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 2019, our sponsorship opportunities will help to drive traffic to your booth – valuable visitors who you can do business with.

**Your competitors are also sponsoring:** If you are considering sponsoring at APCO 2019, then your competitors are too – ensure it’s your company that attendees are seeing this year in Baltimore.

**We have a package to suit your budget and goals:** Whether you have a small budget or a large budget, we have the package to suit you – and however much you spend, your name will be seen by all of our attendees.

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“The sponsorships and events are well thought out and focus on education for the APCO community. We are happy to support the cause while being a part of an event the groups look forward to each year.” – APCO 2018 Silver Sponsor and Bronze Corporate Partner

“With our APCO sponsorship, we are committed to a strong partnership that allows us to provide networking and educational sessions that help emergency communication officials leverage tools to improve community safety.” – APCO 2018 Gold Sponsor and Silver Corporate Partner
Advertising & Communication

Digital

**Banner Ad on APCO 2019 Website Home Page**

- $1,500/per month: March - April
- $2,000/per month: May - September

Place your banner ad on the home page of the APCO 2019 website. This page receives over 90,000 pageviews per year. Banner ads can also be purchased directly through the exhibitor portal.

**Email Ads**

- $2,000/per email - Full Prospect Reach
- $1,500/per email - Attendee Reach (registered attendees & exhibitors)

**Exhibitor Eblasts to Attendees**

- Pre-conference - $825
- Post-conference - $1,400

Exhibitors can send an eblast to registered APCO 2019 attendees who have opted-in to receiving promotional messages. Use this sponsorship to start the conversation with attendees before the event even begins, or to keep the conversation going with a follow-up post event email. Purchase can be made through the Exhibitor Portal.

**Exhibitor Direct Mail to Attendees**

- Pre-conference - $640
- Post-conference - $1,000

Use this sponsorship to contact our attendees with direct mail. Compose your artwork and send to our contracted vendor and they will print and mail for you. Purchase can be made through the Exhibitor Portal.

Onsite

**Floor Plan Advertising Package**

- $5,000 (4 available)

Get an ad placed and booth highlighted on one of the oversized exhibitor locators placed throughout the exhibit hall. Company logo, exhibitor listing and booth will also be highlighted on the fold out map located in the program guide.

**Program Guide Advertising**

Place your ad in the official APCO 2019 program guide. The guide will be in the hands of every attendee, not only during APCO 2019, but long after they return to work. Ads can now be purchased directly from the exhibitor portal.

<table>
<thead>
<tr>
<th>Section Tab</th>
<th>Exhibit</th>
<th>Non-exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Back Cover</td>
<td>$3,800</td>
<td>$4,300</td>
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<tr>
<td>Section Tab - Front or Back</td>
<td>$3,000</td>
<td>$3,500</td>
</tr>
<tr>
<td>Section Tab Combo - Front and Back</td>
<td>$4,000</td>
<td>$4,500</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,500</td>
<td>$3,100</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,500</td>
<td>$1,875</td>
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<tr>
<td>1/4 Page</td>
<td>$600</td>
<td>$900</td>
</tr>
<tr>
<td>Business Card</td>
<td>$400</td>
<td>$650</td>
</tr>
</tbody>
</table>

*3rd party vendor will be used to fulfill this sponsorship, additional charges may apply.*
Exhibitor Meeting Rooms
Call for pricing and size options - Exhibit Hall
$575/per room, per day - Hilton

Utilize these convenient options where you can meet face-to-face with attendees in a private setting. Meeting rooms are only available to exhibiting companies. Expand your booth size by purchasing a meeting room on the show floor or at the headquarter hotel. Price includes system walls with locking doors and carpet.

Bundles
Advertising Bundles
Program Guide, PSC Magazine, Floor Decal & Oversized Meterboard
Bundle - $5,000

Take advantage of this 15% discount and promote your brand in a ½ page ad in the official APCO 2019 Program Guide and in the July/August conference issue of PSC Magazine. This bundle also includes an oversized sign to increase your visibility onsite.

$5,000 - Program Guide, Web & Email Bundle
Bundle a full page ad in the program guide, one month web banner and one email banner.

$400 - Program Guide & App Bundle
Display your company logo next to your company name in the program guide and in the exhibitor listing in the conference app.
**Education**

**Attendee Session Break**  
$7,500 (2 available)  
Be the sponsor of the attendee break on Sunday or Wednesday and give attendees the fuel they need. Sponsor is recognized on onsite signage, in the program guide, in the conference app and in an email banner to confirmed conference attendees.  

**Session Recordings**  
$10,000  
Become a sponsor of the professional development session recordings. As the exclusive sponsor your logo is displayed where session recordings are promoted along with a host of other visibility.

**Specialty Items**

**AFC Advisor Gift**  
$5,000  
SOLD!

**AFC Resource Lab**  
$7,500  
SOLD!  
*Comtech*

**Attendee Bag**  
$20,000  
SOLD!  
*Tyler Technologies*

**Attendee Gift**  
$15,000  
SOLD!  
*Verizon*

**Conference Committee & Volunteer Shirts**  
$5,000  
SOLD!  
*West*

**Conference Notebooks**  
$10,000  
SOLD!  
*General Dynamics Mission Systems*

**Health & Wellness Program – Exclusive**  
$25,500  
SOLD!  
*Comtech*

**Hotel Keys**  
$9,500  
SOLD!  
*Motorola Solutions*
Special Events

Connect & Celebrate Dinner
$40,000
A special event at APCO 2019 where attendees enjoy dinner and live entertainment as the new president is sworn in. The sponsor has the opportunity to make brief comments and highly visible recognition onsite and on marketing materials promoting the dinner.

New Attendee Reception
$10,000
Welcome first time conference attendees to APCO 2019 by sponsoring this reception. Sponsor gets the opportunity to network with attendees and make brief remarks. Recognition on all materials promoting this event.

ECC Tours
$3,000/per tour
This is a great opportunity for some face time with attendees. Company representatives are welcome to ride along and address the group.

To see a list of available tours, visit www.apco2019.org

Young Professionals Mixer
$3,000
Stay connected with young professionals attending APCO 2019 by sponsoring this mixer. Sponsor is recognized when promoting the event, on the website, onsite signage and will have the opportunity to make brief remarks.

AFC Advisors Appreciation Luncheon
$5,500 PENDING

The APCO Block Party!
$50,000 SOLD!

BOD/VIP Exec. Council Event
$15,000 SOLD!

Distinguished Achievers Breakfast
$35,000 SOLD!

Food for Thought Luncheon
verizon
$15,000 SOLD!

Opening General Session
$50,000 SOLD!

International Welcome Reception
$5,000 SOLD!

Connect & Celebrate Reception
$12,000 SOLD!

Keynote Addressing Crowd at APCO 2017 Opening General Session

Sponsor Giving Remarks at APCO 2018 Young Professional Mixer

Attendees Enjoying Entertainment at APCO 2018 Connect & Celebrate Dinner
**Attendee Lunch Credits**

$10,000/day (2 available)

Attendees receive lunch credits to be used at food stations inside the exhibit hall towards the purchase of lunch. Promote your company on the vouchers and gain recognition on applicable marketing collateral and onsite signage.

**Escalator Clings & Runners**

*Check maps online for pricing and locations.*

Display your brand on the sides of escalators and a runner down the middle located in the main entrance lobby leading to upper levels or down to exhibit halls.

**Floor Decals**

$2,000 each (10 available)

Increase your visibility with custom floor decals that can spotlight your booth number or message outside the exhibit hall entrance. Your brand will not be missed.

**Expo Aisle Signs**

4 Signs - $5,000

Sponsor all or a group of 4 aisle signs in the expo. Your custom graphics will be displayed on the bottom of the signs and APCO 2019 attendees will see your brand as they navigate through the exhibit hall.

**Floor Decal & Banner Package**

$6,000

Get the best of both with this package. Attendees can look up and down and your logo will be what they see.

**Banners**

$3,500 each side, $6,000 both sides - Level 300 *(pictured below)*

$3,500 each - Level 100

*Check maps online for pricing and locations.*

Promote your brand and get noticed daily with banners located throughout the convention center.

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

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**Source:** APCO 2018 Attendee Survey
Onsite Visibility – Convention Center

**Glass & Window Clings**

- **Glass Cling - Lobby Level Railings** - see maps for pricing and locations.
  
  Display your message on glass clings all around railings in the main lobby of the center.

- **Window Clings - Starbucks Area** - $15,000 (2 available)
  
  Increase your brand exposure by displaying your message on windows located throughout the convention center.

- **Window Clings - Skybridge** - $6,000/per set of 3 (8 available)
  

**Headshot Lounge**

- **$23,000**
  
  Headshot photos are used for professional recognition and networking. Sponsor this year’s new headshot lounge and receive prominent recognition before, during and after APCO 2019. Create a step and repeat wall for all attendees to take their professional photo.

**Network & Recharge Lounge**

- **$10,000 - Exclusive**
  
  Attendees love to stop by this lounge located right in the exhibit hall to relax, charge devices and enjoy an afternoon treat, making this sponsorship a great way to promote your company on a larger scale. Your company logo will be featured on overhead signage, a two-panel ad wall and in the program guide. You’ll also have the opportunity to distribute approved literature in the area.

**Oversized Freestanding Signage**

- **$2,500 each (10 available)**
  
  Spread the word on 48”W x 96”H signage displayed in high traffic areas in the convention center.

**Glass & Column Cling - Ballroom Level** - $6,000

**Oversized Freestanding Signage & Floor Decal Combo**

- **$3,800**
Stairs
$15,000 - East
$15,000 - West

Catch the eye of all attendees by displaying your branding on the stairs located in the main lobby entrance.

Expo Entrance Unit
$10,000 SOLD!

Massage Booth
$6,000 SOLD!

Registration Package
$50,000 SOLD!

Shoe Shine Stand
$3,500 SOLD!

Transportation Sponsor
$17,500 SOLD!
Onsite Visibility – Hilton Baltimore

**Column Clings**
Meeting Room Level - $3,500 (5 available)
Main Lobby - $5,000

Showcase your brand on both sides of columns located in the lobby or on the meeting room level that leads to the sky bridge to the convention center.

**Elevator Clings - Lobby**
$15,000
Wrap your brand on all of the elevator doors in the lobby level of the headquarter hotel. Branding would be on eight banks of elevator doors.

**Entrance Revolving Doors**
$17,000 - Main Entrance
$8,250 - Side Entrance
$7,750 - Side Entrance

What better way to stand out from the crowd then have your message or brand on the entrance revolving doors in the main entrance or on the side entrances.

**Floor Decals**
$1,000 each - Skybridge to Convention Center
(10 available)
See page 8 for photo and description.

**Oversized Freestanding Signage**
$1,500 each (10 available)
See page 8 for photo and description.

**Welcome Station**
$5,000
When they enter the Hilton lobby. A company representative must be available and sponsors are responsible for food and beverages.

**Escalator Cling & Runner**
$7,500 SOLD!

See page 8 for photo and description.
# Sponsorship Levels

APCO 2019 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 - $75,000+ SOLD!**

Designed for a world leading organization, this prestigious package offers complete visibility across the entire event.

**Platinum - $50,000 - $74,999**

The platinum packages offer excellent positioning and opportunities for six industry leading organizations to bring your brand’s awareness 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 across a global platform.

**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 - $1,000 - $4,999**

Highlight your brand, even on a budget, to further your return on investment.

**Contributor - less than $1,000**

*See the next page for custom package options.

<table>
<thead>
<tr>
<th>Sponsorship Levels</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Supporter</th>
<th>Contributor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition in the exhibitor listing in the program guide</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Company acknowledged prominently on the APCO 2019 website</td>
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<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Company acknowledged prominently on the APCO 2019 app</td>
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<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Recognition on the sponsor page in the program guide</td>
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<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Company listed as sponsor by level wherever sponsors are collectively listed</td>
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<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Invite for two company senior executives to sponsor reception</td>
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<td>✔️</td>
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<td>✔️</td>
<td>✔️</td>
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</tr>
<tr>
<td>Logo in sponsor listing on conference app</td>
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</tr>
<tr>
<td>Tickets to all ticketed events</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>One item in the attendee bags given to all registered attendees</td>
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<td>✔️</td>
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<td>✔️</td>
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<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Ad in program guide</td>
<td>Tab</td>
<td>½ Pg.</td>
<td>Biz. Card</td>
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</tr>
<tr>
<td>Complimentary meeting room at the convention center (if available)</td>
<td>✔️</td>
<td>✔️</td>
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</tr>
<tr>
<td>Exhibitor Eblast to Attendees (Pre-Conference)</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<td>✔️</td>
</tr>
<tr>
<td>Exhibitor Eblast to Attendees (Post-Conference)</td>
<td>✔️</td>
<td>✔️</td>
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</tr>
<tr>
<td>Floor decal</td>
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<td>✔️</td>
<td>✔️</td>
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</tr>
<tr>
<td>Carpet logo</td>
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<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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</tr>
<tr>
<td>Presentation Theater session/product demo in the expo</td>
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<td>✔️</td>
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</tr>
<tr>
<td>Upgraded online exhibitor listing</td>
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<td>✔️</td>
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<td>✔️</td>
</tr>
<tr>
<td>Program Guide &amp; App Bundle</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<td>✔️</td>
</tr>
<tr>
<td>One session in the professional development tracks</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<td>✔️</td>
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</tr>
<tr>
<td>Company logo displayed on all interior pages of website</td>
<td>✔️</td>
<td>✔️</td>
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<td>✔️</td>
<td>✔️</td>
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<td>✔️</td>
</tr>
<tr>
<td>Full set of session recordings</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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</tr>
<tr>
<td>Company logo displayed on cover of program guide</td>
<td>✔️</td>
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</tbody>
</table>

*See the next page for custom package options.
Custom Package Options

Custom Silver Package
Pick one sponsorship item from boxes 1 through 4 below.

1. Hanging Banner (double-sided) (valued at $6,000)
   - Attendee Session Break (valued at $7,500)
   - Expo Aisle Signs (4) (valued at $5,000)

2. Column Cling - Hilton Lobby (valued at $5,000)
   - Program Guide, Web & Email Bundle (valued at $5,000)
   - Floor Plan Advertising Package (valued at $5,000)

3. Exhibitor Eblast to Attendees (Pre-Conference) (valued at $825)
   - 60-Minute Session in Presentation Theater (valued at $800)
   - Program Guide & App Bundle (valued at $400)
   - 1/4 Page Advertisement in Program Guide (valued at $600)

4. Attendee Bag Stuffer (valued at $800)
   - 30-Minute Session in Presentation Theater (valued at $500)
   - Program Guide & App Bundle (valued at $400)
   - 1/4 Page Advertisement in Program Guide (valued at $600)

Custom Bronze Package
Pick one sponsorship item from box 2 and one item from boxes 3 or 4.

To create a customized package that is right for you, please contact Lisa C. Williams, at williamsL2@apcointl.org.