



Working in Partnership to Improve
Public Safety Technology

Royal Armouries, Leeds | 14 & 15 November 2024

Autumn Event
Sponsorship & Exhibition Prospectus

British APCO Autumn Event

The British APCO Autumn event provides an opportunity for the user and supplier communities to come together in a more informal setting than the annual event in Coventry in March. At British APCO we feel strongly that both have a key place in our calendar and help the Association remain at the forefront of IT & Communications for the Public Safety community. This November we will be holding the event at Leeds Armouries – our first Autumn venue move since November 2014 when first we moved up to Newcastle. It is our intention that the Autumn event will continue to move around the UK – with the South of England earmarked for 2025 – and we plan to keep a similar format to that which has proved successful over recent years.

Our membership continues to grow with broad participation from across both the user and the supplier communities. This event remains popular with delegates and exhibitors alike; provides the perfect mix of education and networking for all attendees; and, importantly, provides a safe space for everyone in Public Safety to come together.



Duncan Swan
Chief Operating Officer
British APCO

So why not join your fellow British APCO members and other sector professionals to showcase your latest products, ideas and initiatives; exchange ideas and information; and network with likeminded individuals in the professional yet relaxed atmosphere for which British APCO is well known. We will be delivering a programme built around high quality speakers who will provide updates and information from across Public Safety IT & Communications – a bit of something for everyone.

Join the British APCO Autumn Event in Leeds this November in “Connecting, Networking and Informing” our community and helping to improve Public Safety technology for the benefit of all.

British APCO

British APCO is acknowledged as THE leading UK based Association for all professionals using or developing Public Safety Technology

As a not-for-profit organisation, British APCO is an independent organisation that provides a forum for professionals in the field of public safety technology to exchange information, ideas and experiences. In partnership with industry it maintains regular liaison with suppliers and other commercial bodies, such as consultants, to monitor developments in technology, new techniques and major programmes.

British APCO members are an important part of a worldwide network of public safety communications and information technology professionals. Individuals’ experience, knowledge and expertise combined with that of other members worldwide helps to ‘achieve the goal of improving Public Safety Technology.

Delegate Profile

Our last face-to-face event in 2023 event drew an audience of attendees involved in public safety communications, including members from the Public Sector, Private Sector, Users, Suppliers and Consultants.

Sponsorship & Exhibition

The British APCO Autumn Event provides a fantastic platform to position your business amongst the leading organisations in the industry. It's important that you're a part of it!

We are looking for long term partners to share the vision and ambition of British APCO and take the association and related events from strength to strength.

If you are interested in interactive sponsor involvement then please don't hesitate to speak to us as we are always willing to discuss the creation of a bespoke package tailored to your business needs and budget.

Sponsorship Packages	Price
Platinum Partner (limited to max. 2)	£7,500 + VAT
Hospitality Partner	£3,000 + VAT
Delegate Bag Sponsor	£1,100 + VAT
Event Guide Sponsor	£750 + VAT

For the first time, we have introduced a reduced British APCO Corporate Member price for the exhibition. This is in recognition of the year-round support that our members provide, and delivers a flat-rate opportunity for every member company to attend.

Exhibition Only	Price
British APCO Corporate Member	£1,500 + VAT
Non-Member (Category 1 - over £2m Annual Turnover)	£3,500 + VAT
Non-Member (Category 2 - under £2m Annual Turnover)	£3,000 + VAT

Sponsorship Entitlements

Standard Sponsorship Entitlements

All sponsorship packages include the following standard entitlements in addition to those outlined in the individual packages.

- Selected promotional materials – your logo acknowledged as a partner
- Official event web page – your logo acknowledged as a partner along with a reciprocal link to your website
- Use of the event logo until the end of November 2024

Platinum Sponsor

Pre-Event Entitlements:

- Logo on pre-event marketing emails sent to all BAPCO members to promote the event
- Recognition as Platinum Partner located prominently on the event page of the website

Enhanced Pre event feature:

- Advertising on the BAPCO Website (option to change advert once during this time)
- Dedicated advert in pre-conference newsletter
- Dedicated advert across social media – advert/ promotion of your choice

During Event Entitlements:

- Double exhibition stand in one of the most prominent positions
- Recognition as platinum partner on the holding slide in plenary room
- Recognition as platinum partner on the front of the Event Guide
- Full page advert in the event handbook
- A dedicated 150-word paragraph about your organisation with contact details featured on the event page of the website
- 1 x delegate bag brochure insert
- Recognition on the event webpage with a reciprocal link to your website
- Acknowledgement as platinum partner on all signage at the event
- 6 exhibitor passes



Hospitality Partner

The Hospitality Sponsor will have branding present during the lunch and coffee breaks throughout the event, as well as hosting the Drinks Reception and British APCO Social at the close of Day 1 of the event.

Pre-Event Entitlements:

- Logo on pre-event marketing emails sent to all BAPCO members to promote the event
- Recognition as Hospitality Partner located prominently on the event page of the website

During Event Entitlements:

- Exhibition Stand
- 4 Exhibitor Passes
- Company branded banner during all lunch and coffee breaks (banner supplied by company)
- A5 table talkers displayed around the catering areas
- 50-word description and contact details in the Event Guide
- Full page advert in Event Guide
- Recognition as sponsor on any event tickets
- Pop up banners to be displayed during the reception (maximum of 4 provided by sponsor)
- Pop up banners to be displayed around the British APCO Social (banners supplied by company)
- Digital signage at both the drinks reception within the exhibition and during the social event at the offsite venue

Delegate Bag Sponsor

This sponsorship offers your company immediate visual recognition of your brand during and long after the conference has finished. The delegate bags contain conference materials and are given out to every delegate during registration.

Entitlements:

- Company branded delegate bags given to every attendee
- Event Guide - 150 word description and contact details
- Standard sponsorship entitlements

Event Guide Sponsor

The Event Guide is given out to all delegates on arrival and contains important information about the conference. It is used as the main reference point for delegates to plan their day.

Entitlements:

- Event Guide front page - Your logo displayed
- Event Guide - 150 word description and contact details
- Full page (A5) advert on the outside back cover of the Event Guide

Exhibition

Exhibition

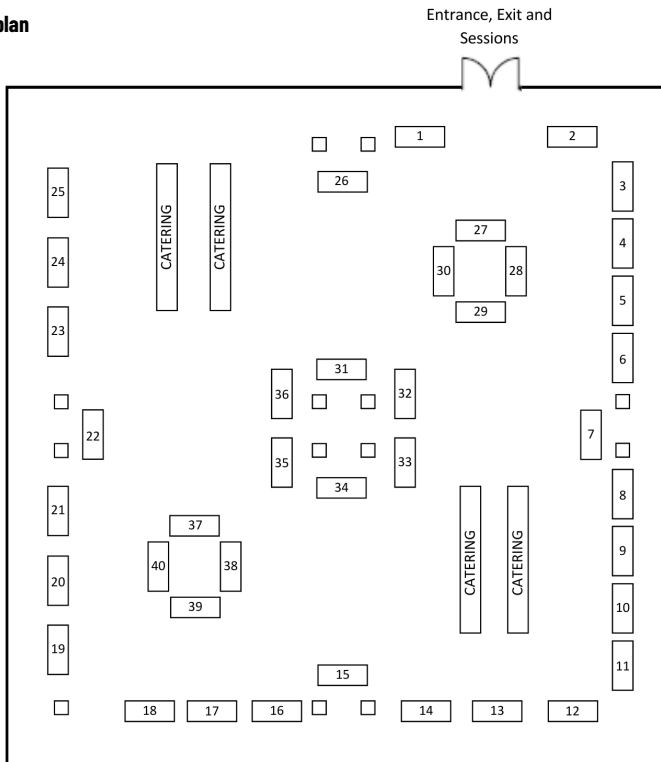
During the event, there will be a dedicated exhibition area where companies can make the most of the meeting in person with delegates. This is a fantastic way to strike up important relationships and start discussions. In an age where we rely so much on digital media to contact potential customers and new associates, the British APCO Autumn Event offers multiple networking and business conversation opportunities.

On the 14th & 15th November, delegates will mingle in the exhibition area upon arrival, during coffee breaks, lunch and the welcome reception.

Entitlements:

- Table with 2 chairs & cloth
- Access to power if needed (PAT tested extension leads must be provided by each company)
- Company name and stand number on the exhibition page on the official event website
- Refreshments for 2 exhibition staff on both event days and lunch on day 1
- Attendance at the welcome reception for 2 exhibition staff to network informally with delegates
- Attendance at the British APCO Social for 2 exhibition staff to network informally with delegates

Exhibition Floorplan



Contact Us

For further information on our sponsorship and exhibition opportunities, please contact:



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