



APCO 2025

July 27-30 | Baltimore, MD
apco2025.org

Sponsorship Brochure

updated 2/13/2025



Let Us Introduce You to APCO's Membership!




Leaders in Public Safety Communications®


APCO International's members are the backbone of public safety, comprising a diverse community of professionals dedicated to serving and protecting their communities. From public safety telecommunicators and communications specialists to government officials and technology innovators, APCO members are united by their commitment to ensuring the safety and well-being of others. With a focus

on collaboration, education and innovation, APCO members work tirelessly to advance the field of public safety communications, employing cutting-edge technologies and best practices to enhance emergency response and save lives. As champions of resilience and preparedness, APCO members embody the spirit of service and excellence that defines the public safety profession.


For sponsorship and advertising opportunities contact: Jaya Dillard at (386) 241-3474 or dillardj@apcointl.org.




40,070
members



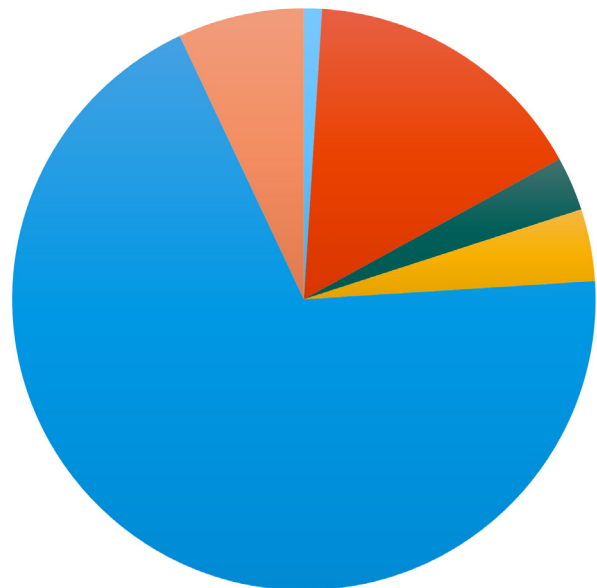
16
countries represented









46
APCO Chapters



61,554
students trained in FY2023 &
2024



- | | |
|--|---|
|  Commercial (1%) |  Mid-Management (16%) |
|  Technical (3%) |  Executive leadership (4%) |
|  Public Safety Telecommunicator (69%) |  Other* (7%) |

*Other includes Administrative Support, County/State Official, Government Official, Licensing Services, etc.

“The conference provided excellent networking opportunities, allowing us to connect with industry leaders, peers, and potential collaborators.”

APCO 2025

July 27-30 | Baltimore, MD

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



“*The exhibit hall was my favorite part of the conference. It was an excellent chance to see available technological advancements as well as network for possible products for my center.*”

WHO ATTENDS?

Our conference attendees represent a wide range of organizations, including emergency communications centers, law enforcement, fire service, emergency medical services, and government agencies, along with service providers and commercial vendors.

5,800+ total attendance

23 countries represented

166 professional development sessions

250+ exhibiting companies

For sponsorship and advertising opportunities contact: Jaya Dillard at (386) 944-2478 or dillardj@apointl.org.

ADVERTISING & COMMUNICATIONS

DIGITAL

Banner Ad on APCO 2025 Website Home Page
\$2,000/month: January-August

Exhibitor Emails to Attendees
\$1,500/per email - pre-attendee
\$2,000/per email - post-attendee

Exhibitors can send an email to over 2,000 opted-in APCO 2025 attendees. Use this opportunity to start the conversation with attendees before the event begins, or to keep the conversation going with a follow-up, post event email. Emails must be provided in HTML format.

Note: Companies no longer need to provide an opt-out list.

Email Banner Ads
\$2,500/per email—full prospect reach (90,000+ public safety professionals)
\$2,000/per email—attendee reach (registered attendees & exhibitors)

Your ad will appear prominently at the top of a conference email reaching thousands of public safety professionals. Use this banner ad, embedded with a direct link to your preferred webpage, to drive traffic to your website and booth.

PRINT

Program Guide Advertising

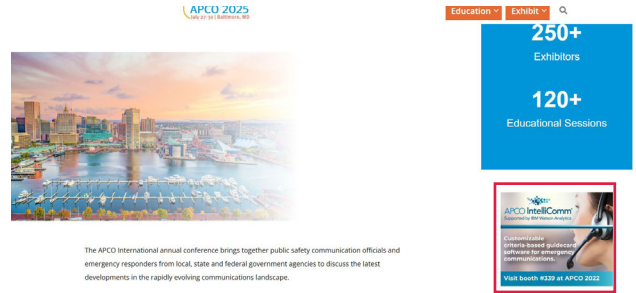
Place your ad in the official printed onsite program guide distributed at the registration area. The program guide lists all conference activities, sessions, etc.

Back cover or inside front cover: \$5,000
Full page: \$3,000
1/2 page: \$2,000
1/4 page: \$1,000

Stairs, Banner and Escalator Clings
See maps for locations and pricing.

Box Column Wraps
\$4,300 each (2 available)

Wrap your message on a 4-sided box column located across from the exhibit hall. Design a graphic to cover all sides or have 4 separate messages.



APCO 2024 will be here before you know it! Here's what you can expect each day of the conference.

Live within driving distance from Orlando? [Purchase a day pass](#) and drive down for any of the days below! Visit the website for [parking](#) and [venue](#) information.

Sunday, August 4

- Professional Development Sessions begin today as well as [Think Tank Sessions](#).
- ECC tours begin Saturday afternoon at 4 p.m. and continue this afternoon at 1:30 p.m.
- All attendees are welcome to attend the [first General Business Session](#).

[DAY 1 SCHEDULE](#)



The image shows an advertisement for FirstNet. It features the text 'From call to car to crisis... We're here for you.' and 'Visit us at Booth 1313'. There is a QR code and the FirstNet logo.



Sponsor Ad Wall

\$2,750 each

Spread the word on 48"W x 96"H double-sided signage displayed in high traffic areas.

Floor Decals

\$2,250 each

Increase your visibility with custom floor decals that can spotlight your booth number or message.

ONSITE

Bag Stuffers

\$1,000

Add collateral or a promotional item into approximately 2,800 attendee bags.

Expo Quest - NEW

\$1,000 (15 available)

Maximize your presence with Expo Quest! This interactive, gamified experience drives attendees to your booth for engaging interactions, as they explore the exhibit hall, complete tasks, and compete for points to win a full registration to next year's conference. Boost your booth's visibility, showcase your products, and capture valuable leads. Sponsors receive a QR code sign to be placed in their booth along with custom question to engage attendees for points.

ECC Awards

\$2,500 (2 available)

The ECC awards celebrate public safety communications individuals who have demonstrated unparalleled personal and professional excellence in their roles. Sponsor one of these awards to gain attention onstage at the Opening General Session in front of thousands. Included is a photo op onstage with the award recipient and an invitation to the award winner breakfast to network with top leaders.



Headshot Lounge

\$15,000

Provide attendees with the opportunity to have professional portraits taken by photographers free of charge. The sponsor will have the opportunity to set up a table up within the booth for increased visibility. Additional recognition includes a 1M sponsor sign, acknowledgment on the registration iPad/kiosk and in an email sent to participants with their photos.

Shuttle Sponsor - NEW

\$50,000 (20 buses)

As the shuttle sponsor, your company branding will display prominently on multiple buses, transforming them into eye-catching mobile billboards. These buses travel throughout the city from the convention center to various hotels, ensuring maximum exposure. This is your chance to make a lasting impression on thousands of potential customers, as your brand stands out on the move.

WIFI Sponsor – NEW

Contact APCO for pricing.

Become the exclusive Wi-Fi sponsor for all conference attendees and enjoy exceptional visibility. Your sponsorship will be prominently featured on the designated landing page, in email communications, on signage, and across all related marketing materials. Plus, you'll have the unique opportunity to create a custom Wi-Fi username and password, further enhancing your brand's presence throughout the event.

Hotel Keycards SOLD!



Conference Committee & Volunteer Shirts SOLD!



AFC Resource Lab SOLD!



Conference Notebooks SOLD!



AFC Advisor Gift SOLD!



Massage Booth SOLD!



Attendee Bag SOLD!



Registration SOLD!



Conference Mobile App (Exclusive) SOLD!



WELLNESS ZONE

Discover our NEW Wellness Zone, located right in the exhibit hall - a vibrant oasis for stress relief and relaxation. This lively space is your go-to spot to unwind, socialize, and rejuvenate, with an array of exciting activities and wellness amenities designed to refresh and inspire.

Community Impact Program

\$6,500

Be a part of something big with the Young Professionals Committee's initiative in supporting the local community through a special painting project at this year's conference. Open to all attendees and exhibitors, this initiative will create artwork to donate to the Baltimore community. As a sponsor, your logo will be featured on the website, onsite signage, and all marketing materials. Additionally, your logo will appear on custom aprons worn by participating attendees, ensuring your visibility throughout the event.



Virtual Reality Relaxation Station - NEW

\$12,500

Elevate your brand by sponsoring our Virtual Reality (VR) Relaxation Station, a cutting-edge experience designed for those seeking stress relief and wellness. As sponsor, your company branding will gain prominent exposure on VR headsets, signage, website and all marketing materials.



Step Challenge - NEW

\$22,000

The Step Challenge remains a top favorite among conference activities, offering an excellent opportunity to engage attendees, encourage healthy habits, and boost your brand's visibility. Sponsoring the Step Challenge will also drive more traffic to your booth with our "scan for steps" feature, encouraging attendees to visit and track their progress, providing you with valuable face-to-face engagement and networking opportunities. Recognition will include the website, onsite signage and all marketing materials. Additionally, your logo will be showcased on the first 100 step trackers distributed to participants.

Blood Drive SOLD!



Ping Pong & Cornhole Station SOLD!



Puppy Lounge SOLD!



EDUCATION

AI Alley - NEW

\$1,000 each (7 available)

AI Showcase encourages exhibitors to unveil their companies newest AI products and services, welcoming attendees to discover how AI technology is transforming the public safety communications industry. Increase your brand visibility, participation includes webpage, dedicated email and onsite sign at booth.

New Product Showcase

\$1,000 each (10 available)

Announcing a new product? Feature your company's new physical product by participating in the New Product Showcase. Gain additional exposure and exhibit hall traffic. Participation highlights include webpage, dedicated email, and onsite sign at booth.

Presentation Theater 30-Minute Session

\$2,000 (4 sessions available)

Educate attendees on your solutions in a 30-minute session in the Presentation Theater located in the exhibit hall. Only one per company. Session title and company name listed on the Presentation Theater signage, website and conference app. The average attendance for these sessions exceeds 65 participants. AV set provided includes:

- (1) Wireless Microphone
- (2) Wired Microphones for Q&A
- Laptop
- Power strip at Podium
- Presenter Remote
- (2) 65" LCD Monitors



ECC Tours

\$2,000/per tour (6 available)

Take advantage of a prime opportunity to engage directly with attendees by sponsoring a highly popular tour! These attendee-favorite tours fill up fast, offering valuable face time with 50 participants per tour. As a sponsor, your company representative can join the tour and address the group, making a memorable connection. Contact APCO for a list of available tour sponsorships and secure your spot today!

CPE 404 – NEW

\$7,500

Designed specifically for high-level executive leaders, the CPE 404 event is a vital opportunity for graduates of APCO's Certified Public-Safety Executive (CPE) program to maintain strong professional connections and expand their networks within the 9-1-1 industry. Benefits include the opportunity to make brief remarks and logo on event confirmation email, onsite signage, tent cards, and option to provide one-page collateral piece.

Professional Development Tracks and Session Recordings – NEW

\$65,000

Position your company as a thought-leader and knowledge innovator by becoming APCO's premier education sponsor. With 132 tailored sessions focused on critical areas of public safety communications across four days, your company will have the opportunity to speak at one education session at the conference. Your brand will prominently feature on all track signage, welcome slides in session rooms and marketing related to the educational tracks. Your logo will also appear on the session recording intro slides and webpage, and in all related emails, ensuring continuous exposure even after the conference ends. With signage strategically placed near professional development areas at the convention center, your brand will be impossible to miss, making a lasting impact on attendees both onsite and online.

Opening General Session SOLD!



Distinguished Achievers Breakfast SOLD!



Food for Thought Luncheon SOLD!



NETWORKING OPPORTUNITIES

IntelliComm Networking Party – NEW

\$10,000

Join us for this exclusive VIP event with an anticipated attendance of 40-50 key participants, including CAD vendors, IntelliComm clients, prospects and staff. This opportunity offers a relaxed environment to connect and unwind, allowing you to set aside business discussions for a more social interaction. Sponsorship benefits include welcome remarks to attendees, logo placement on all event marketing materials and the chance to invite up to five of your own clients or prospects.

Institute Adjunct Instructors Breakfast

\$6,000

The APCO Institute's Adjunct Instructors' breakfast brings together APCO Institute's instructional and administrative teams for a morning of professional development and networking. Led by the Institute's Director, the meeting provides an opportunity for open discussion, the review of policy and program updates, pedagogy training, and supports a process of continuous improvement. Sponsorship includes opportunity to welcome attendees, tabletop in venue, sponsor's logo on breakfast signage, tent cards on tables, and option to provide sponsor giveaway to all participants.

CPE Alumni Reception

\$7,500

Join in the fun and network exclusively with this select group of nationwide agency leaders. The CPE Alumni reception invites only Certified Public-Safety Executive graduates. Benefits include the opportunity to make brief remarks and logo on website, onsite signage and all marketing promoting the reception.



Connect & Celebrate Reception & Dinner

\$25,000

Associate your company with an unforgettable evening! Featuring dinner, networking, entertainment, and dancing, this event is sure to leave a lasting impression. As a sponsor, you'll have the chance to make brief remarks and introduce the entertainment. Sponsorship benefits include a reserved table and recognition on the website, onsite signage, tent cards, cocktail napkins and all marketing materials promoting the dinner.

RPL Breakfast

\$5,000

Network with up to 70 future leaders of the public safety industry! The RPL Breakfast was created to celebrate the achievements of this year's graduates of APCO's Registered Public-Safety Leader (RPL) program. This intimate event of networking is invaluable, connecting graduates to foster leadership and comradery, facilitating a strong sense of an RPL community, as well as celebrating their success in completing the RPL program. Benefits include the opportunity to make brief remarks and logo on event confirmation email, event signage, tent cards and option to insert one-page collateral piece in attendee folios.



New Attendee Reception

\$15,000

New attendee doesn't mean new to the industry. These 300+ attendees vary in their tenure in the public safety community. This event is advertised to over 1,400 attendees. Sponsor the reception and participate in ice breaker activities and make brief remarks. Sponsor is recognized on onsite signage, APCO 2025 website, program guide, mobile app and attendee emails.

Board of Directors VIP Dinner SOLD!



Be safe out there.

APCO Block Party SOLD!



AFC Advisors Appreciation Luncheon SOLD!



Executive Council Event SOLD!



Be safe out there.

International Welcome Reception SOLD!



Young Professionals Mixer SOLD!



Network & Recharge Lounges SOLD!



EXHIBITOR MEETING ROOMS

Exhibitor Suites (inside exhibit hall at the convention center)

\$5,000 per suite

Secure your 20x20 private meeting room on the show floor. The suite comes with tables, chairs, (1) electrical outlet, and a trashcan.

Meeting Rooms (Hilton Baltimore)

\$675/room/day/early bird

Use these rooms for face-to-face meetings in a private setting. Up to 1500 sq. ft.

*Note these rooms are for private meetings, staff meetings and group meetings. Demonstrations should be held in your booth. Audio visual, custom furnishing, food and beverage, and utilities are at the expense of the exhibitor.

SPONSORSHIP LEVELS

APCO 2025 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 - \$150,000

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

Platinum - \$50,000 - \$149,999

The platinum packages offer excellent positioning and opportunity for an industry leading organization to bring their brand 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.

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 - \$2,500 - \$4,999

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

	Diamond	Platinum	Gold	Silver	Bronze	Supporter
Recognition in the exhibitor listing, sponsorship page in the program guide and conference app.	✓	✓	✓	✓	✓	✓
Company acknowledged prominently on the conference website	✓ Logo	✓ Logo	✓ Logo	✓ Logo	✓ Logo	✓ Text only
Company listed as sponsor by level wherever sponsors are collectively listed	✓	✓	✓	✓	✓	✓
Booth tabletop sign highlighting sponsor level	✓	✓	✓	✓	✓	✓
Tickets to all ticketed events*	10	6	4	2		
Exhibitor email to attendees (Pre-conference)**	✓	✓	✓			
Exhibitor email to attendees (Post-conference)**	✓	✓				
One item placed in the attendee bags given to all registered attendees	✓	✓	✓			
Ad in program guide	Full Pg.	Half Pg.	1/4 Pg.			
Complimentary meeting room at the Convention Center or Headquarter Hotel (if available)	✓ (Duration)	✓ Expo Days Only				
Floor decal	✓	✓				
Carpet logo in exhibit hall**	✓	✓				
Presentation Theater session/product demo in the exhibit hall	✓ (2) 30 min	✓ (1) 30 min				
Upgraded online exhibitor listing	✓ 4 Star	✓ 3 Star				
Access to session recordings for up to 5 users	✓					
Company logo displayed on all interior pages of the website	✓					
One session in the professional development tracks	✓					

NOTE:

*Non-exhibitors receive full registration with event tickets.

**Exhibitors

Benefits are non-exchangeable.

Non-exhibitor rates are higher.