no need to worry about competing with educational sessions or other special events.

#### Expo Passes

Take advantage of complimentary Expo passes and distribute them to your clients and prospects so they can meet you right in the Hall.

#### Company Profile in Conference Materials

With your company profile listed in our show guide, pocket guide, and on our conference app, attendees will know right where to find you.

#### Online Exhibitor Listing

Attendees can research your products and connect with you before they even arrive to APCO 2015 with your company listed on the conference website.

#### Priority Points Towards APCO 2016 Booth Selection

Gain points throughout your exhibiting experience to use towards next year's booth selection. The longer you exhibit with APCO, the more points that you earn.

#### Exhibitor Marketing Resources

Point buyers to your booth and promote your brand using the tools provided by APCO, many of which are quick, easy to implement and won't cost you a thing.

## Additional Opportunities Available

### Exhibitors Can Upgrade Their Experience

#### Presentation Theater

The Presentation Theater is a great opportunity to demonstrate your equipment or showcase your new technology in front of conference attendees. These informative sessions are held in the Expo and all attendees are welcome to attend.

#### New Product Zone *New This Year!*

All conference exhibitors with products launched after August 2014 are invited to showcase their product(s) to be featured in a special showcase right on the exhibit hall floor called the New Product Zone.

#### Pre-/Post-Show Attendee Lists

Gain access to our attendees by purchasing the pre- and post-show lists. Send them messages on what they can expect to see from you at the show and invite them to stop by your booth.

#### Lead Retrieval

Order and use your lead retrieval unit to follow-up with prospects that stopped by your booth.

#### Meeting Space on the Show Floor

Don't waste time leaving the exhibit hall floor to go to another location for your meetings. Hold meetings in a private space in the Expo.

#### Social Networking Package

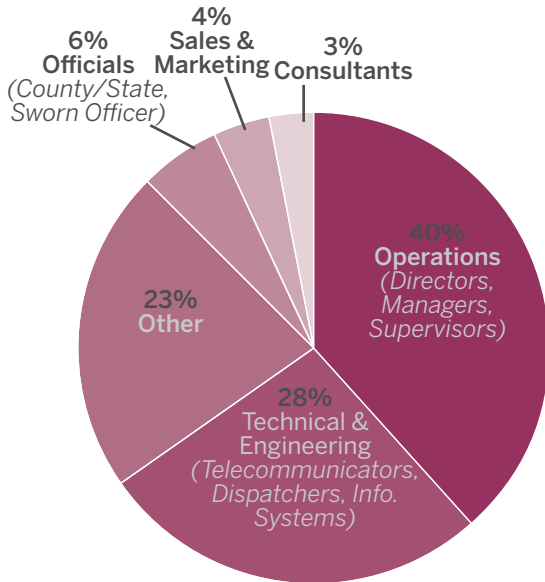
Upgrade your listing in the conference app and on our online floorplan to include a full-color logo and your social media buttons with links for attendees to follow you.

#### Press Releases *FREE!*

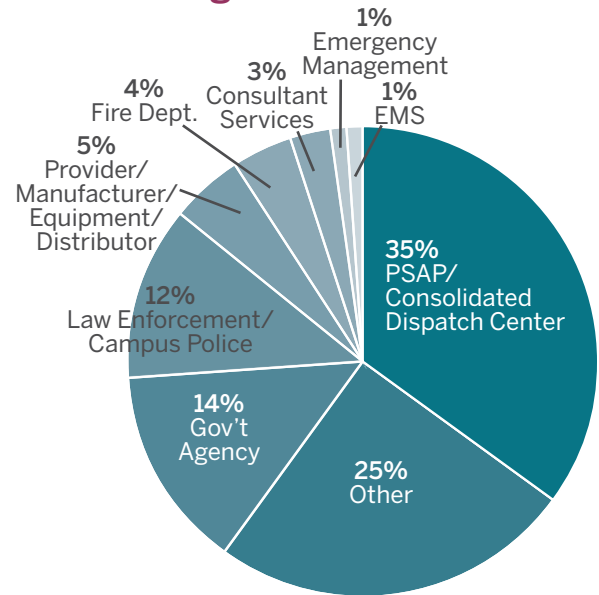
Submit your current press releases in relation to APCO 2015 for inclusion on our website where attendees can follow what's happening with your organization.

## Attendee Stats

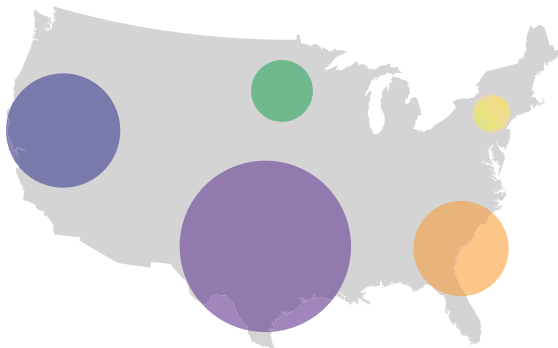
### Job Functions



### From These Organizations



### 2014 Attendees by Geographic Region\*

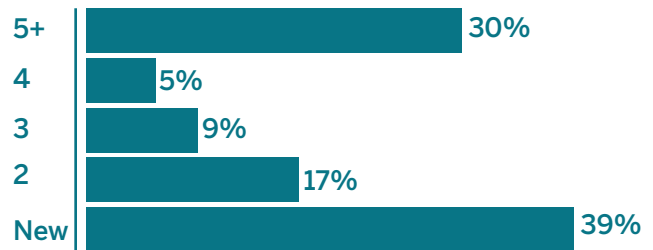


36% South Central  
 24% West  
 20% Southeast  
 13% Midwest  
 8% Northeast

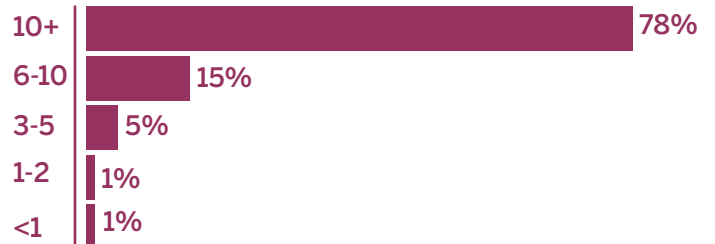
In addition, 3% of attendees came from 25 countries around the world.

\*The highest percentage varies year to year in relation to the region hosting the conference. New Orleans was the location of APCO 2014.

### Number of Years Attended



### Number of Years in Public Safety



## Conference Stats

### Top 5 Products Attendees Plan to Purchase in Following Year



Training/Education



Radio Equipment



Furniture



Recording Systems



CAD Solutions

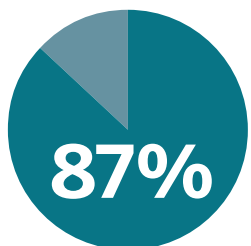
### What Our Attendees Are Saying

“Not only do you get to hear directly from the vendor about products you’re interested in, you get real-time customer feedback from other professionals that have purchased the products themselves. Everything is in one place, right where you need it. You get the chance to test and see everything you wanted to see.” - *Lisa Thompson*

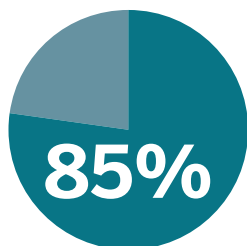
“The APCO Conference & Expo can be described as “one stop shopping” for the public safety communications professional because it provides attendees with the total package - educational experiences, the latest technology trends, an extensive vendor floor and networking with other professionals.” - *Holly Wayt*

*Testimonials from APCO Members*

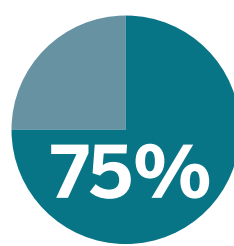
### Don't Take Our Word For It - Hear From Our Exhibitors



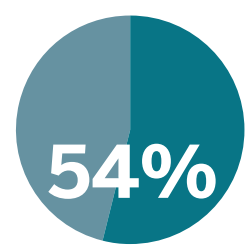
Plan to exhibit at APCO 2015



Feel the value of exhibiting is equal to or greater than its cost



Felt that they met with the right level of attendees



Have been exhibiting for 6 or more years

“APCO’s annual conference is a vital gathering point for meeting and engaging with public safety officials and partners and serves as an important forum for sharing and expanding information and solutions about issues affecting the public safety community.”

*Bekki Malloy, Marketing Coordinator  
Zetron*

## Sponsorship and Advertising

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

By becoming a sponsor or advertiser, you:

- Get the **Attention** of Thousands of Attendees
- Point **More Buyers** in Your Direction
- **Position Your Company as a Leader** in the Public Safety Community
- **Extend Your Message** Beyond the Exhibit Hall
- **Separate Your Brand** from Your Competitors

### Benefits of APCO 2015 Sponsorship

In addition to all of the benefits of exhibiting at APCO 2015, as a sponsor you will receive the following:

- Your company's logo with link on the conference website ([apco2015.org](http://apco2015.org)).
- Recognition on signage prominently displayed throughout the conference.
- Acknowledgement in the program guide, distributed to all attendees.
- Your company name (and logo where possible) included in pre-show promotions, emails regarding sponsored items and on-site signage as the sponsor of the event and/or item (where applicable).

### Popular Advertising and Sponsorship Opportunities

**Signage:** Deliver your key message with signage throughout the convention center, within the Expo and beyond.

**CyberCafé and Wi-Fi:** Help attendees stay connected.

**Special Event Sponsor:** Take the opportunity at one of our networking events to speak to the audience and introduce keynote speakers.

**Digital Signage:** Share your message on screens located throughout the convention center.

**Banner Ads:** Display your ad on the [apco2015.org](http://apco2015.org) homepage prior to the event.

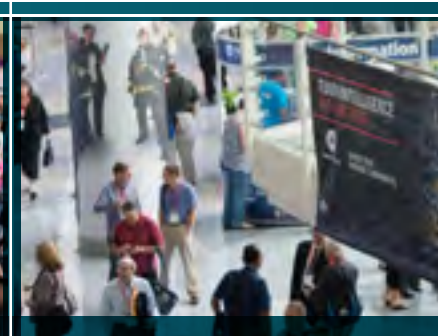
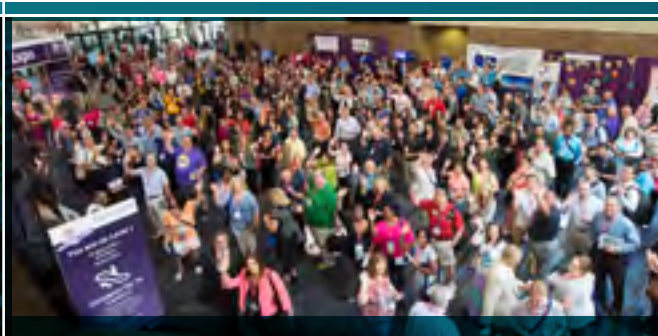
**Program Guide Ads:** Place your ad in the program guide, our attendees main resource.

**Email Ad:** Purchase an ad to be included in an email that reaches over 50,000 prospects.

**To learn more about sponsorships, please contact:**

**Lisa C. Williams, CMP**

Director of Corporate Outreach  
571-312-4400 ext. 7003  
[williamsL2@apcointl.org](mailto:williamsL2@apcointl.org)



# APCO 2014 Exhibitor List



Conference: August 16-19 | Expo: August 17-18

911Trainer.com  
ADSi  
AECOM  
Aeroflex  
Agent511  
**Airbus DS**  
Aladtec  
**Alcatel-Lucent**  
Alert Public Safety Solutions  
Alpha Cognetics, LLC  
Amcom Software  
American Tower Corporation  
AMP Global Strategies  
Amphenol Antenna Solutions  
Anritsu Company  
Architects Design Group  
**AT&T**  
AtHoc  
Aviat Networks  
**Avtec**  
Axis Communications, Inc.  
BAIR Analytics  
BandRich, Inc.  
Beta 80 Group  
BlueSky Mast, Inc.  
Booz Allen Hamilton Engineering Services  
Bramic Creative Business Products  
BTECH  
C&S COMPANIES  
CalAmp  
CALEA  
CAPERS  
Catalyst Communications Technology, Inc.  
Cellsite Solutions LLC  
Center for Domestic Preparedness  
CenturyLink  
**Ceragon Networks**  
Cielo Networks  
Cisco  
Coban Technologies, Inc.  
Codan Radio Communications  
CommSys, Inc.  
Comprod Communications Ltd  
Computer Information Systems, Inc.  
COMSEARCH  
ComTech Communications  
Concept Seating  
Concepts To Operations, Inc.  
Conley Equipment Company  
Console Cleaning Specialists, Inc.  
Copper Development Assoc., Inc.  
Criticall Personnel Testing Software  
**Crown Castle**  
CTI Products  
CTS America  
CTS Consolidated Telecom Services  
CVDS, Inc./ComLog  
Cygnus Law Enforcement Media  
Dali Wireless  
Data Comm for Business, Inc.  
Data911  
DC Group  
Deccan International  
DEHN, Inc.  
Delttek  
Denise Amber Lee Foundation  
DHS - Office of Emergency Communications  
Dialight  
Domore Seating  
DSS Corporation  
Dupont Building, Inc.  
E/M Wave, Inc.  
EATON Corporation  
**EF Johnson Technologies, Inc.**  
Elektrobit  
Emergency CallWorks  
EmergiTech, Inc.  
EMR Corporation  
EnerSys  
Engineering Associates, Inc.  
ErgoGenesis  
Esri  
Etherstack, Inc.  
Evans Consoles  
Eventide, Inc.  
Everbridge  
EXACOM, Inc.  
ExecuTime Software  
**Exelis**  
FATPOT Technologies  
Fiber-Span  
FlexCom Communications, Inc.  
First-in by Westnet  
FirstWatch  
Futurecom Systems Group, ULC  
**General Dynamics**  
Geo-Comm  
GeoConex  
Global Software  
Globalstar  
Granger Telecom Corp.  
Guardian Tracking  
Handheld  
**Harris**  
HICAPS, Inc.  
HigherGround, Inc.  
HipLink Software  
Hitech Systems, Inc.  
Hutton Communications, Inc.  
Hyper-Reach  
I/O Solutions, Inc.  
Icom  
INdigital Telecom  
Infinite Trading, Inc.  
Infinity Technology  
Infor  
**InfoVista**  
InnowaveRF LLC  
InterAct  
**Intergraph Corporation**  
InTime Solutions Inc.  
**Intrado**  
IPMA-HR  
IRON HORSE Seating  
Julie Industries/StaticSmart  
Kenwood USA Corp.  
KOVA, Corp.  
L.R. Kimball  
LanguageLine Solutions  
Leach Mounce Architects  
LGS Innovations  
Locus Diagnostics  
Locution Systems, Inc.  
Logistics Systems, Inc.  
MCM Technology, LLC  
Microwave Networks, Inc.  
Midland Radio Corporation  
Mindshare  
Mission Critical Partners, Inc.  
MissionCritical Communications - RadioResource Media Group  
Mobile Mark, Inc.  
MobileTec International, Inc.  
**ModUcom**  
**Motorola**  
Nacht & Lewis  
National Center for Missing & Exploited Children  
National Nuclear Security Administration  
National Public Safety Information Bureau  
National Public Safety Telecommunications Council (NPSTC)  
NEC Corporation of America  
NENA  
NetMotion Wireless  
**New World Systems**  
NextNav  
**NICE Systems**  
NJTI-TERT  
**Northrop Grumman**  
NowForce  
NVIS Communications, LLC  
Oceus Networks, Inc.  
Oldcastle Precast  
**OnStar**  
Otto Trading, Inc.  
Panasonic  
Panorama Antennas  
Paul J. Ford and Company  
PBX Systems, LLC  
Pepro, LLC  
Plantronics  
PowerPhone  
Primus  
Presidio  
PROCUM US, INC.  
PublicEye  
Public Safety Group  
Public Safety Systems, Inc. (PSSI)  
PURVIS Systems  
QPCS, LLC Mobility Turnkey Solutions  
RAD  
Radio Club of America  
Radio IP Software  
RadioSoft  
Ram Mounting Systems  
Rave Mobile Safety  
Raven Electronics Corporation  
**Raytheon**  
RCC Consultants, Inc.  
Red Box Recorders  
RELM Wireless Corporation  
Revcord  
Rockwell Collins ARINC  
Rohn Products, LLC  
Russ Bassett  
Sabre Industries, Inc.  
SafeMobile  
Satcom Direct  
Save Corporation  
Secure Access Technologies  
Sepura, LLC  
Schedule Express by Informer Systems  
Schrader Group Architecture, LLC  
Shell Pipeline  
Simulcast Solutions  
Sinclair Technologies  
Slatercom - WCD  
SoftWright, LLC  
SONIK Messaging Systems, Inc.  
Sorenson Communications  
Specialty Tower Lighting, Ltd.  
Spectracom  
Spillman Technologies  
Spok  
**Sprint**  
Stancil Solutions  
Steelpower Chairs  
STI-CO Industries, Inc.  
SunGard Public Sector  
Sunny Communications  
Sunsight Instruments, LLC  
Survey Technologies, Inc. (STI)  
Swissphone, LLC  
Tait Communications  
Talley, Inc.  
TC Communications  
Tektronix, Inc.  
**TeleCommunication Systems (TCS)**  
Telanguage, Inc.  
**Televate, LLC**  
Televave, Inc.  
Telflex Technologies, Inc.  
TestEquity, LLC  
The Genesis Group  
The Spectrum Firm  
Thermo Bond Buildings, LLC  
Tiburon, Inc.  
Times Microwave Systems  
Track Star International, Inc.  
Tram-Browning, Inc.  
Trident Micro Systems  
Trimble MCS  
TriTech Software Systems  
Tusa Consulting Services  
TWR Lighting, Inc.  
Tyler Technologies  
Unication USA, Inc.  
IWCE's Urgent Communications & IWCE Expo  
US Digital Designs  
UsedTwoWayRadios.com  
Utility Associates  
Valor Systems  
**Verint Systems**  
**Verizon**  
Versaterm  
VFP, Inc.  
Vislink  
Vista Com  
Voiance Language Services  
Voxer  
VPI  
VT Safety First  
Watson  
weatherTAP.com  
Winbourne Consulting  
Xerox PBI  
xG Technology, Inc.  
Yybox Systems, Inc.  
Zetron, Inc.  
Zuercher Technologies

Denotes APCO 2014 Sponsor

**Don't let your competition walk away with all the leads.**

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## Exhibitor Application Info 2015 Booth Fees

\$23.00 per sq. ft. until December 31, 2014  
\$24.50 per sq. ft. January 1 – April 14, 2015  
\$26.00 per square foot after April 14, 2015

There is an additional charge of \$75.00 per corner and \$300 per premium island. Island booth purchase is required if your space contains a vehicle. All rates are in U.S. dollars.

## How to Book Your Booth

To reserve your space, go to [apco2015.org/reserve](http://apco2015.org/reserve).

Once you have completed the online application, an email will be sent to confirm your reservation.

## Payment Schedule

Deposit: To be considered for exhibit space, all booth applications must be accompanied by a 50% deposit (payable to APCO International). The balance is due on April 15, 2015. All applications received after April 15 must include full payment.

## APCO 2015 Exhibitor Schedule Move-in

Friday, August 14	Saturday, August 15	Sunday, August 16
8 a.m. – 5 p.m.*	8 a.m. – 5 p.m.	8 a.m. – 5 p.m.**

\*Island & mobile units only.

\*\*All booths must be set by 5:00 p.m.

## Expo Hours

Monday, August 17	Tuesday, August 18
10 a.m. – 5 p.m. (5 Exclusive Hours)	10 a.m. – 4 p.m. (3.5 Exclusive Hours)

## Move-out

Tuesday, August 18	Wednesday, August 19
4 p.m. – 8 p.m.	8 a.m. – 5 p.m.

## Questions

If you have questions about, or need assistance with, the application process, please contact the exhibit sales office.

### Exhibit Sales

Anthony O'Shea  
Tradeshow Logic  
770-432-8410, ext.109  
[aoshea@tradeshowlogic.com](mailto:aoshea@tradeshowlogic.com)

### Exhibits Manager

Deidre Jefferson  
Tradeshow Logic  
770-432-8410, ext. 105  
[djefferson@tradeshowlogic.com](mailto:djefferson@tradeshowlogic.com)

**For more information about exhibiting or sponsorship, please visit [apco2015.org](http://apco2015.org).**

