



# EXHIBITOR PROSPECTUS



## APCO 2024

August 4-7 | Orlando, FL

Expo: August 5-6

# APCO 2024

APCO's Annual Conference & Expo is the largest gathering of its kind. It is where the industry goes to discover innovative solutions for communication centers, emergency communication, NextGen 9-1-1, Spectrum, Cybersecurity and more!

This event attracts more than 6,200+ attendees and exhibitors, including 3,700+ public safety communications professionals.

There is no better way to feature your organizations' solutions, products and brand for all segments of the emergency communications and communication center community.

# 97%

Of attendees spent time in the exhibit hall.

# 77%

Are likely to buy from a conference exhibitor/sponsor

# 94.5%

Of attendees would describe their overall experience as good to excellent.

## Reasons to Exhibit

### Exposure:

Reach thousands of emergency communication professionals in one location.

### Exclusive hours:

With 7.5 hours of dedicated expo time and no competing conference activities, attendees will explore the on-floor sessions, speak with exhibitors and experience hall attractions.

### Networking:

With over 5 large networking events, meeting and connecting with your target audience is a breeze.

### Build your sponsorship package:

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

### Professional development:

Exhibitors can attend the educational sessions to learn about current challenges their customers face and become more knowledgeable about the industry.



## What APCO 2023 Exhibitors Are Saying:

“We really enjoyed exhibiting at APCO 2023 and look forward to 2024! We had no issues with our experience. I appreciate the show management staff for being so helpful and available to answer our questions as we were first-timers.”

“The exhibition was really good, and the set up was very nice. Location was really good. Selecting a booth in advance was great. The proximity between hotels and the convention center was great, very convenient. We received a ton of traffic on the floor. We received more attendance at our APCO booth compared to other tradeshows.”

“We received a record breaking number of leads at APCO 2023.”

## WHO ARE OUR ATTENDEES?

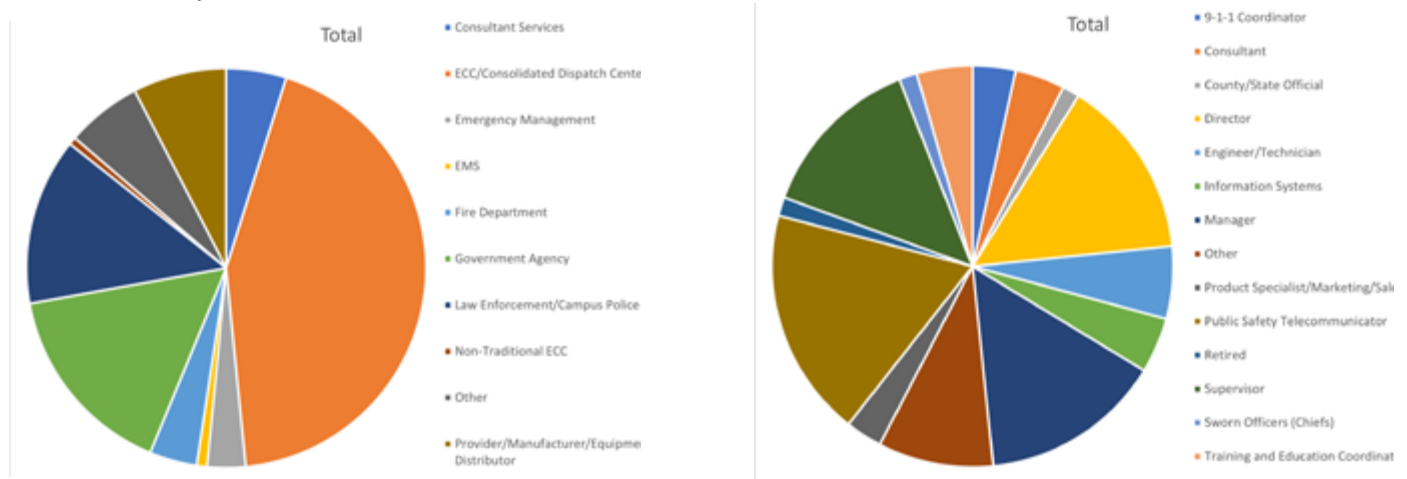
### What they seek:

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 communications

### Where they are from:



## WHAT HAPPENS IN THE HALL?

|   |  |   |  |
|---|--|---|--|
| <br>New Exhibitor Program    | <br>New Products Zone | <br>Exhibitor Demonstrations | <br>Public Safety Vehicles    |
| <br>K-9 Demos & Therapy Dogs | <br>Blood Drive       | <br>Presentation Theater     | <br>Career Advancement Center |

## What APCO 2023 Attendees Are Saying

“The exhibit hall was fantastic. Large number of new and returning partners that offered great examples of the future of this industry.”

“The expo hall was the best I have ever been to. I have been to several national conferences and this was the largest and most in depth for different types of vendors all over the 9-1-1 and emergency services industry.”

“The expo hall was pretty great to network with the vendors and gain insight and ideas to bring home.”

“The exhibit hall was great. I was very satisfied with the number and breadth of the vendors.”

## HOW CAN YOU PARTICIPATE?

# Exhibit at APCO 2024

### Booth Pricing:

\$25 per sq. ft. ends December 31, 2023

\$28 per sq. ft. begins January 1, 2024

\$75 premium corner/\$300 island

### What Is Included in My Booth Package?

- Exhibit space
- Basic exhibitor online listing
- Complimentary booth profile on website & conference app
- Two (2) exhibitor badges per 10 x 10 and unlimited booth staff registrations
- 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
- Access to professional development track sessions, Opening General Session and Block Party
- Complimentary expo-only passes for customers
- Complimentary luggage storage in the exhibit hall on Tuesday

## Showcase New Products

**Fee: \$1,000 per product**

### Included:

- Premium exhibit hall location
- Listing on the event website
- Pre-show email to attendees
- Promotion on social media
- Product display counter and literature rack
- Product featured in advertisement in post-show PSC magazine

## Sponsor & Advertise

**Take advantage of the various opportunities to increase your company's visibility.**

### Benefits:

- Recognition in the conference app
- Special invite to Corporate Partners/Sponsors Reception during APCO 2024
- Company logo prominently displayed on APCO 2024 website homepage
- Company acknowledged where sponsors are collectively listed

## Enhanced Online Booth Listing

**Boost your profile with more information about your company in the conference mobile app and online exhibitor listing.**

**2-star – \$300**

**3-star – \$500**

**4-star – \$750**

For a listing of all opportunities available, visit the sponsorship section on [apco2024.org](http://apco2024.org).

## Contact

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[apco2024.org/for-exhibitors](http://apco2024.org/for-exhibitors)

*Information included within this brochure is from the APCO 2023 attendee and exhibitor surveys.*

