



# *exhibitor prospectus*

**Sands Expo Center | Las Vegas, NV | Conference: August 5-8 | Expo: August 6-7**

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

APCO 2018, APCO International's Annual Conference & Expo, is the premier event for public safety communications officials, from frontline telecommunicators to comm center managers to public safety communications equipment and services vendors.

*apco2018.org*

# leadership @APCO

**APCO 2018**  
Conference: August 5-8 | Expo: August 6-7

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 2018 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!

**78%** of APCO attendees have purchasing power

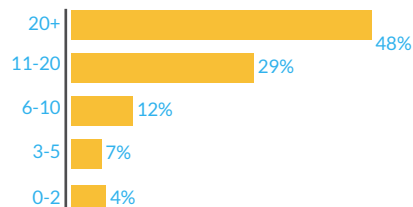
**64%** are more likely to purchase from an APCO exhibitor and/or sponsor

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

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

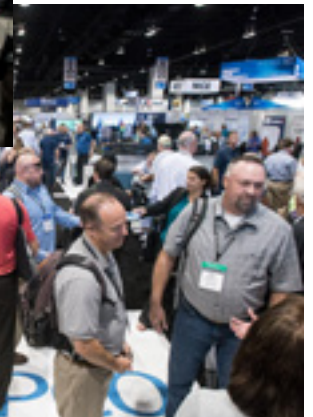
## Experience!

### Number of Years in Public Safety



## International!

- United States
- Argentina
- Australia
- Austria
- Barbados
- Bermuda
- Brazil
- Canada
- Cayman Islands
- Chile
- China
- Dominican Republic
- Ecuador
- Finland
- Israel
- Japan
- Malaysia
- Netherlands
- Norway
- Russia
- Saudi Arabia
- South Africa
- Turkey
- United Kingdom



*In 2017, exhibitors generated 22,747 sales leads, an average of 79 for each exhibitor.*



# it's all about networking and sales opportunities!

## APCO 2018

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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	6.94%
\$50,000 - \$249,999	11.99%
\$250,000 - \$499,999	7.26%
\$500,000 - \$999,999	9.46%
\$1 million - \$4.9 million	12.62%
\$5 million - \$9.9 million	3.47%
\$10 million - \$19.9 million	2.52%
\$20 million - \$49.9 million	2.84%
\$50 million or more	3.47%
I don't know	39.43%



*"As the Executive Director for a PSAP, I have ultimate purchasing decision and authority. However, I strongly value the insight and recommendation of my staff who ultimately have to use many of the products. Without the buy-in of my staff, it often makes it difficult to successfully implement or introduce a new product. A vast majority of my purchases is directly tied to exhibitor contact at the national or regional APCO event."*

- Jason Kern,  
Executive Director,  
Southeast Emergency  
Communications,  
Crystal Lake, IL

*"The APCO conference is the pendulum event for discovering new technology, resources and products for purchasing. The exhibit hall allows for hands-on discussions and gives an outstanding opportunity for not only managers/supervisors but also agency employees to participate in seeking out and gathering of information to take back to their agencies for recommendation for acquiring new products and services."*

- Tracey Hilburn,  
Director,  
Bossier Parish 9-1-1  
Communications Dis # 1  
Benton, LA



# top opportunities to participate & drive sales

## APCO 2018

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### Exhibit Space

#### Booth Pricing:

\$24 per sq. ft. ends December 31, 2017

\$27 per sq. ft. begins January 1, 2018

\$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

### New Product Showcase

#### Fee:

\$900 per product

#### Included:

- Premium exhibit hall location
- Listing on the event website
- 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

### Sponsorships & Advertising

Secure a sponsorship or advertisement and increase your company's footprint at APCO 2018.

#### Benefits:

- Recognition in the program guide
- Recognition next to booth profile
- Access to attendee lists (depends on level)
- Enhanced online listing on APCO 2018 floor plan
- Special invite to Corporate Partners/ Sponsors Reception during APCO 2018
- Company logo prominently displayed on APCO 2018 website
- Company acknowledged where sponsors are collectively listed

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

## Act Now to Secure Prime Exhibit Space and Sponsorships

#### For Exhibit Space:

Bradley Eubank  
APCO Senior Sales Account Manager  
SPARGO, Inc.  
(703) 995-2562  
bradley.eubank@spargoinc.com

Mike Mene  
Event Marketing Specialist  
SPARGO, Inc.  
(703) 679-3944  
mike.mene@spargoinc.com

Colin Pennington  
Event Marketing Specialist  
SPARGO, Inc.  
(703) 592-4392  
colin.pennington@spargoinc.com

#### For Sponsorship, Advertising and New Products:

Lisa C. Williams, CMP, CEM  
Director of Corporate Outreach  
APCO International  
(571) 312-4400 ext. 7003  
williamsL2@apcointl.org

Learn more at [www.apco2018.org](http://www.apco2018.org)