

Updated 1/18/24

Be sure to check the online portal for the most up to date availability

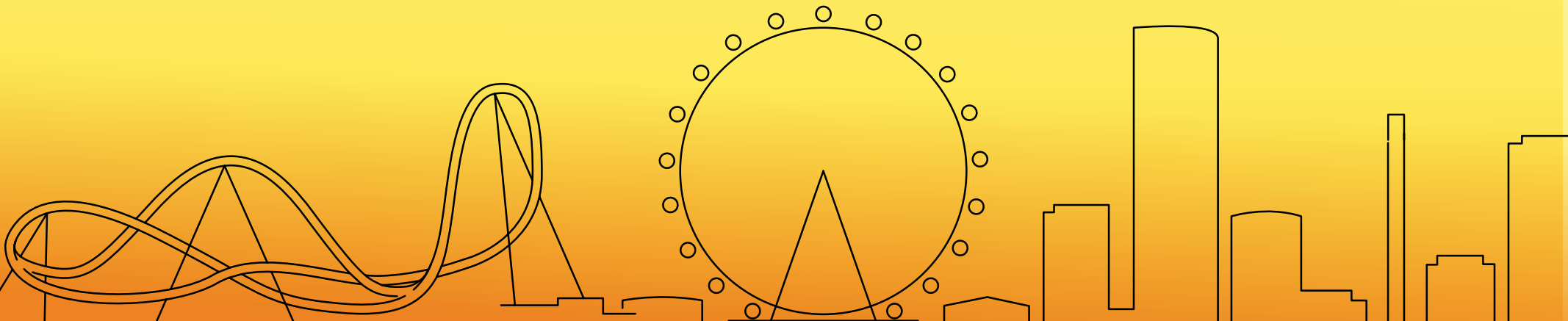
SPONSORSHIP BROCHURE



APCO 2024

August 4-7 | Orlando, FL

apco2024.org





APCO 2024

August 4-7 | Orlando, FL

At APCO 2024, 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 2024 in Orlando, FL. 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:

David Donahoe
Corporate Outreach Sales Manager
donahoed@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 2024, our sponsorship opportunities will bring valuable visitors to your booth.

Your competitors are also sponsoring: If you are considering sponsoring at APCO 2024, then your competitors are too – ensure it's your company that attendees are seeing in Orlando.

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

Banner Ad on APCO 2024 Website Home Page (Exhibitors only)

\$1,500/month: January-April
 \$2,000/month: May-September

***SOLD: April, May, June, July & August**

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 2024 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.

Email Ads (Exhibitors Only)

\$2,000/per email - full prospect reach
 \$1,500/per email - attendee reach (registered attendees & exhibitors)

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.



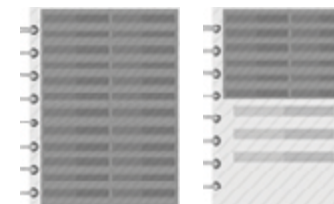
Example is from APCO 2023 website.

PRINT

Program Guide Advertising

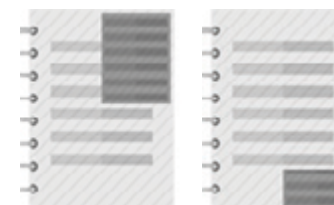
Place your ad in the official APCO 2024 program guide. The guide will be in the hands of every attendee, not only during APCO 2024, but long after they return to the office.

	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 chosen item given to attendees as the attendee gift. Attendees use this gift during APCO 2024 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 (Orange County Convention Center or Rosen Centre)

\$575/room/day/early bird

Use these rooms for face-to-face meetings in a private setting.* Up to 1200 sq. ft.

**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 (4 remaining)

Announcing a new product? Submit an application to be featured in the New Products Zone. Receive visibility by showcasing your new physical product during APCO 2024.



ADVERTISING AND COMMUNICATIONS

APCO 2024

Conference: August 4-7 | Expo: August 5-6

Shoe Shine (Exclusive)

\$4,500 exhibitors/\$4,800 non-exhibitors

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



Conference Mobile App (Exclusive)

~~\$20,000~~ **SOLD!**



Conference Committee & Volunteer Shirts

~~\$8,500~~ **SOLD!**



Conference Notebooks

~~\$10,000~~ **SOLD!**



Wellness Program

~~\$10,000 each~~ **SOLD!**



AFC Resource Lab

~~\$8,000~~ **SOLD!**



AFC Advisor Gift

~~\$5,000~~ **SOLD!**



Attendee Bag

~~\$20,000~~ **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.

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.

CPE Alumni Reception

\$12,000 (exclusive)

Sponsor the 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.

ECC Tours

\$3,000/per tour (exhibitors only)

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.

Food for Thought Luncheon

\$25,000 (exclusive)

Become the exclusive sponsor of the luncheon that hosts 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 a video played before and after the event in the ballroom, your logo on the table tent cards, and on all marketing materials promoting the luncheon.

New Attendee Reception

\$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 2024 website, program guide, mobile app and attendee emails.

Presentation Theater 30-Minute Session

**\$1,000 (exhibitors) | \$1,800 (non-exhibitors)
Only 3 remaining!**

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.



APCO 2024

Conference: August 4-7 | Expo: August 5-6

AFC Advisors Appreciation Luncheon

\$7,000 (exhibitors) SOLD!



APCO Block Party!

\$50,000 SOLD!



Board of Directors VIP Dinner

\$10,000 SOLD!



Distinguished Achievers Breakfast

\$40,000 SOLD!



Executive Council Event

\$17,750 SOLD!



Headshot Lounge

\$15,000 (Exclusive) SOLD!



International Welcome Reception

\$5,000 SOLD!



Opening General Session

\$50,000 SOLD!



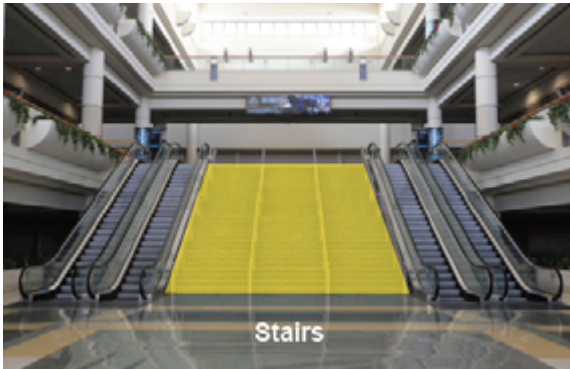
ONSITE VISIBILITY—CONVENTION CENTER

APCO 2024

Conference: August 4-7 | Expo: August 5-6

Escalator Clings & Runners

See maps for location and pricing



Box Column Wraps

\$4,300 each

Wrap your message on a 4-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)

\$15,000 Exclusive (set of 16)/\$5,000 per sponsor (set of 4)

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

\$2,250 each (exhibitors)

\$2,850 (non-exhibitors) (6 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.



Banners

Pricing varies (\$3,000-\$10,000), 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

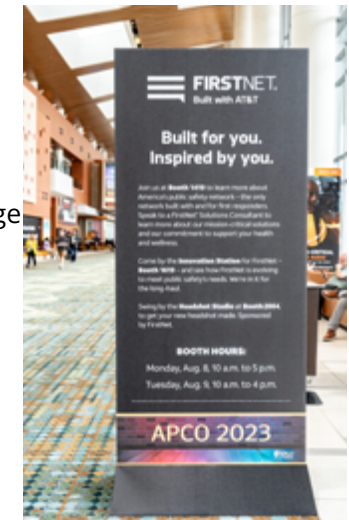
\$2,750 each

(exhibitors)

\$3,350 (non-

exhibitors)

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

\$4,000 (exhibitors)

\$4,600 (non-

exhibitors) (limit 2 per company)

Get the best of both worlds with this combo package.

ONSITE VISIBILITY—CONVENTION CENTER

Rest & Recharge Stations

\$7,000 (Only 2 spots left!)

Attendees love to stop by these lounges located in a high traffic area to relax. Includes wall cling, sponsor ad wall, and literature rack.

Skywalk Banner to Hyatt (double sided)

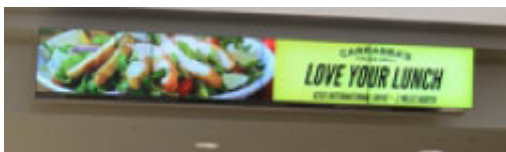
\$1,750 (Only 2 available)

Stay top-of-mind with event attendees by showcasing your brand on skywalk banners from the Hyatt to the convention center.

Digital Signage

\$4,500 per video (exhibitors only) (Only 3 spots left!)

Put your company in the spotlight with a 15-second video that will display on 9 highly visible monitors located throughout the convention center. All sponsor videos will be compiled into one continuous loop in all locations.



Network & Recharge Lounge

\$15,000 (exclusive) (exhibitors only)

Attendees love to stop by this lounge located in the exhibit hall to relax, charge devices and enjoy an afternoon treat, making this sponsorship a great way to promote your company. Your company logo will be featured on overhead signage, custom double sided two-panel ad wall and you'll have a double sided L-shaped corner wall. You'll also have the opportunity to distribute approved literature in the area.



Hotel Keycards

\$15,000 SOLD!



L3HARRIS™
FAST. FORWARD.

Expo Entrance Unit

\$15,000 SOLD!



Built with AT&T

Young Professionals Mixer

\$4,500 SOLD!



Massage Booth

\$6,000 SOLD!



Registration

\$50,000 SOLD!



ONSITE VISIBILITY—ROSEN CENTRE

APCO 2024

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Entrance Revolving Doors

\$7,000

Welcome attendees by displaying your brand on the revolving door on the host hotel's main entrance.



Elevator Door Clings

\$12,500 exclusive or \$4,200 each set (3 sets of 2 available)

Your message will be displayed on all lobby elevators in the host hotel.



Window Clings

\$5,500

Welcome attendees by displaying your brand on the windows of the hotel's main entrance.



Skywalk Banners to Rosen Centre (double-sided)

\$2,500 each (11 available)

Stay top-of-mind with event attendees by showcasing your brand on the skywalk banners from the host hotel to the convention center.



SPONSORSHIP LEVELS

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Diamond - \$150,000

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 2024 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 2024 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	✓					

NOTE:

*Non-exhibitors receive full registration with event tickets.

**Exhibitors

Benefits are non-exchangeable.

Non-exhibitor rates are higher.