It's Time to Think Outside the Booth!

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

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

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Top 5 Reasons to Become a Sponsor at APCO 2015

1. Gain stronger brand recognition by sponsoring attendee favorites and must-attend events.
2. 85% of 2014 sponsors felt that the value of sponsorship outweighed the cost
3. Stand out from the crowd and gain even more exposure. Show your brand’s strength to our competition.
4. 93% of 2014 sponsors are repeat sponsors from APCO 2013.
5. APCO goes to Washington! Stand out in the crowd and present yourself as a power player in the nation’s capital.
Attendee Communication Opportunities

**Session Recordings**
$15,000

Become a sponsor of the professional development session recordings. With your support, these recordings will be available for free to full package attendees. As the exclusive sponsor your logo is displayed where session recordings are promoted and includes the opportunity to have a presentation inserted at the beginning of the download.

**Conference App**
$20,000

Become the exclusive sponsor of the APCO 2015 app! This app will be available to all attendees to download and is guaranteed to make their experience more enjoyable. Sponsor will have high visibility on the app.

**Program Guide Advertising**

Section Tab – $3,475  
Full Page – $2,300  
½ page – $1,350  
¼ Page – $600  
Business card – $350

Place your ad in the official APCO 2015 program guide. It will be in the hands of every attendee not only during APCO 2015, but long after they go home. Ads can now be purchased right from the Exhibitor Portal.

**Program Guide Fold-Out Map**

$3,700

NEW THIS YEAR! Sponsor this convenient fold-out map that will be perforated to become it’s own stand-alone piece. Your booth will be highlighted on the Expo floor plan.

**Program Guide Bellyband**

$6,700- SOLD!

**Website Banner Ad**

$2,000/per month - July/August - SOLD

Display your ad on the home page of the APCO 2015 website with a link back to your website. This page receives over 200,000 visits from January thru August. Banner ads can be purchased directly from the Exhibitor Portal.

**Conference Email Ads**

Full Prospect Reach  
$2,000/per email: 120 x 240 pixels

Attendee Reach  
$1,500/per email: 120 x 240 pixels

“Know Before You Go” Email Ad  
$2,000- SOLD!
Special Events

Food for Thought Luncheon
$15,000
Take this opportunity to welcome attendees and introduce the keynote speaker. All attendees are invited to the luncheon and several awards are given recognizing the achievements of those in the industry. Recognition includes a logo on table tent cards and on marketing materials promoting the Luncheon.

International Welcome Reception
$7,500
Host a welcome reception for the international attendees and get to know potential customers outside of the U.S. The sponsor will have visible recognition before and during the event, as well as have the opportunity to make remarks during the event.

PSAP Tours
$2,500/per tour
This is a great opportunity for some face time with attendees. Company representatives are welcome to ride along and address the group.

To see a list of available tours, visit www.apco2015.org

Past Presidents & Life Members Luncheon
$5,500
Get the chance to host a lunch with APCO Past Presidents and Life Members. The sponsor has the opportunity to make brief remarks during the Luncheon and recognition includes your logo on table tent cards and marketing materials promoting the Luncheon.

Opening General Session
$40,000 SOLD!

The APCO Block Party!
$50,000 SOLD!

Distinguished Achievers Breakfast
$30,000 SOLD!

President’s Dinner
$35,000 SOLD!

Presidential Reception
$10,000 SOLD!

AFC Advisors Appreciation Luncheon
$5,500 SOLD!

AFC Resource Lab
$7,500 SOLD!

Broadband Committee Reception
$5,000 SOLD!

BOD/VIP Exec. Council Reception
$7,500 SOLD!

APCO 2014 Block Party in New Orleans

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APCO 2014 Block Party in New Orleans
On-Site Visibility – Convention Center

Escalator Runners
Concourse A – $5,000 SOLD!
Concourse B – $5,000 SOLD!
Exhibit Hall A – Right Side SOLD!

Level 2 to Level 3 (2 available) - $5,000 Each Level (pictured below)

Your message will be the center of attention with a runner down the middle of the escalators.

CyberCafé
$12,000

Attendees love to stop by the CyberCafé, making this sponsorship a great way to promote your company on a large scale. Your company logo will be featured on all signage, including a custom wall located in the café. You’ll also have the opportunity to distribute approved literature in area.

Column Clings
$3,500/each (5 available)

Hang your brand on wall columns outside of registration or outside of the ballroom in the Convention Center for all to see. These clings will be on each side of the column to catch attention coming and going.

Shuttle Bus Depo Column Wrap
$3,000

Your brand will greet attendees as they enter the building from the shuttle bus drop off and from attendee sessions.

Attendee Lunch Vouchers
$15,000/day (2 available)

Secure this sponsorship and treat our attendees to lunch! Attendees receive lunch vouchers to be used at food stations inside the Expo. Promote your company on the vouchers printed for all full and day passes and gain recognition on applicable marketing collateral.

Hanging Banners
$5,000

Promote your booth location and get noticed daily with hanging single-sided or double-sided banners located throughout the Convention Center. Call for available locations.

Floor Decals
$2,000

Increase your visibility with custom floor decals that can spotlight your booth number leading to the main Expo entrance in the Convention Center. Your brand will not be missed.

Hanging Banner & Floor Decal Package
$5,500

Get the best of both with this bundle. Attendees can look up and down and your logo will be what they see.

Shuttle Buses
$20,000

Provide a video that will play on all conference transportation buses. Sponsor logo will be displayed on signage for transportation to the Convention Center, select hotels, and on the APCO 2015 website and in the program guide.

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On-Site Visibility – Convention Center

Digital Signage
Call for availability and pricing

NEW THIS YEAR! Located in high-traffic areas all throughout the Convention Center, these eye-catching digital wall mounted or overhead signage will display your message.

Expo Aisle Signs
$20,000
Your logo will be displayed on each aisle sign in the expo. Attendees will look up and see your brand as they make their way through the aisles.

Portable Charging Stations
$3,000 each (3 available)

NEW THIS YEAR! Secure this dynamic and much used marketing tool that engages mobile users. Purchase digital ad space on charging stations throughout the Convention Center.

Session Wi-Fi Sponsor
Call for pricing
Be the official sponsor of Wi-Fi in the professional development tracks held at the Convention Center. Sponsor will be recognized on signage in each meeting room and promotional materials.

Expo Entrance Signage
$15,000 SOLD!

Massage Booth
$5,500 SOLD!

Wall Mounted Digital Signage & Charging Station Package
$6,000

NEW THIS YEAR! Bundle a digital sign and a charging station with this sponsorship and reach even more attendees.

Registration Package
$40,000 SOLD!

Relaxation Area
Concourse A $3,500 SOLD!
Session Area $5,000 SOLD!

Metro Entrance Seating Area
$3,500

NEW THIS YEAR! Greet attendees with a seating area branded for your company with wall-mounted digital signage right when they enter the convention center from the DC Metro station.

Wall Mounted Digital Signage & Charging Station Package
$6,000

NEW THIS YEAR! Bundle a digital sign and a charging station with this sponsorship and reach even more attendees.

NEW THIS YEAR! Located in high-traffic areas all throughout the Convention Center, these eye-catching digital wall mounted or overhead signage will display your message.
On-Site Visibility – Hotels

Marriott Marquis Washington, DC - Headquarter Hotel

Walkway Digital Signage
Call for pricing

Promote your brand on digital signage in the walkway connecting the Marriott to the Convention Center.

Welcome Station
$5,000 (Sunday & Monday) **SOLD!**

Welcome attendees with refreshments and snacks when they enter the Marriott lobby. A company representative must be available and sponsors are responsible for food and beverages.

Hotel Key Cards
$9,500 **SOLD!**

Renaissance Washington, DC, Downtown Hotel

Welcome Station
$3,500 (Sunday & Monday)

Welcome attendees with refreshments and snacks when they enter the Renaissance lobby. A company representative must be available and sponsors are responsible for food and beverages.

Customized Napkins at Restaurants & Bars
$5,000 (Sunday & Monday)

Prominently display your brand on napkins in the hotel’s restaurants and bars. Napkins are included in the price.

Hotel Key Cards
$9,500 **SOLD!**
**Specialty Items**

**Attendee Bag Stuffers**
$800/Exhibitor  
$1,600/Non-Exhibitor

A great opportunity for you to have your marketing collateral reach everyone at APCO 2015.

**Conference Committee & Volunteer Shirts**

$8,500

What better advertising than to have the APCO 2015 Conference Committee and volunteers wear shirts with your brand on it.

**AFC Advisor Shirts**

$5,000 SOLD!

AFC Advisor Shirts

**Attendee Gift**

$10,000 SOLD!

AIRBUS DS Communications  
home of VESTA

**Attendee Bags**

$40,000 SOLD!

GENERAL DYNAMICS  
Mission Systems

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**Awards**

**PSAP Awards**

$5,000/each

Awards are presented to public safety communications personnel who have demonstrated the highest levels of personal and professional conduct and performance in the line of duty. A sponsor representative is invited to the PSAP Awards Breakfast and is on stage while the awards are presented during the Opening Session.

**PSAP Award Categories Include:**

- Trainer of the Year
- Team of the Year SOLD!  
  GENERAL DYNAMICS  
  Mission Systems
- Line Supervisor of the Year SOLD!  
  COMCAST
- Telecommunicator of the Year SOLD!
- Radio Frequency (RF) Technologist of the Year SOLD!
- Information Technologist of the Year SOLD!
- Communications Center Director of the Year SOLD!
SPONSORSHIP LEVELS

Gain recognition by becoming a diamond, platinum, gold, silver or bronze sponsor. The levels are determined by the total number of sponsor dollars you invest. There are limited diamond, platinum and gold level sponsorships available – so we urge you to act quickly before they are gone. Outlined below are the additional benefits you receive with each sponsorship level.

APCO 2015 sponsors will receive one priority point per $2,500 dollars spent in sponsorships toward their APCO 2016 booth selection.

Diamond Level
$75,000 SOLD OUT!

- 10 tickets to all ticketed events
- Complimentary meeting room from Saturday – Wednesday at the Convention Center on the upper level
- VIP table at the President’s Dinner, Distinguished Achievers Breakfast & Food for Thought Luncheon*
- One Presentation Theater session/product demo (30 min.) in the Expo
- One session in the professional development tracks
- One floor decal
- One prominent banner collectively recognizing Diamond Sponsorship
- One complimentary ad on the charging station placed in the lobby of the Convention Center
- Recognition on the sponsorship page in the program guide
- Complimentary tab ad in the program guide
- Recognition in the exhibitor listing in the program guide
- One item placed in the attendee bags given to all registered attendees
- Pre- and post-show attendee list
- Company acknowledged individually on the APCO 2015 website
- Company acknowledged as Diamond Sponsor wherever sponsors are collectively listed
- Company logo displayed on cover of Program Guide

Platinum Level
$50,000 ONLY 2 AVAILABLE!

- 10 tickets to all ticketed events
- Complimentary meeting room on Monday & Tuesday at the Convention Center
- VIP table at the President’s Dinner, Distinguished Achievers Breakfast & Food for Thought Luncheon*
- Logo prominently placed on banner collectively recognizing sponsors
- Recognition on the sponsorship page in the program guide
- Complimentary half-page, color ad in the program guide
- Recognition in the exhibitor listing in the program guide
- One item placed in the attendee bags given to all registered attendees
- Pre- and post-show attendee list
- Company acknowledged prominently on the APCO 2015 website
- Company acknowledged as Platinum Sponsor wherever sponsors are collectively listed

* Tickets for events not included. The number of tickets to ticketed events is based on your sponsorship level. Benefits are subject to change.
SPONSORSHIP LEVELS (cont.)

Gold Level
$25,000
- 6 tickets to all ticketed events
- Recognition on the sponsorship page in the program guide
- Complimentary ¼-page, color ad in the program guide
- Recognition in the exhibitor listing in the program guide
- One item placed in the attendee bags given to all registered attendees
- Pre- or post-show attendee list
- Company acknowledged prominently on the APCO 2015 website
- Company acknowledged as Gold Sponsor wherever sponsors are collectively listed

Bronze Level
$5,000
- Recognition on the sponsorship page in the program guide
- Recognition in the exhibitor listing in the program guide
- Company acknowledged prominently on the APCO 2015 website
- Company acknowledged as Bronze Sponsor wherever sponsors are collectively listed

Silver Level
$10,000
- 4 tickets to all ticketed events
- Recognition on the sponsorship page in the program guide
- Recognition in the exhibitor listing in the program guide
- Pre-show attendee list
- Company acknowledged prominently on the APCO 2015 website
- Company acknowledged as Silver Sponsor wherever sponsors are collectively listed

Supporters
Less than $5,000
- Recognition in the exhibitor listing in the program guide
- Company acknowledged prominently on the APCO 2015 website

Customized sponsorships packages are also available.

Become a Sponsor Today

Take advantage of the number of opportunities to gain maximum exposure while at APCO 2015 – the largest public safety communications event. Join us in the nation’s capital where we will bring the power players to you. Be part of this event and become a sponsor today!

For advertising and sponsorship, contact Lisa C. Williams at williamsL2@apcointl.org.

For additional information about APCO 2015, visit www.apco2015.org.