



Connecting and Supporting the Public  
Safety Communications Sector

# BAPCO Satellite Series: Keeping you connected

## Edinburgh, June 2018



## Sponsorship & Exhibition Prospectus

Hilton Grosvenor Edinburgh

13 & 14 June 2018

# SPONSORSHIP & EXHIBITION AT A GLANCE

Sponsorship Packages	Price
Main Partner	POA
Hospitality Host - Lunch Sponsor & Main Networking Event <i>(Concessionary discount available if taken with an Exhibition Stand)</i>	£2,600 + VAT
Session Host:	
Category 1 - over £10m Annual Turnover	£1,250 + VAT
Category 2 - under £10m Annual Turnover	£850 + VAT
Name Badge Sponsor	£750 + VAT
Name Badge Sponsor with Lanyards	£1,150 + VAT
Exhibition Only*	Price
Category 1 - over £10m Annual Turnover	£1,895 + VAT
Category 2 - under £10m Annual Turnover	£995 + VAT
*Concessionary discount available for previous exhibitors	
New for 2018 - exclusive upgrades for confirmed sponsors and exhibitors	
Delegate Bags Company branded drawstring bags	£800 + VAT
Delegate Bag Brochure Insert - 6 available A5/A4 promo flyer to be inserted into the delegate bags for approx. 100 delegates	£175 + VAT
Website Advertising - 4 available Banner advertising with reciprocal link to website with opportunity for 1 advert change during this time	£400 + VAT
Event Guide Sponsor - Exclusive	POA
Event Guide Advert - 1 x full page advert	£175 + VAT

# BAPCO Satellite Series - Edinburgh, June 2018

Following the successful launch of our additional event in May 2017, we have decided to rename our regional events as the BAPCO Satellite Series. This series will incorporate all events outside of the Annual Conference & Exhibition and allow for continuity from one event to the next. Between these events we are able to keep critical initiatives progressing and offer valuable updates throughout the year.

We are therefore delighted to kick off the series with a return to Edinburgh in June 2018.

The Edinburgh edition of the series is aimed at including those public safety members, users and suppliers who are not members of the traditional three blue light services, alongside the regular emergency services attendees. The 2017 Spring Event proved extremely useful to many of those who are not working directly with the ESMCP team to transition to the Emergency Services Network (ESN) and allowed discussion of many issues not previously covered at such events.

Whilst still in the initial stages of planning, the themes for 2018 are expected to include but not be limited to, an update on ESN, Search & Rescue Communications, The Airwave Service and Air to Ground Working.

Mirroring the size and style of our successful events in Newcastle, the level and quality of the exhibitors and presentations will be to the high standards for which British APCO is renowned

## About British APCO

British APCO is acknowledged as THE leading UK based Association in the British Isles for all professionals in public safety and civil contingencies communications and information systems. As a not for-profit organisation, British APCO is an independent organisation that provides a forum for professionals in the field of public safety and civil contingencies communications and information 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.

## Delegate Profile

We aim to attract over 100 delegates involved in delivering public safety communications. Attendees to our events typically come from the public safety sector, as well as the supplier community and independent consultants.

## Why must your company be there?

- Meet in person with around 100 national delegates who are key influencers and decision makers in their speciality
- Conduct important networking conversations during the refreshment breaks, welcome reception and other interactive fringe events
- Be seen alongside your industry peers and competitors to cement your organisation's stature in the safety communications market place

## Programme

### Day 1 - Wednesday 13 June 2018

12:00 Registration, lunch and exhibition  
13:00 Sessions  
14:30 Coffee break and exhibition  
15:00 Sessions  
17:30 Drinks reception and exhibition

### Day 2 - Thursday 14 May 2018

08:30 Registration, refreshments and exhibition  
09:00 Sessions  
10:30 Coffee break and exhibition  
11:00 Sessions  
13:00 Close

Please note that this is a draft overview and is subject to change



## Sponsorship Packages

The BAPCO Satellite Series provide a fantastic platform to position your business amongst the leading organisations in the industry. It's important that you're a part of it!

If you are interested in more than one package then please don't hesitate to speak to us as we are able to create a bespoke package tailored to your business needs and budget. (All prices in this document exclude VAT)

Contact Nicole Dixon on 0191 241 4523 or [nicole@echoevents.org](mailto:nicole@echoevents.org)



## 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 June 2018
- Delegate list



## Main Partner - Exclusive

This is an exclusive opportunity to be recognised as the key sponsor of the Edinburgh 2018 edition of the BAPCO Satellite Series. Be associated at the highest level with the event.

### Pre Event Entitlements

- Logo on pre event marketing emails sent to all BAPCO members to promote the event
- Recognition as Main 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)

### During Event Entitlements

- Five-minute welcome to all delegates, by a representative of your company
- Double exhibition stand in the most prominent position
- Host a session as part of main programme
- Recognition as Main Partner on the holding slide in plenary room
- Recognition as Main Partner on the on the front of the Event Guide
- Inside front-page advert of 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
- Opportunity to display your company pop up banner and extra signage at the entrance to the event venue
- Verbal acknowledgement as Main Partner during the opening and closing sessions of the event
- Recognition as Main Partner on the event webpage with a reciprocal link to your website
- Acknowledgement as Main Partner on all signage at the event
- Use of the event logo until June 2018
- Delegate list sent to you prior to the event



## Hospitality & Networking Drinks Host

The Hospitality & Networking Drinks Host will have branding present during all coffee breaks and lunch throughout the event, as well as visibility at the Networking Drinks at the close of Day 1. The networking social takes place directly after the end of the first day of conference. It offers the chance to network with drinks and snacks in a relaxed and informal setting with the delegates before they depart for the evening. Duration: 5:30 – 7:00pm

### Entitlements include:

- Five-minute speech to open the welcome reception by a representative of your company
- Company branded banner around the catering areas in the venue for the duration of the event including when lunch is served (banner supplied by company, dimensions will be provided)
- A5 table talkers displayed on high tables around the catering area
- 50 word description and contact details in the Event Guide
- Recognition as sponsor on networking social event tickets given to each delegate
- Pop up banners to be displayed around the networking social area
- One bottle of branded water given to delegates on arrival during the registration process

**Value: £2,300 + VAT** (concessionary discount available if taken with an exhibition stand)

## Session Host

This package is an ideal opportunity to provide a session which compliments the event programme and highlights work connected with current topics.

This session is part of the main conference programme and open to all conference delegates, it will be subject to availability and suitability

### Entitlements include:

- Naming Rights to the session
- The opportunity to provide a session speaker and choice of topic
- The opportunity to demonstrate technology
- Recognition of sponsor on the session holding slide
- Signage and promotional material displayed during session (supplied by sponsor)
- Verbal acknowledgement as the session sponsor at the beginning and end of the session
- 1 x dedicated e-shot to event delegates to promote your session
- A 50 word description and contact details in the Event Guide
- Standard sponsorship entitlements

**Value: £1,250 + VAT (£850 + VAT for Category 2)**





# Promotional Marketing Packages

## Name Badge Sponsor

This is an exclusive opportunity for your logo to be displayed on all delegate, speaker and exhibitor badges throughout the event.

### Entitlements Include:

- Your logo placed in a prominent position on each name badge
- 50 word description and contact details in the Event Guide
- Standard sponsorship entitlements

**Value: £750 + VAT**

**Including Lanyards: £1,150 + VAT**

## 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 Include:

- 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

**Value: POA**

### Event Guide Advert:

1 x page advert - £175 + vat

## Delegate Bags

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.

- Company branded drawstring delegate bags 250 in total
- Event Guide - 150 word description and contact details
- Standard sponsorship entitlements

**Value: £800 + VAT**

## Website Advertising

- Banner advertising on the event page of the website with a reciprocal link to your website until the end of June 2018, with option for 1 advert change during this time.

**Value: £400 + VAT**

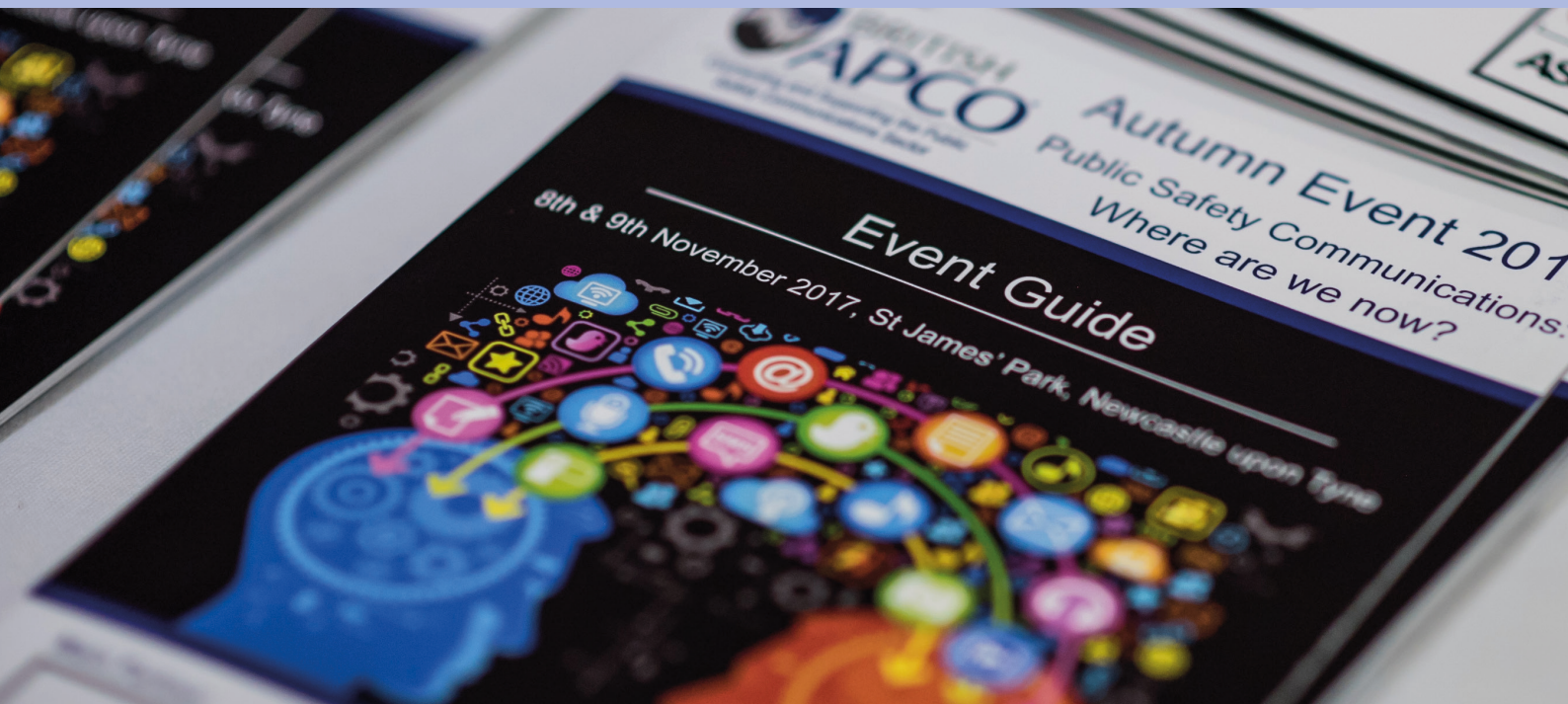
- Opportunity for promotion of your company's White Paper. Upon launch of your White Paper, a news item on British APCO Website home page, social media promotion and link to the paper on the BAPCO Website in the next edition of the Newsletter (published quarterly). Subject to BAPCO approval.

**Value: £400 + VAT**

## Delegate Bag Brochure Insert – 6 available

A5 / A4 promotional flyer to be inserted into the delegate bags for all delegates

**Value: £175 + VAT**



**FOR MORE INFORMATION CONTACT:**



**Nicole Dixon, Sponsorship Manager**  
**Tel: 0191 241 4523**  
**Email: [nicole@echoevents.org](mailto:nicole@echoevents.org)**





# Exhibition Stands

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 associates, the BAPCO Satellite Series offers a meeting of minds.

Delegates will mingle in the exhibition area upon arrival, during breaks, lunch and the welcome reception on 13 & 14th June 2018.

## Entitlements include

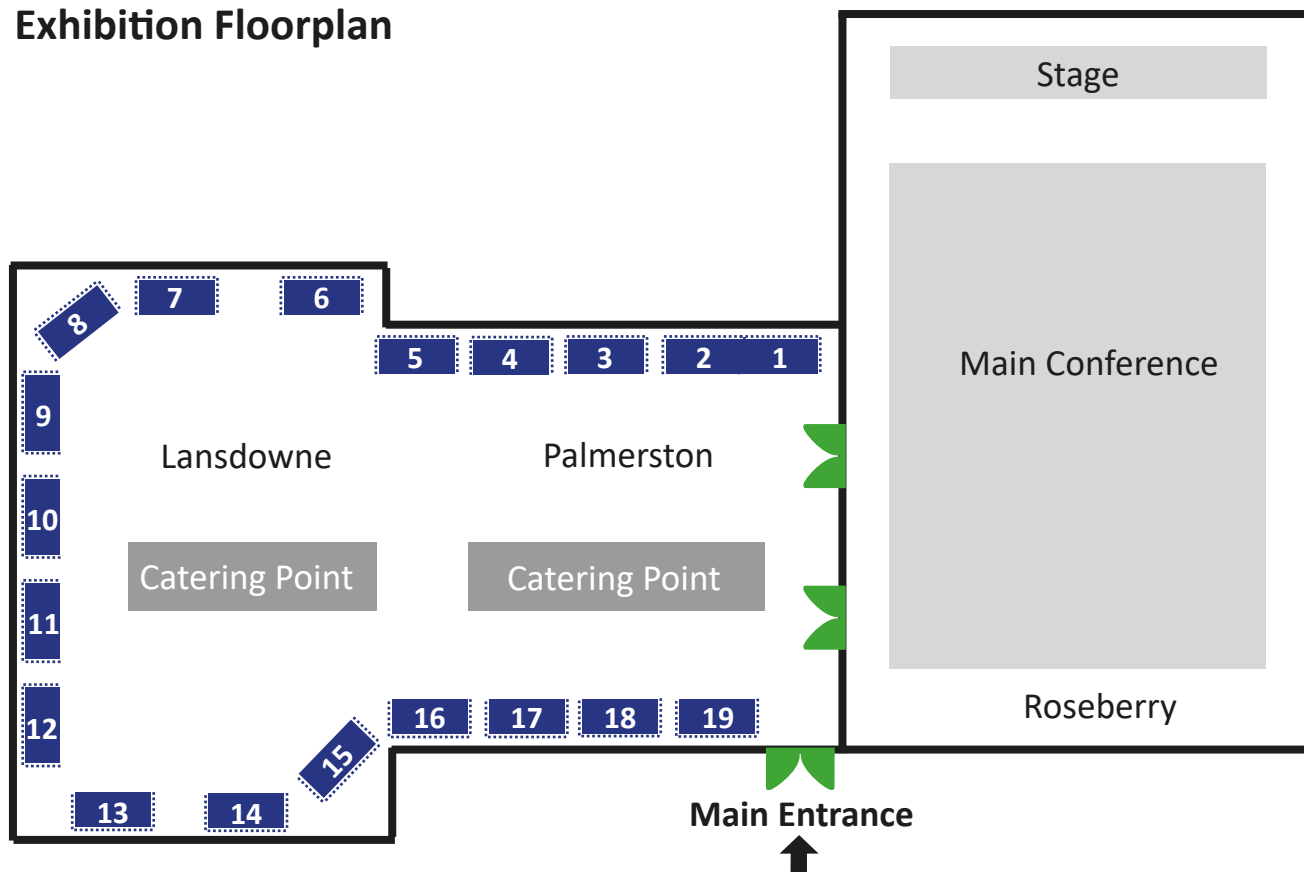
- Table with 2 chairs & cloth
- Access to power if needed (PAT tested extension leads must be provided by each company)
- Company name and stand number on the exhibition page on the official event website
- Refreshments for 2 exhibition staff on both event days and lunch on day 1
- Attendance at the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

**Category 1:** (Annual Turnover over £10m) **£1,895 + VAT**

**Category 2:** (Annual Turnover below £10m) **£895 + VAT**

\*Concessionary discount available for previous exhibitors

## Exhibition Floorplan



Book both BAPCO Satellite Series 2018 events and receive a discount off the BAPCO Corporate Memberships:

## British APCO Membership Benefits

- Free subscription to the quarterly BAPCO Journal
- Free access to all BAPCO events (currently three per year)
- Regular membership newsletters with updates on sector news
- Access to the exclusive Members' Area on the BAPCO website
- Unique networking and knowledge exchange opportunities

BAPCO Corporate Membership Packages Available:

## Silver - £500 + VAT (Category 2 companies only)

- 2 members
- Discounts on the Annual Event
- One half page advert in the BAPCO Journal (worth £950)
- Use of the Silver Member logo for marketing purposes
- Twitter mention: welcome on sign up
- Online listing (logo only)
- 1 x White Paper marketing per year

## Gold - £2,500 + VAT

- 5 members
- Discounts on the Annual Event
- Stand Allocation Priority at Annual Event
- Four half page adverts in the BAPCO Journal (worth £3,800)
- Use of the Gold Member logo for marketing purposes
- Twitter mention: bi-monthly company promotions
- Online listing including logo and link to your website
- 2 x White Paper marketing per year

## Platinum – £5,000 + VAT

- 10 members
- Discounts on the Annual Event
- Stand Allocation Priority at Annual Event
- Four full page adverts in the BAPCO Journal (worth £6,000)
- Use of the Platinum Member logo for marketing purposes
- Twitter mention: Monthly company news/promotions
- Online listing including logo, link to your website, company profile and contact
- Inclusion in rolling banner on BAPCO Website Home Page
- Membership of the BAPCO Marketing Committee
- 3 x White Paper marketing per year

For more information, contact: Nicole Dixon • T: 0191 241 4523 • E: [nicole@echoevents.org](mailto:nicole@echoevents.org)