



UPDATED 1/4/23

# SPONSORSHIP BROCHURE

# APCO 2023

August 6-9 | Nashville, TN

[apco2023.org](https://apco2023.org)



# APCO 2023

August 6-9 | Nashville, TN

At APCO 2023, APCO's Annual Conference and Expo, we have a wide range of sponsorship and advertising opportunities available for companies with any budget.

If you are looking to build awareness of your brand in the public safety community, it doesn't get bigger than APCO 2023 in Nashville, TN. Drive traffic to your booth and maximize the impact of this event on your business.

If you would like to discuss our advertising, sponsorship and exhibitor packages in more detail, please contact:

Lisa C. Williams, CMP, CEM  
Director of Corporate Outreach  
williamsL2@apcointl.org  
(571) 312-4400, ext. 7003

Eric T. Gordon  
Corporate Outreach Sales Manager  
gordone@apcointl.org  
(571) 312-4400, ext. 7007

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 2023, our sponsorship opportunities will bring valuable visitors to your booth.

**Your competitors are also sponsoring:** If you are considering sponsoring at APCO 2023, then your competitors are too – ensure it's your company that attendees are seeing in Nashville.

**We have a package to suit your budget and goals:** Whether you have a small budget or a large budget, we have the package for you – and however much you spend, your name will be seen by all of our attendees.

# Contents

3 Advertising & Communications

6 Networking Opportunities

7 Onsite Visibility

9 Sponsorship Levels

## ADVERTISING AND COMMUNICATIONS

### DIGITAL

#### Exhibitor Emails to Attendees (Exhibitors Only)

\$925/per email - pre-attendee

\$1,500/per email - post-attendee

Exhibitors can send an email to opted-in APCO 2023 attendees. Use this opportunity 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. **Note: Companies no longer need to provide an opt-out list.**

#### Banner Ad on APCO 2023 Website Home Page

\$1,500/per month:  
January - April

\$2,000/per month:  
May - September

#### Email Ads (Exhibitors Only)

\$2,000/per email - full prospect reach

\$1,500/per email - attendee reach  
(registered attendees & exhibitors)



Example is from APCO 2022 website.

### BUNDLES

#### Program Guide, Email to Pre-attendees & Email Banner Bundle (Exhibitors Only)

\$5,000

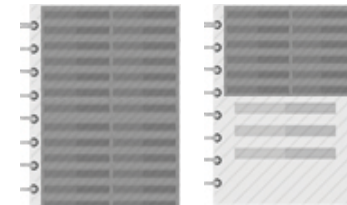
Bundle a full-page ad in the program guide, a pre-conference email to registered attendees and one email banner. Select your email banner from either full prospect or the pre-registered email.

### PRINT

#### Program Guide Advertising

Place your ad in the official APCO 2023 program guide. The guide will be in the hands of every attendee, not only during APCO 2023, but long after they return to the office.

	Exhibitor	Non-exhibitor
Back Cover	\$3,500	\$3,900
Inside Front Cover	\$3,200	\$3,600
Full Page	\$2,300	\$2,700
1/2 Page	\$1,500	\$1,700
1/4 Page	\$600	\$900
Business Card	\$400	\$650



Full Page



1/2 Page



1/4 Page



Business Card

ONSITE

**Attendee Gift (Exclusive)**

**\$12,000 (exhibitors only)**

Your logo displayed on the insulated cups given to attendees as the attendee gift. Attendees use this gift during APCO 2023 and long after.



**Bag Stuffers**

**\$800 (exhibitors) | \$1,600 (non-exhibitors)**

Add a flyer or item in the attendee bags. (Attendees like items they can use back in the office.)

**Exhibitor Meeting Rooms**

**Exhibitor Suites (inside exhibit hall) \$7,500 (4 available)**

Secure your private meeting room on the show floor. Two room set-ups available. Suite comes with tables, chairs (1) electrical outlet and a trashcan. Audio visual, custom furnishing, food and beverage, and internet are at the expense of the exhibitor.

**Meeting Rooms (Omni)**

**\$575/room/day/early bird**

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 Package (Exhibitors Only)**

**\$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.

**New Products Zone (Exhibitors Only)**

**\$1,000 each**

Announcing a new product? Submit an application to be featured in the New Products Zone. Receive visibility by showcasing your new technology during APCO 2023.



## ADVERTISING AND COMMUNICATIONS

### Shoe Shine

**\$4,500 (Exclusive)**

Be the sponsor of the shoeshine stand where attendees go to receive a shoe cleaning and polishing to give their professional image a boost.



### Wellness Program - NEW!

**\$30,000 (6 sponsors @ \$5,000 each. Only 2 spots left!)**

Be a supporter of the Wellness Program at APCO 2023. Program includes guided walk/run tours of Nashville, a guided yoga session, a guided meditation and a health and wellness track dedicated to wellness. Sponsors are recognized at all activities and during promotion.



# APCO 2023

Conference: August 6-9 | Expo: August 7-8



### AFC Resource Lab

**\$8,000 SOLD!**

### AFC Advisor Gift

**\$5,000 SOLD**

### Attendee Bag

**\$20,000 SOLD!**

### Conference Mobile App (Exclusive)

**\$20,000 SOLD!**

### Conference Committee & Volunteer Shirts

**\$5,000 SOLD!**

### Conference Notebooks

**\$10,000 SOLD**

## NETWORKING OPPORTUNITIES

### Connect & Celebrate Reception & Dinner \$50,000 (exclusive)

The closing event is where attendees enjoy dinner, live entertainment and the swearing in of the new APCO Executive Committee and Board of Directors. The sponsor has the opportunity to make brief comments and introduce the entertainment. Recognition includes website, onsite signage and all marketing promoting the dinner.

### CPE Alumni Reception - NEW!

\$7,500 (Exclusive)

Sponsor the first CPE Alumni reception inviting Certified Public-Safety Executive graduates that have joined the CPE Alumni group. The sponsor has the opportunity to display collateral and make brief remarks.

### Community Impact Program

\$7,500 (up to 2 companies - \$3,750 each)

Be a part of something big with the Young Professionals Committee's initiative to help support the local community. Open to all attendees and exhibitors. Your sponsorship dollars will go towards a volunteer service project.

### ECC Tours (Exhibitors Only)

\$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.

### Presentation Theater 30-Minute Session \$750 (exhibitors) | \$1,200 (non-exhibitors) (7 available)

Educate attendees on solutions for their issues in a 30-minute session in the presentation theater located in the exhibit hall. Only one per company.



### New Attendee Reception - NEW!

\$15,000 (Exclusive)

New attendee doesn't mean new to the industry. These 300+ attendees vary in their tenure in the public safety community. This event is advertised to over 1,400 attendees. Sponsor the reception and participate in ice breaker activities and make brief remarks. Sponsor is recognized on onsite signage, APCO 2023 website, program guide, mobile app and attendee emails.

### AFC Advisors Appreciation Luncheon

\$7,000 (exhibitors) - SOLD!



# APCO 2023

Conference: August 6-9 | Expo: August 7-8

### APCO Block Party! \$50,000 SOLD!



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



### Distinguished Achievers Breakfast \$40,000 SOLD!



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



### Food for Thought Luncheon \$25,000 SOLD!



### Headshot Lounge - NEW! \$15,000 (Exclusive) SOLD!



### International Welcome Reception \$5,000 SOLD!



### Opening General Session \$50,000 SOLD!



## ONSITE VISIBILITY – CONVENTION CENTER

### Escalator Clings & Runners

See maps for location and pricing (5 available)



### Box Column Wraps

\$3,300 each (only 2 left!)

Wrap your message on a 3-sided box column located across from the exhibit hall. Design a graphic to cover all sides or have 3 separate messages. Either is sure to get noticed.



### Expo Aisle Signs (Exhibitors Only)

Set of 4 Signs - \$5,000 (2 sets available)

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.



### Floor Decals

\$2,000 each (exhibitors)

\$2,600 (non-exhibitors) (7 available)

Increase your visibility with custom floor decals that can spotlight your booth number or message outside the exhibit hall entrance and exit. Your brand will not be missed.



# APCO 2023

Conference: August 6-9 | Expo: August 7-8

### Banners

Pricing varies (\$3,000-\$19,500), see maps for location and price

Banners, banners, banners! We have many banners in the convention center—wall banners along the main corridor outside the exhibit hall, hanging banners over escalators or entrance, and much more!



### Sponsor Ad Wall

\$2,500 each (exhibitors)

\$3,250 (non-exhibitors)

(5 available)

Spread the word on 48"W x 96"H double-sided signage displayed in high traffic areas in the Convention Center.



### Floor Decal & Sponsor Ad Wall Combo

\$3,800 (exhibitors)

\$4,940 (non-exhibitors) (limit 2 per company)

Get the best of both worlds with this combo package.

## ONSITE VISIBILITY – CONVENTION CENTER

### Expo Entrance Unit

\$15,000 (exclusive)

Elevate your brand with full panel advertisements directly on the entrance unit, where important exhibit hall information is displayed.



### Young Professionals Mixer

\$4,500

Sponsor the mixer that hosts over 100 young professionals an opportunity to network. Make brief remarks and join in the ice breaker activities. You will be recognized on onsite signage, APCO 2023 website, program guide, mobile app and invitation emails.



### Digital Signage - NEW!

\$6,500 per video (only 1 spot left!)

Put your company in the spotlight with a 60-second video that will display on 13 highly visible monitors in various sizes located throughout the convention center. All sponsor videos will be compiled into one continuous loop in all locations.



### Session Recordings (Exclusive) - NEW!

\$10,000

Sponsor the professional development track session recordings, made available after APCO 2023. You will be recognized on the purchase site, conference website, onsite signage, attendee emails and before each new session recording. You will also receive a complimentary set of recordings.

# APCO 2023

Conference: August 6-9 | Expo: August 7-8

### Think Tank (Exclusive) - NEW!

\$5,000

Opportunity for your brand to be front and center during 6 sessions held in a high visibility area with approximately 50 attendees each session. The Think Tank holds sessions on diverse topics, open discussions to exchange ideas and experiences. You will be recognized on onsite signage, APCO 2023 website, program guide, mobile app and attendee emails. The sponsor can place marketing collateral in the Think Tank area.



### Attendee Lounge

\$12,000 (exclusive) **SOLD!**

**Verizon Frontline**

### Massage Booth

\$6,000 **SOLD!**

**NICE**

### Registration

\$50,000 **SOLD!**



**MOTOROLA SOLUTIONS**

## ONSITE VISIBILITY – OMNI HOTEL (HQ HOTEL)

### Hotel Keycards

\$15,000 **SOLD!**



**L3HARRIS™**  
FAST. FORWARD.



## SPONSORSHIP LEVELS

### Diamond - \$150,000 SOLD!

Designed for a world leading organization, this prestigious package offers complete visibility across the entire event.

### Platinum - \$50,000 - \$149,999

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.



# APCO 2023

Conference: August 6-9 | Expo: August 7-8

APCO 2023 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	Platinum	Gold	Silver	Bronze	Supporter
Recognition in the exhibitor listing, sponsorship page in the program guide and conference app.	✓	✓	✓	✓	✓	✓
Company acknowledged prominently on the APCO 2023 website	✓ Logo	✓ Logo	✓ Logo	✓ Logo	✓ Logo	✓ Text only
Company listed as sponsor by level wherever sponsors are collectively listed	✓	✓	✓	✓	✓	✓
Invite for company senior exec. (2) to the Sponsor Reception	✓	✓	✓	✓	✓	
Tickets to all ticketed events*	10	6	4	2		
Exhibitor email to attendees (Pre-conference)**	✓	✓	✓			
Exhibitor email to attendees (Post-conference)**	✓	✓				
One item placed in the attendee bags given to all registered attendees	✓	✓	✓			
Ad in program guide	Tab	Full Pg.	Biz. Card			
Complimentary meeting room at the Convention Center or Headquarter Hotel (if available)	✓ (Duration)	✓ Expo Days Only				
Floor decal	✓	✓				
Carpet logo in exhibit hall**	✓	✓				
Presentation Theater session/product demo in the exhibit hall	✓ (2) 30 min	✓ (1) 30 min				
Upgraded online exhibitor listing	✓ 4 Star	✓ 3 Star				
Company logo displayed on cover of program guide	✓					
Full set of session recordings	✓					
Company logo displayed on all interior pages of the website	✓					
Two sessions in the professional development tracks	✓					

\*Non-exhibitors receive full registration with event tickets

\*\*Exhibitors

NOTE: Benefits are non-exchangeable