

A stylized logo consisting of a pink outline of a shield or crest shape, partially enclosing the text.

APCO 2026

August 2-5 | San Antonio, TX

EXHIBITOR
PROSPECTUS

Expo: August 3-4

APCO 2026

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:

5,000+

attendees & exhibitors

98%

Of attendees spent time in the exhibit hall

3,100+

public safety professionals

65%

Of attendees have influence on purchasing power

95%

Of attendees would describe their overall experience as good to excellent

17,140

leads captured, averaging 134 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 and communication center community.

Buying power:

- Get in front of attendees that are decisions makers or recommend and influence purchasing decisions. Exhibiting provides direct sales, solid leads, referrals, long lasting customers and various platforms of brand exposure that continues after the show has concluded.

Exposure:

- Up to 90k in potential outreach through advertising opportunities
- Platforms include digital, social media and email.

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 everywhere in between).

Professional development:

- Earn up to 20 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 Attendees 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 Hall



APCO Pavilion



Public Safety Vehicles



K-9 Demos



Presentation Theater



Network & Recharge Lounges



Expo Eatery



Wellness Zone Activities



Career Advancement Center



Expo Quest Mobile Scavenger Hunt



AI & Product Showcases

EXHIBIT RATES AND MORE

Booth Pricing:

\$28 per sq. ft. ends December 31, 2025

\$31 per sq. ft January - July 2026

Island: Additional \$400 per island

Open Corner Premium: Additional \$100 per corner

What Is Included With Your Booth:

- Exhibit space
- Complimentary basic listing on website & conference app
- Two (2) full exhibitor badges per 10 x 10 space*
- Unlimited exhibit hall-only staff badges**
- 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
- Unlimited complimentary expo-only passes for customers

*Full exhibitor badges include access to the Opening General Session, professional development tracks and Block Party. No attendee bag. (Green badge)

**Exhibit Hall Only Booth Staff badges are for exhibit hall access only. Upgrade fees apply for full access (professional development tracks, Opening Session and Block Party). Badge color, code access and upgrade fee TBD.

Note: Tickets must be purchased separately to attend the Distinguished Achievers Breakfast, Food for Thought Luncheon, and the Connect & Celebrate Dinner for all badge types.

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.
- Opportunity for logo and 50-word company description to be featured in Exhibitor Spotlight on APCO 2026 website.
- Complimentary 2-star online booth upgrade (\$300 value).
- Opportunity to be highlighted on APCO social media and email marketing.

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

- Company listed in the two exhibit hall-only eblasts – new exhibitors will be listed in a special section.
- Company recognized with “New” on APCO 2026 exhibit hall list and in the conference app.
- “First-Time Exhibitor” signage 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.

Fee:

\$300 2-star

\$500 3-star

\$750 4-star

Benefits:

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

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.

Fee: Call 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

Sponsor & Advertise

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

Fee: Call for pricing

Benefits:

Recognition in the conference app

Company logo prominently displayed on APCO 2026 website homepage.

Company acknowledged where sponsors are collectively listed.

**Additional benefits vary with sponsorship level, please contact dillardj@apcointl.org

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.

Contact and Connect

Jaya Dillard, Ed.D.

Exhibit & Sponsorship Business Development Manager

386-944-2478 | dillardj@apcointl.org



apco2026.org

Important Dates:

Exhibit Booth Payment Schedule

- For booth reservations made on or before March 31, 2026: A 50% deposit is due at the time of reservation and the remaining 50% balance is due on or before April 1, 2026.
- For booth reservations made on or after April 1, 2026: 100% of booth balance due at the time of reservation.
- Accounts must remain current with scheduled payments for advance rate to apply. Exhibitors may not occupy assigned space until all monies due to APCO International are paid in full.

Cancellation by Exhibitor

Cancellation is required in writing; the following cancellation fees apply:

- Written cancellation received by September 5, 2025: 0% of the total booth cost is retained by APCO.
- Written cancellation received through December 31, 2025: 50% of the total booth cost is retained by APCO.
- NO REFUNDS will be made for any cancellations after December 31, 2025.

Downsizing by Exhibitor

An exhibitor may be required to move to a new location if downsizing of exhibit space is requested. Exhibitor downsizing after April 1, 2026 will be financially liable for the original booth cost contracted.