



# APCO 2019

August 11-14 | Baltimore, MD

## Exhibitor Prospectus

**Baltimore Convention Center | Conference: August 11-14 | Expo: August 12-13**

**Where the Leaders of Public Safety Communications Converge**

APCO 2019, APCO International's Annual Conference & Expo, is the premier event for emergency communications officials, from frontline telecommunicators to comm center managers to public safety communications equipment and services vendors.

[APCO2019.ORG](http://APCO2019.ORG)

# Leadership @ APCO

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APCO's conference is where the industry goes to discover innovative solutions for FirstNet, NextGen 9-1-1, cybersecurity and much more!

Attracting more than 5,000 industry professionals, APCO 2019 is the largest gathering of public safety communications professionals of its kind. There is simply no better way to showcase your newest equipment, products, software and services for all segments in public safety.

## Important Attendee Organizations!

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

## Purchasing Power!

**77%** of APCO attendees have purchasing power

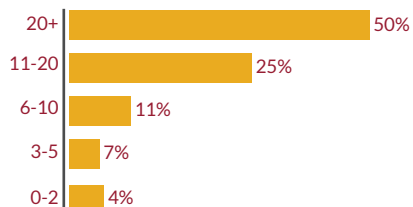
**63%** are more likely to purchase from an APCO exhibitor and/or sponsor

**56%** are directors, managers or supervisors

**98%** of attendees found the exhibit hall useful for finding new solutions

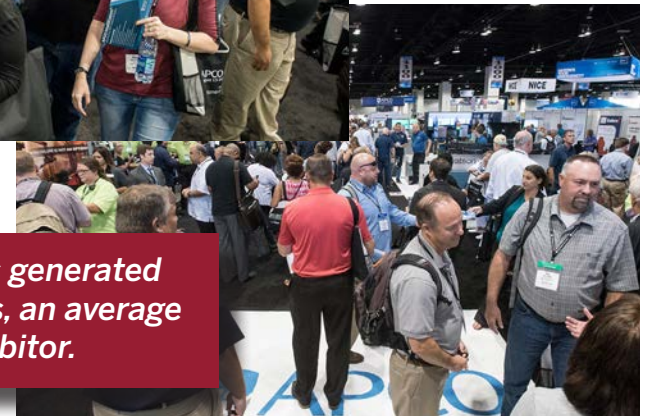
## Experience!

### Number of Years in Public Safety



## International!

- United States
- Australia
- Austria
- Brazil
- Canada
- Cayman Islands
- China
- Denmark
- India
- Indonesia
- Israel
- Japan
- Mexico
- New Zealand
- Saudi Arabia
- South Korea
- Taiwan
- Thailand
- Turkey
- United Kingdom
- Vietnam
- West Indies



**In 2018, exhibitors generated 20,646 sales leads, an average of 74 for each exhibitor.**

# It's All About Networking & Sales Opportunities!

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## APCO attendees know what they need and look for it in the exhibit hall!

- 9-1-1 Customer Premises Equipment
- Antennas
- Automation, Wearable Technologies and Unmanned Systems
- Batteries/Analyzers/Chargers
- CAD Solutions
- Communications
- Computer Aided Dispatch
- Consulting Services
- Control/Monitoring Products
- Cybersecurity Solutions
- Furniture
- Hardware & Peripherals
- Interoperable Communications Solutions
- IP-Based Emergency Communications
- IT Hardware Solutions
- Logging & Recording Equipment
- Mapping/Geographical Information Systems
- Mobile Apps
- Mobile Communications Devices
- Mobile Data Laptops/Tablets
- Mobile Data Solutions & Equipment
- PSAP Equipment & Call Handling Systems
- Radio Equipment & Accessories
- Recording Systems
- System Integrators
- Test Equipment
- Training & Educational Products
- Wireless & Mobile

## Agency/Organization Annual Purchasing Budgets!

Under \$50,000	5.42%
\$50,000 - \$249,999	10.47%
\$250,000 - \$499,999	7.58%
\$500,000 - \$999,999	9.03%
\$1 million - \$4.9 million	16.97%
\$5 million - \$9.9 million	3.25%
\$10 million - \$19.9 million	4.69%
\$20 million - \$49.9 million	2.17%
\$50 million or more	3.97%



## What our attendees are saying:

### What was your most memorable experience during the conference?

*"I was an exhibits only attendee and it was wonderful to have all the exhibitors in the same place at the same time and to be able to get a hands on experience to the products we're planning on buying."*

*"Opportunity to directly discuss questions with vendors."*

*"Speaking to different vendors about new communication technology."*

*"The vendor area was awesome! It gave me some really great project ideas for next fiscal year."*

### What did you find most beneficial about this year's Exhibit Hall?

*"Talking to vendors about new products and concerns of existing products."*

*"Excellent representation from new vendors, a lot of products I liked seeing that I haven't seen before."*

*"I learned that there is a multitude of vendors out there in the telecommunications industry, opening up different options."*

*"Wide variety of products and vendors offering comparable products so I could see how each worked."*

# Top Opportunities to Participate & Drive Sales

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## Exhibit Space

### Booth Pricing:

\$24 per sq. ft. ends December 31, 2018

\$27 per sq. ft. begins January 1, 2019

\$75 corner premium

### Included:

- Exhibit space
- Basic exhibitor listing
- Listing in program guide, on website and conference app
- Two exhibit badges per 10 x 10 and unlimited booth staff registrations
- 8' back & 3' side-rail draping for rented space
- 7" x 44" exhibitor ID sign (black & white)
- Daily aisle cleaning
- 24-hour perimeter security from move-in to move-out

Increase your online presence with an enhanced online listing for only \$350.

## New Products Zone

### Fee:

\$900 per product

### Included:

- Premium exhibit hall location
- Listing on the event website and in the program guide
- Pre-show email blast to attendees
- Promotion on social media
- One meter counter and literature rack
- Product featured in advertisement in post-show PSC Magazine

Contact APCO for more information on how you can be showcased in the new products zone.

## Sponsorships & Advertising

Secure a sponsorship or advertisement and increase your company's footprint at APCO 2019.

### Benefits:

- Recognition in the program guide
- Recognition next to booth profile in program guide
- Enhanced online listing on APCO 2019 floor plan
- Special invite to Corporate Partners/ Sponsors Reception during APCO 2019
- Company logo prominently displayed on APCO 2019 website
- Company acknowledged where sponsors are collectively listed

For a listing of all opportunities available, visit the sponsorship and advertising section.

**80%** of attendees reported that they noticed the sponsored banners and onsite graphics.

## Act Now to Secure Prime Exhibit Space and Sponsorships

### For Exhibit Space:

Bradley Eubank  
APCO Senior Sales Account Manager  
SPARGO, Inc.  
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Mike Mene  
Associate Account Manager  
SPARGO, Inc.  
(703) 679-3944  
mike.mene@spargoinc.com

### For Sponsorship, Advertising and New Products:

Lisa C. Williams, CMP, CEM  
Director of Corporate Outreach  
APCO International  
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Learn more at [www.apco2019.org](http://www.apco2019.org)

Ask how to become an APCO Corporate Partner