



# APCO 2025

July 27-30 | Baltimore, MD

## EXHIBITOR PROSPECTUS

Expo: July 28-29



# APCO 2025

Come join us at APCO's Annual Conference & Expo – the largest public safety communications industry event. This is where emergency communication professionals go to discover groundbreaking solutions for emergency communications, NG9-1-1, spectrum, cybersecurity and more!



Our numbers speak proudly:

**5,800+**

attendees & exhibitors

**99%**

Of attendees spent time in the exhibit hall.

**3,700+**

public safety professionals

**77%**

Are likely to buy from a conference exhibitor/sponsor

**98.4%**

Of attendees would describe their overall experience as good to excellent.

**18,936**

leads captured, averaging 121.4 leads per exhibitor

## KEY BENEFITS OF EXHIBITING

There is no better platform to showcase your organization's solutions, products and brand to every segment of the emergency communications community.

### Exposure:

- Up to 90k in potential outreach through advertising opportunities
- Platforms include print, direct mail, mobile, social media product placement and display

### Exclusive hours:

- 7.5 exhibitor hours across two days in the exhibit hall supports quality time for exhibitors to connect with attendees and feature their product or service with no competing conferences sessions to interfere.

### Networking:

- 5+ major networking events (Opening General Session, Distinguished Achievers Breakfast, Block Party, Food for Thought Luncheon, Connect & Celebrate Dinner, multiple professional development tracks, various receptions, exhibit hall and hall activities, and anywhere in between).

### Professional development:

- Earn up to 22 CEUs. Exhibitors can attend the educational sessions to learn about current challenges their customers face, explore current trends, and gain knowledge of the public safety industry.

## DISCOVER OUR ATTENDEES

### Nationwide and Worldwide Attraction

Attendees from all over the U.S, including international attendees from Argentina, Canada, Columbia, Israel, Malaysia, Turkey and the United Kingdom.

### Who You Will Meet:

- 9-1-1 Coordinators
- Consultants
- County/ State Officials
- Directors
- Engineer/Technicians
- Information Systems
- Managers
- Product Specialist/ Marketing/ Sales
- Public Safety Telecommunicators
- Retired
- Supervisors
- Sworn Officers (Chiefs)
- Training and Education Coordinator

### Industries and Sectors Represented:

- Consulting Services
- ECC/Consolidated Dispatch Centers
- Emergency Management
- EMS
- Fire Department
- Government Agency
- Law Enforcement/ Campus Police
- Non-Traditional ECC
- Provider/ Manufacturer/ Equipment Distributor

### Key Products and Services They Seek:

- 9-1-1 customer premises equipment
- Batteries/analyzers/chargers
- CAD solutions
- Consulting services
- Furniture
- Hardware/peripherals
- Interoperable communications solutions voice and/or data
- IT hardware solutions
- Mapping/geographical information systems
- Mobile data laptops/tablets
- Radio equipment/antennas/ accessories/modems
- Recording systems
- Scheduling software
- Test equipment training/ educational products
- Wireless/mobile communication



## ADDITIONAL FEATURES THAT DRIVE TRAFFIC TO THE EXHIBIT HALL



Public Safety  
Vehicles



K-9 Demos &  
Therapy Dogs



Presentation  
Theater



Rest & Recharge  
Lounges



Expo Eatery

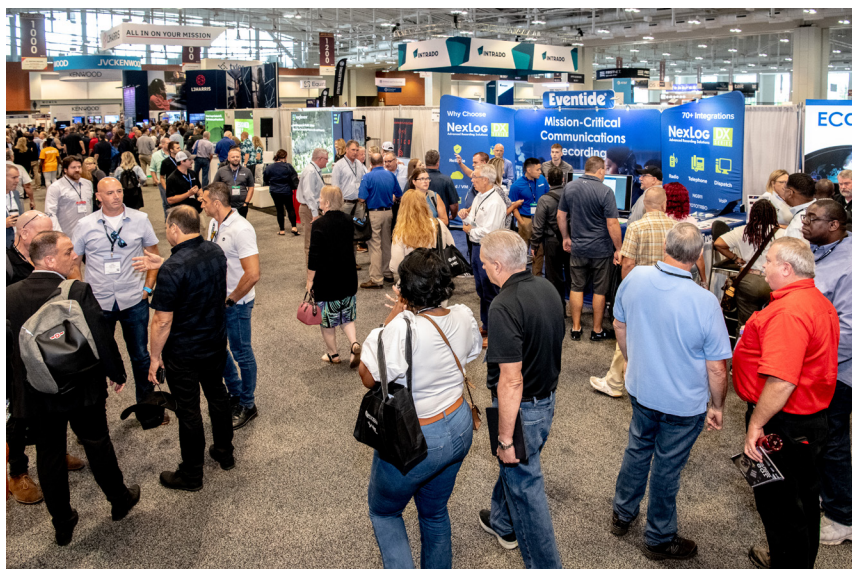


Wellness Zone and  
Blood Drive



Career Advancement  
Center

## EXHIBIT RATES AND MORE



### Booth Pricing:

\$28 per sq. ft. ends December 31, 2024

\$31 per sq. ft. January - July 2025

**Island:** Additional \$400 per island

**Open Corner Premium:** Additional \$100 per corner

### What Is Included With Your Booth Rental:

- Exhibit space
- Complimentary basic listing on website & conference app
- Two (2) exhibitor badges per 10 x 10 and 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
- Access to Opening General Session and professional development tracks
- Unlimited complimentary expo-only passes for customers

### What Is NOT Included With Your Booth Rental:

- Booth carpeting (required for all exhibitors)
- Furniture rental
- Audio-visual equipment
- Electrical, phone, catering, lead retrieval and internet/Wi-Fi service
- Material handling, installation and dismantling of booth
- Cleaning service for booth space
- Security of individual booth, etc.

## NEW TO THE APCO ANNUAL CONFERENCE?

### Take Advantage of the New Exhibitor Program

APCO International recognizes the financial investment and commitment to attending. The New Exhibitors Program will help increase your recognition and offer special features to make your exhibitor experience a great one and give you more bang for your buck.

### What's Included?

- Company listed in new exhibitor filter in online exhibitor list.
- Complimentary 2-star online booth upgrade (\$300 value).
- Opportunity to be highlighted on APCO social media.

### **\*\*2-star booth upgrade includes up to five product categories, company logo, one press release, one product showcase.**

- Company listed in one exhibit hall-only eblast – new exhibitors will be listed in a special section.
- Company recognized with “New” in your booth profile in the onsite program guide, conference app and APCO 2025 exhibit hall list.
- Two dedicated Scoop eNewsletters geared to New Exhibitors – spotlight resources available to increase visibility and booth traffic.
- “First-Time Exhibitor” plaque to display in your booth.

## DON'T JUST EXHIBIT—STAND OUT!

### Enhanced Online Booth Listing

Boost your profile with more information about your company in the conference mobile app and online exhibitor listing:

- \$300 2-star
- \$500 3-star
- \$750 4-star

Benefits:

- Additional company exposure based on the number of categories your company falls under.

### Sponsor & Advertise

Spotlight your company brand with a customized sponsorship package to fit both your budget and your marketing goals. Benefits include:

- Recognition in the conference app.
- Company logo prominently displayed on APCO 2025 website homepage.
- Company acknowledged where sponsors are collectively listed.
- \*\*Additional benefits vary with sponsorship level

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The expo hall was the best I have ever been to. I have been to several national conferences, and this was the largest and most in depth for different types of vendors all over the 9-1-1 and emergency services industry.

I appreciate the exhibitors – a lot of great companies and it is always great to see the newest in technology.

-Previous attendees

### Contact

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[apco2025.org/for-exhibitors](https://apco2025.org/for-exhibitors)

### Direct Lead Retrieval

Scan, click and sell! Saving and organizing customer contact information is a necessary evil. But it doesn't have to detract from the real business at hand — deepening relationships with qualified customers.

- Contact APCO for pricing

Benefits:

- Collect, organize and prioritize leads.
- Articulate the value of your show attendance.
- Gain immediate customer insights.
- Follow-up fast with interested contacts

### Maximize Your Visibility and Earn Priority Points

Based on points earned throughout the year, priority points will guide booth placement for the following year's conference. Speak with the exhibit & sponsorship business development manager for more information.

### Important Dates:

#### Exhibit Booth Payment Schedule

- October 4: 50% deposit due for applications submitted from July 2024 - October 4, 2024
- March 31: 50% deposit due for applications submitted from October 5, 2024 - March 31, 2025
- April 1: 100% booth balance due

#### Exhibit Booth Cancellation Schedule

- Written cancellation received after October 4 to December 31; 50% of the total booth cost is retained by APCO.
- NO REFUNDS will be made for any cancellations after December 31.

#### Downsizing by Exhibitor

Exhibitor downsizing after April 1 will be financially liable for the original booth cost contracted.