

EXHIBIT AT

APCO 2021

August 15-18
San Antonio, Texas
apco2021.org



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Exhibit at APCO 2021

APCO's Annual Conference & Expo is where the industry goes to discover innovative solutions for emergency communications, NextGen 9-1-1, cybersecurity and much more!

Attracting more than 5,000 attendees and exhibitors, including 3,200 public safety communications professionals, APCO's Annual Conference & Expo is the largest gathering of its kind. There is simply no better way to showcase your newest equipment, products, software and services for all segments in emergency communications.

78%

Are decision makers or influence the decision maker

20+
YEARS

Average attendees' experience in the industry

99%

In 2019, 99% of attendees spent time in the exhibit hall. 67% spent 2-4 hours per day

76%

Are likely to buy from a conference exhibitor

206

of countries attendees come from

EXHIBIT 2021

Reasons to Exhibit

Exposure:

APCO 2021, APCO's Annual Conference and Expo, is the largest event of its kind.

Exclusive hours:

There is no need to worry about competing with educational sessions or other special events during 7.5 hours of dedicated expo time.

Networking:

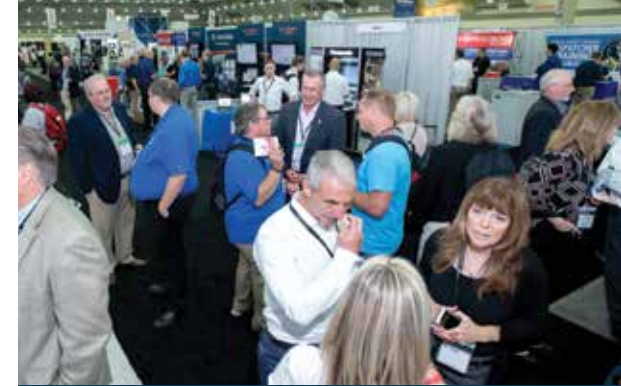
Connect with people from the public safety communications industry while exhibiting at APCO 2021.

Get even more with sponsorships:

Customized sponsorship and advertising packages available exclusively for exhibitors.

Professional development:

Exhibitors can attend the educational sessions to learn about current challenges their customers face and become more knowledgeable in the industry.



What Our Attendees Are Saying

What was your most memorable experience during the conference?

“I thought the exhibit hall was really fantastic. Lots of great information and ideas.”

“Meeting new people in the hall and seeing new and improved options for the workplace.”

“The interaction with other public safety professionals and the opportunity to see the technology available in the vendor hall.”

“Ability to see new trends and products coming to the market as well as compare existing products. And the chance to interact with product reps and ask questions.”



WHO ARE OUR ATTENDEES?

What they are seeking:

5G
9-1-1 Automatic Location Technologies
9-1-1 Equipment and Systems
Air Filter Systems
Alerting
Analytics
Antennas (Device, Infrastructure, Smart)
Automatic Vehicle Location (AVL) & Fleet Management Systems
Batteries, Chargers & Analyzers
Biosurveillance/Homeland Security
Broadband, Wireless & Networking Systems
Cleaning & Disinfection Services
Communications Center Furniture
Computer Aided Dispatch
Computer Systems
Consoles/Displays/Monitors
Consulting Services
Control/Monitoring Products
Cybersecurity
Data Management
Data Storage
Deployable Infrastructure
Disaster Recovery/Planning
Dispatch Systems & Equipment
Drones
ECC Equipment and Call Handling Systems
Education Institutions
Facility Planning and Design
Fire Station Alerting
Government Agencies, Programs & Associations
Health & Wellness
Human Resource Consulting Services
Indoor Location Services

Interference Production
Interoperable Communications Solutions
IoT/M2M/Sensor/Monitoring
IP-Based Emergency Communications
Law Legal Services
Location Accuracy Testing
Logging and Recording
Mapping/Geographical Information Systems
Microwave Radio Engineering Services
Microwave Radio Equipment & Accessories
Microwave Radio Systems
Mobile Apps
Mobile Command Centers and other Special Service Vehicles
Mobile Communications Devices
Mobile Data Solutions and Equipment
Mobile Internet Services
Mobile Power Solutions
Power Systems & Equipment
Public Safety Broadband Products/Services
Publications

Radio Console Systems
Radio Engineering Services
Radio Equipment & Accessories
Radio Equipment Shelters
Records Management Systems
Remote Calltaking/Dispatch
Satellite Communications
Scheduling Software
System Integrators
Technical Training
Telematics (Vehicles & Personal)
Test Equipment
Uninterruptable Power Supply
VOIP Services/Equipment
Wearables

Where they are from:


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

APCO attendees come from all over the world

Australia	Denmark	Israel	Sweden
Brazil	Ecuador	Japan	Thailand
Canada	Finland	Mexico	Turkey
Chile	Germany	New Zealand	United Kingdom
China	Guam	Poland	
Colombia	Ireland	Qatar	

WHAT'S IN THE HALL?

Exhibit hall attractions for attendees:




K-9 demos




Public safety vehicles



New Products Zone



Exhibitor demonstrations




Career Advancement Center




Presentation Theater



Resume Review



Blood drive



Lunch in the exhibit hall

NEW THIS YEAR!
New Exhibitors Program
As a new exhibitor, APCO has created a new exhibitor program to help promote your participation and enhance your experience



What Our Attendees Are Saying

What did you find most beneficial about this year's exhibit hall?

“The ability to talk directly with the manufacturers’ product experts about the equipment we use, or have recently purchased. And also to discuss what we may be interested in in the future.”

“With an upcoming site construction project, it was tremendous to be able to visit with tower, shelter and emergency power companies all within a couple of hours.”

“Meeting new vendors and turning them into partners.”

“I liked the individual attention I received from the vendors to really understand their product and the services they were offering. All vendors I spoke to were very knowledgeable and happy to answer questions, bounce ideas off of me and vice versa. I really liked my experience.”

All demographics and quotes are from APCO 2019 attendees.

HOW CAN YOU PARTICIPATE?

Exhibit at APCO 2021

Booth Pricing:

\$24 per sq. ft. ends December 31, 2020

\$27 per sq. ft begins January 1, 2021

\$75 corner premium

What Is Included in My Booth Package?

- Exhibit space
- Basic exhibitor online listing
- Complimentary listing in Program Guide, on website & conference app
- Two (2) exhibitor badges per 10 x 10 and unlimited booth staff registrations
- Booth amenities:
 - » 8' high back drape & 3' high side rails (Inline booths only)
 - » (1) 7" x 44" exhibitor ID sign (black & white)
 - » Daily aisle cleaning
 - » 24-hour perimeter security from move-in to move-out
- Access to the exhibitor lounge, featuring free refreshments and afternoon snacks
- Enhanced online listing upgrades available
- Access to professional development sessions, Opening General Session and Block Party
- Complimentary expo passes for customers



Showcase New Products

Fee: \$1,200 per product

Included:

- Premium exhibit hall location
- Listing on the event website
- Pre-show email to attendees
- Promotion on social media
- Product display counter and literature rack
- Product featured in advertisement in post-show PSC magazine
- Opportunity to make brief presentation

Sponsor & Advertise

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

Benefits:

- Recognition in the program guide & conference app
- Recognition next to booth profile in program guide and app
- Special invite to Corporate Partners/Sponsors Reception during APCO 2021
- Company logo prominently displayed on APCO 2021 website homepage
- Company acknowledged where sponsors are collectively listed
- Access to special events

For a listing of all opportunities available, visit the sponsorship section on apco2021.org.

Contact

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