



APCO 2017

August 13-16 | Denver, CO

Colorado Convention Center
Conference: August 13-16 | Expo: August 14-15
www.apco2017.org

APCO 2017, APCO International's Annual Conference & Expo, is the premier event for public safety communications officials, from frontline telecommunicators to center managers to public safety communications equipment and services vendors.

APCO attendees know what they need and look for it in the exhibit hall!

- 9-1-1 Customer Premises Equipment
- Antennas
- Batteries/Analyzers/Chargers
- CAD Solutions
- Communications
- Computer Aided Dispatch
- Consulting Services
- Control/Monitoring Products
- Cybersecurity Solutions
- Furniture
- Hardware & Peripherals
- Interoperable Communications Solutions
- IP-Based Emergency Communications
- IT Hardware Solutions
- Logging & Recording Equipment
- Mapping/Geographical Information Systems
- Mobile Apps
- Mobile Communications Devices
- Mobile Data Laptops/Tablets
- Mobile Data Solutions & Equipment
- PSAP Equipment & Call Handling Systems
- Radio Equipment & Accessories
- Recording Systems
- System Integrators
- Test Equipment
- Training & Educational Products
- Wireless & Mobile

APCO's conference is where the industry goes to discover innovative solutions for FirstNet, NextGen 9-1-1, cybersecurity and much more!

Attracting more than 5,000 industry professionals, APCO 2017 is the largest gathering of public safety communications professionals of its kind. There is simply no better way to showcase your newest equipment, products, software and services for all segments in public safety.

Exhibiting and sponsoring at APCO 2017 will connect you with decision makers in these areas:

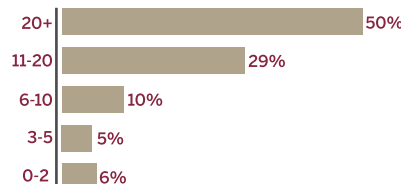
- 9-1-1 Communications Centers
- Government Agencies
- Campus Police & Security Services
- Consultant Services
- Public Safety Organizations
- Police & Sheriff Departments
- Fire Departments
- Emergency Management Services

APCO attracts high purchasing power!

80% of APCO attendees have purchasing power. **52%** are more likely to purchase from an APCO exhibitor and/or sponsor.

APCO attracts experienced industry leaders!

Number of Years in Public Safety



In 2016, exhibitors generated 35,280 sales leads, an average of 126 for each exhibitor.



Learn more at www.apco2017.org

Top Opportunities to Participate and Drive Sales

Exhibit Space

Booth Pricing:

\$24 per sq. ft. ends December 31, 2016

\$27 per sq. ft begins January 1, 2017

Included:

- Exhibit space
- Basic exhibitor listing
- Listing in program guide, on website and conference app
- Two exhibit badges per 10 x 10 and unlimited booth staff registrations
- 8' back & 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

App Island

Fee:

APCO Exhibitors - \$900

Non-Exhibitors - \$1,800

Included:

- Premium exhibit hall location
- Carpeted exhibit area
- White pedestal counter 24" x 24" x 42"
- Company logo on pedestal 24" x 24"
- Standard stool
- Two registration badges
- One standard 120 watt electrical outlet
- Hardline direct internet connection
- Company listing in:
 - APCO conference app
 - Conference program guide
 - App Island webpage
 - Online exhibitor list
 - App Island highlights/pre-show video

New Product Showcase

Fee:

\$900 per product

Deadline: June 1

Included:

- Premium exhibit hall location
- Listing on the event website
- Pre-show email blast to attendees
- Listing in program guide
- Promotion on social media
- One meter counter and literature rack
- Listing in PSC magazine

Sponsorships & Advertising

Secure a sponsorship or advertisement and increase your company's footprint at APCO 2017.

Benefits:

- Recognition in the program guide
- Recognition next to booth profile
- Access to attendee lists (depends on level)
- Enhanced online listing on APCO 2017 floor plan
- Special invite to Corporate Partners/ Sponsors Reception during APCO 2017
- Company logo prominently displayed on APCO 2017 website
- Company acknowledged where sponsors are collectively listed

For a listing of all opportunities available, visit sponsorship section.

"As the Executive Director for a PSAP, I have ultimate purchasing decision and authority. However, I strongly value the insight and recommendation of my staff who ultimately have to use many of the products. Without the buy-in of my staff, it often makes it difficult to successfully implement or introduce a new product. A vast majority of my purchases is directly tied to exhibitor contact at the national or regional APCO event."

- Jason Kern,
Executive Director,
Southeast Emergency
Communications,
Crystal Lake, IL

"The APCO conference is the pendulum event for discovering new technology, resources and products for purchasing. The exhibit hall allows for hands-on discussions and gives an outstanding opportunity for not only managers/supervisors but also agency employees to participate in seeking out and gathering of information to take back to their agencies for recommendation for acquiring new products and services."

- Tracey Hilburn,
Director,
Bossier Parish 9-1-1
Communications Dis # 1
Benton, LA

Act Now to Secure Prime Exhibit Space and Sponsorships

For Exhibit Space, App Island and New Product Showcase:

Bradley Eubank

APCO Senior Sales Account Manager
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Colin Pennington

Event Marketing Specialist
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For Sponsorship and Advertising:

Lisa C. Williams, CMP, CEM

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Alisa Norris

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Learn more at www.apco2017.org