Sponsorship Brochure
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, buyers will:

- **Remember** your company, products & features
- See you as an **supporter** of public safety
- **Recognize** your brand
- See you as a **partner** and industry visionary
- Hold you **above** others in purchasing decisions

**Top 5 Reasons to Become a Sponsor at APCO 2017**

1. Increase brand awareness by sponsoring attendee favorites and must-attend events.
2. 68% of 2016 sponsors felt that the value of sponsorship outweighed the cost
3. Show your brand’s strength to your competition.
4. 90% of 2016 sponsors were repeat sponsors from APCO 2015.
5. Stand out in the crowd and present yourself as a power player in Denver.
Attendee Communication

Banner Ad on Conference Website Homepage
$1,000/per month - January - February
$1,500/per month - March- April
$2,000/per month - May - September

Place your banner ad on the home page of the APCO 2017 website. This page receives over 300,000 hits throughout the year. Banner ads can be purchased directly through the Exhibitor Portal.

Conference Email Ads
Full Prospect Reach
$2,000/per email: 728px x 90px

Attendee Reach (registered attendees & exhibitors)
$1,500/per email: 728px x 90px

“Know Before You Go” Email Ad
$2,000 - 1 Available, Diamond Sponsors Only

Program Guide Advertising

Place your ad in the official APCO 2017 program guide. The guide will be in the hands of every attendee, not only during APCO 2017, but long after they go home. Ads can now be purchased right from the Exhibitor Portal.

<table>
<thead>
<tr>
<th>Section Tab - Front or Back</th>
<th>Exhibitor</th>
<th>Non-exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
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<tr>
<td>Section Tab Combo</td>
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<tr>
<td>Full Page</td>
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<td>$3,100</td>
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<tr>
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<td>$1,875</td>
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<td>$900</td>
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<tr>
<td>Business Card</td>
<td>$350</td>
<td>$650</td>
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</tbody>
</table>

Advertising Bundle
$5,000
Bundle a full page ad in the program guide, one month web banner and one email banner.

Floor Plan Advertising Package
$5,000 (3 available)
Your ad displayed on oversize floor plan and exhibitor listing positioned throughout the exhibit hall. Booth and company name highlighted on the oversized floor plan and floor plan on the fold out map along with an ad.

Conference App
$20,000 - SOLD

Program Guide Covertip
$7,000 SOLD! Jvckenwood
Special Events

Connect & Celebrate Reception & Dinner
$35,000
Sponsor this elegant evening that ends the APCO 2017 experience with a celebration. You have the opportunity to make brief remarks and introduce the entertainment. Recognition also includes visibility onsite and your logo on the table tent cards and on marketing materials promoting the dinner.

Food for Thought Luncheon
$15,000
Become the exclusive sponsor of the luncheon that has over 1,000 attendees. You have the opportunity to make brief remarks and introduce the keynote speaker. Several awards are presented recognizing the achievements of those in the industry. Recognition also includes visibility onsite, your logo on the table tent cards and on marketing materials promoting the luncheon.

Past Presidents & Life Members Luncheon
$4,000
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.

Young Professionals Mixer
$2,500 Exclusive
Stay connected with young professionals attending APCO 2017 by sponsoring the mixer. Sponsor is recognized on promotion, website, napkins, tent cards, specialty drink and onsite signage.

The APCO Block Party!
$50,000 SOLD!

BOD/VIP Exec. Council Event
$15,000 SOLD!

Distinguished Achievers Breakfast
$35,000 SOLD!

International Welcome Reception
$5,000 SOLD!

Opening General Session
$50,000 SOLD!

Presidential Reception
$10,000 SOLD!

AFC Advisors Appreciation Luncheon
$5,500 SOLD!

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.apco2017.org
Education

Attendee Session Break
$5,000/Break - AM (2 Available)
$5,000/Break - PM (2 Available)
$9,500/Two Breaks
Sponsor a break between sessions and treat attendees to refreshments. Morning breaks include coffee and tea to reenergize attendees for the next educational session. Attendees will enjoy a snack along with a beverage in the afternoon as they prepare for the next session. Recognition includes logo on coffee sleeves, napkins, snack bags and signage.

Session Recordings
$10,000
Become a sponsor of the professional development session recordings. As the exclusive sponsor your logo is displayed where session recordings are promoted along with a host of other visibility opportunities.

Session Wi-Fi Sponsor
$15,000
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.

Health & Wellness – Exclusive
$2,500
Help APCO 2017 attendees stay fit while in Denver. The Health and Wellness Program has increased in attendance over the years and now includes educational classes and yoga. Sponsor is recognized on all promotions, website, hand towels, water bottles, a push notification on mobile app and onsite signage.

Here is what several participants said about the APCO 2016 Resume Review Center:

"The resume review that I had was the top of my list for the best takeaways from the conference. The specialist I met with absolutely had all the right information and expertise to assist me in improving my resume. I am encouraged with the improvements to my resume that I will have a better chance of landing the job I have been aiming for in my career."

- APCO 2016 Attendee

"First and foremost, I really appreciated the opportunity to speak with someone from the HR side of the house. This was an added bonus to the conference. The entire experience from the greeters through the follow up was very easy and pleasant. As someone with a lot of experience, I have not paid a great deal of attention to my resume over the years, just kept adding to it as needed. The advice was sound and right on point. I have already made the suggested changes and think it reads much better."

- APCO 2016 Attendee

AFC Resource Lab
$7,500 SOLD!
Indoor Visibility – Convention Center

Attendee Lounge
$7,500 each (2 available)
Attendees love to stop by the Attendee Lounge in the exhibit hall making this sponsorship a great way to promote your company on a large scale. Your company logo will be featured on signage and in the program guide. You’ll also have the opportunity to distribute approved literature in the area.

Attendee Lunch Vouchers
$10,000/day (2 available)
Secure this sponsorship and treat our attendees to lunch! Attendees receive lunch vouchers to be used at food stations inside the exhibit hall. Promote your company on the vouchers printed for all full and day passes and gain recognition on applicable marketing collateral.

Blue Bear Café Lounge Sponsor
$3,500
Display your brand on table tops and on a column located near the Blue Bear Café by registration. A great place for attendees to gather while they enjoy their APCO 2017 experience.

Electronic Banners
$2,500
Tell your 10 second story on 55” monitors in 16 locations throughout the Convention Center.

Expo Aisle Signs
4 Signs - $5,000
Sponsor a group of 4 aisle signs in the Expo. Your logo will be displayed on the bottom of the signs and APCO 2017 attendees will see your brand as they navigate through the exhibit hall.

Expo Entrance Signage
$15,000
Display your message to attendees right on the expo entrance unit. Your brand won’t be missed as attendees enter and exit the hall.

Column Clings
See map online for pricing and locations.
Wrap your brand on columns outside of registration or outside of the ballroom in the Convention Center for all to see.

Floor Decals
$1,500 each
Increase your visibility with custom floor decals that can spotlight your booth number leading to the main exhibit hall entrance in the Convention Center. Your brand will not be missed.
Indoor Visibility – Convention Center

Hanging Banners
$3,505-$5,575 - See map online for pricing and locations.
Promote your brand and get noticed daily with hanging banners located throughout the Convention Center. Call for available locations.

Rest Stations
$5,000 each (2 locations available)
Located in three high traffic areas in the grand concourse and outside ballroom, this comfortable seating area will include a column wrap and banner cling to enhance your exposure.

Floor Decal & Hanging Banner Package
$5,000
Get the best of both with this bundle. Attendees can look up and down and your logo will be what they see.

Oversized Freestanding Signage
$1,800 each (6 available)
Spread the word on 48”W x 96”H signage displayed in high traffic areas in the Convention Center.

Escalator Graphics
$5,000 SOLD!

Massage Booth
$5,500 SOLD!

Registration Package
$50,000 SOLD!

Stair Railing Clings
$6,000 SOLD!
Outdoor Visibility - Convention Center

14th & California Billboard
$6,500 each (7 available)
Have your message displayed on an outside billboard on 14th Street. This billboard is located in a heavy traffic area and near APCO hotels. Your brand will display every 90 seconds and can contain a static image or a 10 second movie.

Shuttle Bus Sponsor
$20,000
Spotlight your brand with an ad on the shuttle buses transporting attendees. Sponsorship includes: ad on all hotel buses, sponsor logo on transportation signs in each hotel and signage at shuttle drop-off at the Convention Center.

Specialty Items

Attendee Gift
$15,000
This is an attendee favorite! Increase your visibility by sponsoring the APCO 2017 cups that attendees will use long after the conference.

Attendee Bag Stuffers
$800/Exhibitor
$1,600/Non-Exhibitor
A great opportunity for you to have your marketing collateral reach everyone at APCO 2017.

Volunteer Shirts
$5,000
What better advertising than to have the APCO 2017 Conference Committee and volunteers wear shirts with your brand on it.

AFC Advisor Shirts
$4,000 SOLD!

Attendee Bag
$20,000 SOLD!

Conference Notebooks
$10,000 SOLD!

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Hotel Visibility

Hyatt Regency Denver - Headquarter Hotel

Door Hangers
$4.80/per room
Hang your message on door handles at the headquarter hotel.

Escalator Graphics
$12,500 - Sides (3)
$5,000 - Runners (2)
$15,000 - Both
Your message will be the center of attention when it's placed on side glass and runners down the middle of the escalators.

Fence Wrap - Hotel Restaurant
$1,000 per section (20 sections available)
Turn this fence around the outdoor seating section at Hyatt's restaurant, Altitude, into a fully branded message for our attendees which can be seen from the Convention Center.

Outside Column Clings
$3,500 each (2) - Front Entrance
$2,500 each (3) - Side Entrance to Convention Center
Wrap your message around columns that flank the entrance of the hotel. You can select the front entrance, or side entrance that leads directly to the Convention Center.

Room Drops
$6.00/per room - Inside
$4.50/per room - Outside
Extend your reach by having your promotional material delivered directly to attendees staying at the headquarter hotel. Peak nights: Sunday (900 rooms); Monday (850 rooms)

Lobby Elevator Doors
$8,500 - SOLD!

Hotel Key Cards - All Hotels
$9,500 - SOLD!

Outside Revolving Doors
$5,000 — Front Entrance - SOLD!
$5,000 — Side Entrance to Convention Center - SOLD!

AT&T
SPONSORSHIP LEVELS

APCO Conference sponsors are given exclusive benefits and recognition that are commensurate with their total level of participation. Create a customized package to fit the needs of your company and gain access to the following benefits:

**Diamond - $75,000 - 1 available**
Designed for a world leading organization, this prestigious package offers complete visibility across the entire event.

**Platinum - $50,000**
The platinum packages offer excellent positioning and opportunities for six industry leading organizations to bring your brand's awareness to the next level.

**Gold - $25,000**
Participation as a gold sponsor provides your company with an excellent way to raise your profile to key purchasers across a global platform.

**Silver - $10,000**
The silver package offers your company the opportunity to network and present to key decision makers.

**Bronze - $5,000**
A bronze sponsorship shows your company's dedication and commitment to the public safety community.

**Supporter - less than $5,000**
Highlight your brand, even on a budget, to further your return on investment.

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Supporter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition in the exhibitor listing in the program guide</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Company acknowledged prominently on the APCO 2017 website</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Recognition on the sponsorship page in the program guide</td>
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<tr>
<td>Company listed as sponsor by level wherever sponsors are collectively listed</td>
<td>✔️</td>
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<tr>
<td>Invite for company senior exec. (2) to sponsor reception</td>
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<td>✔️</td>
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<tr>
<td>Pre-show attendee list</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Post-show attendee list</td>
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<td>Tickets to all ticketed events</td>
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<td>8</td>
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<td>2</td>
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<tr>
<td>One item placed in the attendee bags given to all registered attendees</td>
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<td>Ad in program guide</td>
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<tr>
<td>Complimentary meeting room at the Convention Center</td>
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<tr>
<td>Logo on exhibitor listing on conference app</td>
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<td>Floor decal</td>
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<tr>
<td>Company logo displayed on cover of program guide</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Presentation Theater session/product demo (30 min.) in the expo</td>
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<tr>
<td>Session in the professional development tracks</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Company logo displayed on all interior pages of website</td>
<td>✔️</td>
<td>✔️</td>
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</tr>
<tr>
<td>Upgraded online exhibitor listing</td>
<td>3-star</td>
<td>2-star</td>
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