



SPONSOR

As of 3/16/2022



APCO 2022

August 7-10, Anaheim, CA

Expo: August 8-9, 2022

apco2022.org





APCO 2022

August 7-10, Anaheim, CA

At APCO 2022, 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 2022 in Anaheim, CA. 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

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 2022, our sponsorship opportunities will bring valuable visitors to your booth.

Your competitors are also sponsoring: If you are considering sponsoring at APCO 2022, then your competitors are too – ensure it's your company that attendees are seeing in Anaheim.

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.

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ADVERTISING AND COMMUNICATIONS

DIGITAL

Email Ads (Exhibitors Only)

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

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

Exhibitor Emails to Attendees (Exhibitors Only)

\$825/per email - pre-attendee

\$1,400/per email - post-attendee

Exhibitors can send an email to opted-in APCO 2022 attendees. Use this sponsorship 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.

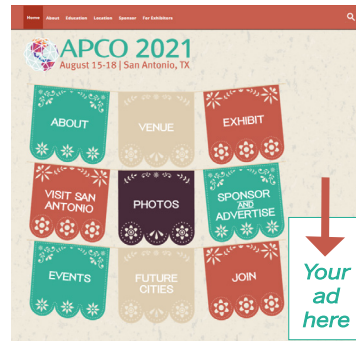
Banner Ad on APCO 2022 Website Home Page

\$1,500/per month:-

January – April **SOLD!**

\$2,000/per month:-

May – September **SOLD!**



Example is from APCO 2021.

PRINT

Program Guide Advertising

Place your ad in the official APCO 2022 program guide. The guide will be in the hands of every attendee, not only during APCO 2022, but long after they return to the office. Ads can now be purchased directly from the Exhibitor Portal.



	Exhibitor	Non-exhibitor
Back Cover	\$3,500	\$3,900
Section Tab - Front <u>or</u> Back	\$3,000	\$3,500
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

BUNDLES

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

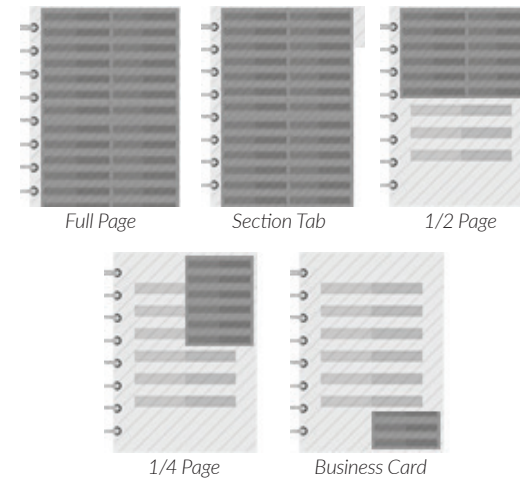
\$5,000

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

Print Program Guide & App Bundle (Exhibitors Only)

\$750

Display your company logo next to your exhibitor listing in the program guide and conference app.



ONSITE

Attendee Session Break

\$7,500 (2 available)

Be the sponsor of the attendee break on Sunday or Wednesday and give attendees the fuel they need. The sponsor is recognized on signage, in the program guide, in the conference app and in an email banner to confirmed conference attendees.



Attendee Bag

\$20,000 SOLD!



Conference Committee & Volunteer Shirts

\$5,000 SOLD!



Exhibitor Meeting Rooms

Exhibitor Suites (inside exhibit hall) \$7,500 (Only 2 left)

Secure your private meeting room on the show floor. Various room sizes available along with furnished and unfurnished rooms. Build your suite as you see fit. Audio visual, food and beverage, and utilities are at the expense of the exhibitor.

Meeting Rooms (Marriott or Hilton)

\$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 (2 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.



ADVERTISING AND COMMUNICATIONS

New Products Zone (Exhibitors Only)

\$1,200 each

Announcing a new product? Submit an application to be featured in the New Products Zone. Receive publicity before, during and after APCO 2022. Demo your new product with a 15-minute presentation.



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.

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Attendee Gift (Exclusive)

\$12,000

Your logo displayed on the insulated cups given to attendees as the attendee gift. Attendees use this gift during APCO 2022 and long after.



Wellness Program

\$30,000 (6 sponsors @ \$5,000 each)

(Only 2 spots left)

Be a supporter of the Wellness Program at APCO 2022. Program kicks off with a 5K on Sunday morning, a group exercise during the week and a health and wellness track dedicated to wellness. Sponsors are recognized at all activities and during promotion.



AFC Resource Lab

\$8,000 SOLD!

AFC Advisor Gift

\$5,000 SOLD!

Conference App

\$20,000 SOLD!

Conference Notebooks

\$10,000 SOLD!



NETWORKING OPPORTUNITIES

Connect & Celebrate Reception and Dinner

\$50,000 (exclusive)

The closing event is where attendees enjoy dinner, live entertainment and the swearing in of the new executive committee. The sponsor has the opportunity to make brief comments and introduce the entertainment. Recognition includes signage onsite and on all marketing promoting the dinner.

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.

APCO Community Service Project

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

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

AFC Advisors Appreciation Luncheon

\$7,000 (exhibitors) SOLD!



The APCO Block Party!

\$50,000 SOLD!



Board of Directors

VIP Dinner

\$7,500 SOLD!



Distinguished Achievers Breakfast

\$35,000 SOLD!



Executive Council Event

\$15,000 SOLD!



Food for Thought Luncheon

\$25,000 SOLD!



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International Welcome Reception

\$5,000 SOLD!



Non-Traditional PSAP Reception

\$7,500 SOLD!



Opening General Session

\$50,000 SOLD!



Presentation Theater 30-Minute Session

\$750 (exhibitors) + \$1,200 (non-exhibitors) SOLD!



ONSITE VISIBILITY – CONVENTION CENTER

Escalator Clings & Runners

SOLD!  **Built with AT&T**



Column Wraps

\$4,400 - \$5,900 each (exhibitors)

Call for pricing (non-exhibitors)

Wrap your brand on columns inside of the convention center for all to see. See map for locations.



Expo Aisle Signs (Exhibitors Only)

4 Signs - \$5,000 (Only 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) (20 available)

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



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Attendee Lounge (Exhibitors Only)

\$12,000 (exclusive) SOLD! 

Hanging Banners

\$3,500 - \$7,900 each (exhibitors)

\$4,900 - \$11,060 each (non-exhibitors)

Sponsor the hanging banners that attendees will see as they make their way through the convention center. Banners available in lobby and on level 2. See maps for more details.

Sponsor Ad Wall

\$2,500 each (exhibitors) \$3,250 (non-exhibitors) (10 available)

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

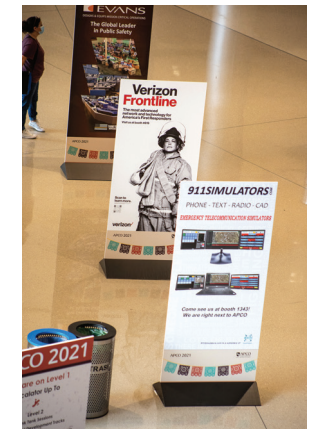
Floor Decal & Sponsor Ad Wall Combo

\$3,800 (exhibitors)

\$4,940 (non-exhibitors)

(Limit 2 per company)

Get the best of both 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.



Massage Booth

\$6,000 SOLD!



Registration

\$50,000 SOLD!



Shoe Shine

\$5,000 SOLD!



Transportation

\$25,000 SOLD!



ONSITE VISIBILITY – MARRIOTT (HQ HOTEL)

Hotel Keycards  **L3HARRIS**
\$10,000 **SOLD!**

Platinum Foyer Columns  **L3HARRIS**
\$4,100 each or \$8,000 for both **SOLD!**

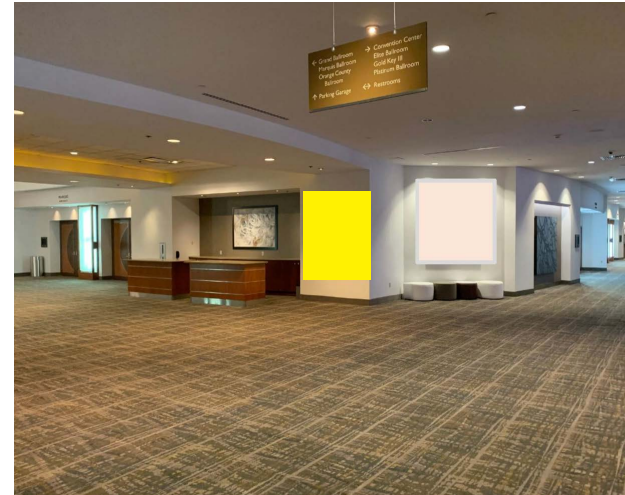
Platinum Foyer Picture Walls
\$3,000 each or \$6,000 for both



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Marquis Ballroom Foyer Walls
\$3,000



Glass Above Entrance Doors East & West Entrance  **L3HARRIS**
SOLD!

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 2022 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 2022 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

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Custom Silver Package

Pick one sponsorship item from each box below.

Custom Bronze Package

Pick one sponsorship item from box 2 and one item from boxes 3 or 4 below.

BOX 1

- Attendee Session Break (\$7,500 value)
- Expo Aisle Signs (4) (\$5,00 value)
- Floor Plan Advertising Package (\$5,000 value)
- Platinum Wall Clings - Marriott (\$3,000 value)
- Column Clings - Convention Center Lobby (\$5,600 value)

BOX 2

- Convention Center Banner - Level 2 (\$5,850 value)
- Program Guide, Web Banner & Email Banner Bundle (\$5,000 value)
- Floor Plan Advertising Package (\$5,000 value)
- Convention Center Lobby Rail Banner (\$3,500 value)

BOX 3

- Exhibitor Email to Attendees (pre-conference) (\$825 value)
- ~~Two 30-minute Sessions in Presentation Theater (\$1,500 value)~~ **SOLD!**
- Program Guide & App Bundle (\$750 value)
- 1/4 Page Advertisement in Program Guide (\$600 value)

BOX 4

- Attendee Bag Stuffer (\$800 value)
- ~~30-minute Session in Presentation Theater (\$750 value)~~ **SOLD!**
- Program Guide & App Bundle (\$750 value)
- 1/2 Page Advertisement in Program Guide (\$1,500 value)

To create a customized package that is right for you, please contact Lisa C. Williams at williamsl2@apointl.com.

Note: Pricing on packages may be higher for non-exhibitors.