



Working in Partnership to Improve
Public Safety Technology

BAPCO Corporate Membership: Partnership for Public Safety Technology



**Corporate Membership Prospectus
and Application Form**

June 2023

British APCO Corporate Membership

Thank you for taking the time to look through our Corporate Partner Prospectus. Any Association is only as good as its members – and at British APCO we want to make sure that we are delivering what our membership both wants and needs. We will work hard to continue to be recognised as the leading UK based Association for all professionals using or developing Public Safety IT & Communications technology; that's important to us.

And we want to continue to grow, to innovate, to promote fresh thinking so that, together, we can work to improve emergency services and public safety communications and information technology for everybody's benefit. Our partnership and links with industry is vital to British APCO being able to achieve this.

Individual membership of British APCO is FREE to those working in the public sector; and for commercial members we do charge a small annual fee. Our organisation is growing in membership, resource, and influence - harnessing the expertise of those working at all levels and in all aspects of the public safety, critical communications information systems community. At a crucial time for our sector, we enable members to share knowledge, learn and network at events and via the BAPCO Journal and the website. And, importantly, we then have our corporate memberships.

Our Corporate Members each have a key role play in helping to sustain our Association – and as part of a wider review of our corporate membership structure, we have started to look at how best to enhance Corporate Member entitlements. We want to extend our reach within these businesses – so have increased the number of employees entitled to be British APCO members. We want to better showcase the products and services our Corporate Members offer – through supporting their marketing activity, providing insights on our website, and enabling opportunity through the BAPCO Journal. And we will make sure that our Corporate Members get priority access to support our events, working with British APCO to help innovate and deliver value for the wider membership.

We'd love more businesses to consider becoming Corporate Members – and are grateful to those who have already signed up for this year. Why not look at what we can offer in this prospectus – or we're happy to have an exploratory conversation. And please do keep providing advice and guidance as to how we can continue to improve how we support all our membership.

Duncan Swan
Chief Operating Officer
British APCO

Packages at a glance

Entitlement	Platinum	Gold	Silver	Bronze*
Annual Cost (excluding VAT)	£5,000	£2,500	£1,000	£500 (SMEs only)
Dedicated company profile page on BAPCO website	Hyperlink to website, 500 words, 2 images and video	Hyperlink to website, 250 words, 1 image and video	Hyperlink to website, 250 words, 1 image	Hyperlink to website, 100 words, 1 image
Logo on rolling banner on BAPCO website home page	Yes	N/A	N/A	N/A
Use of Member logo for marketing	Platinum Logo	Gold Logo	Silver Logo	Bronze Logo
Opportunity to add promotional banner adverts to the BAPCO Newsletter	Up to 2 per year	Up to 1 per year	N/A	N/A
Social Media exposure on Twitter, LinkedIn, Facebook	Up to 12 times per year	Up to 6 times per year	Up to 3 times per year	Up to 3 times per year
BAPCO Journal	Four full page adverts included in the journal	Four half page adverts included in the journal	Two half page adverts included in the journal	One half page advert included in the journal
White Paper Marketing	Opportunity to submit two white papers per year	Opportunity to submit one white paper per year	N/A	N/A
Member Enrolment	Up to 20 named members	Up to 10 named members	Up to 5 named members	Up to 5 named members
Support of an Account Manager	Yes	Yes	Yes	Yes
Feature on our Ask the Expert Column in the BAPCO Newsletter and website	Yes	N/A	N/A	N/A
Discount on exhibition packages at the BAPCO Annual Event	Yes	Yes	Yes (limited to max. £500)	Yes (limited to max. £300)

*small businesses only - we define a small business as having an annual turnover of under £2 million

BAPCO Journal Advertising

The BAPCO Journal is distributed in both print and digital formats to the Association's entire membership, currently over 1,500 professionals working to improve public safety through technology, who are hungry for information on the latest technology and best practices. The Journal is also promoted and distributed digitally to Land Mobile magazine's database, which is in excess of 10,000 IT & Communications industry professionals.

The BAPCO Journal is also distributed at all British APCO's events, including the Annual Conference and Exhibition and the Satellite Series events. Collectively, our events are attended by over 2,000 industry professionals per year.

British APCO has a considerable online presence in the form of their website www.bapco.org.uk - and social media accounts - as well as the Annual Conference website www.bapco-show.co.uk, all of which are frequently visited by members, show attendees, and exhibitors.



Regular features include:

- Airwave & Emergency Services Network
- Multi-agency working
- Communication Control Rooms
- Police, Fire, Ambulance
- Future IT & Communications Technology
- Case studies & What If Scenarios
- Member Profiles
- Events

Getting the most from your marketing budget has always been important, as is the need to ensure that you are targeting the right audience. We aim to provide our Corporate Members with a value for money option for Journal advertising, with entitlements as follows:

Platinum	–	4 x full page adverts
Gold	–	4 x half page adverts
Silver	–	2 x half page adverts
Bronze	–	1 x half page advert

Contact details:

Philip Mason, Editor

E: philip.mason@markallengroup.com

Additional Marketing Tools

Social Media Promotion

In our inter-connected, technology enabled world, using social media as a marketing tool is more important than ever. We have built social media promotion in to all our packages to strengthen your current strategy. We will work with your social media lead to assist with promoting your company news and updates.

White Paper Marketing

White paper marketing adds further value for money for new and existing Corporate Members. A white paper is a really powerful marketing tool. Benefits include:

- Generate leads and sales
- Spread expertise and build brand image
- Showcase new ideas that prompt and provoke innovative thinking
- Act as an effective platform to establish your company as a leader in the industry

All white paper submissions are subject to BAPCO approval and will effectively be endorsed by the association. The BAPCO website will act as a host for all white papers, they will also be included in our news section and social media upon publication.

Website Advertising

Our website is the perfect place to get further exposure for your company. It is frequently visited by your target audience – professionals working to improve public safety through technology. We offer online listings in all Corporate Membership Packages (see Packages at a glance for more information)

BAPCO Corporate Member Logo

We provide all Corporate Members with an appropriate Member Logo which can be used in your own marketing strategy. This is exclusive to Corporate Members only.

BAPCO Member Newsletter

Our quarterly newsletters are delivered to our entire membership of 1,200 members via email as well as being shared on social media and stored on our website. They offer a great insight in to current activity within the association itself as well as the public safety community as a whole and are highly valued by all members due to their informal format.

Upon sign up you will be welcomed in our next available edition with your logo, link to your website and a short company profile. Renewing members will also be acknowledged.

How to apply

Complete the form below to apply for BAPCO Corporate Membership.

Once approved you will be contacted by the membership team who will process your membership and send you information on the next steps.

Membership option required (please tick as appropriate):

Platinum

Gold

Silver

Bronze

Organisation details

Organisation Name:

Address:

Postcode:

Account Administrator details

Personal details of named member who will be nominated as the primary administrative link with BAPCO:

Name:

Tel:

Email:

Job Title:

Invoicing Details

Please complete all sections below.

Once approved, a member of the BAPCO finance team will send you an invoice directly.

Organisation name:

Organisation address:

Invoice contact details

Name:

Email address:

Phone number:

PO number (if applicable):



BAPCO Contact Details

BAPCO Management

Duncan Swan, Chief Operating Officer

Duncan welcomes contact with all of our members - individuals, commercial and corporate members alike - so feel free to drop him a line if there is something you want to discuss and/or better understand about the Association: duncan.swan@bapco.org.uk

Office Administration

Membership and Administration Support

The support team manages the general day to day running of the association including all aspects of British APCO membership and communications as well as providing support for the CEO, Board and Executive Committee.

For any enquiries please contact support@bapco.org.uk

Jessica Brown, Finance Manager

Jessica is ACA qualified and oversees British APCO's finances and accounts. She is available to deal with any queries about invoicing and payment.

Satellite Series Events Team

Dorothy Inverarity, Project Manager for the Satellite Series Events

Dorothy leads the team responsible for planning and executing British APCO's Satellite Series Events.

Jenny Lowrey, Sponsorship and Exhibition Manager

Jenny manages sponsorship and exhibition opportunities for British APCO throughout the year via exhibition and sponsorship at British APCO's Satellite Series Events. She is also the Account Manager for all of BAPCO's Corporate Members.

BAPCO Annual Conference

Jessica Szuts-Naranjo, Commercial Manager at Mark Allen Exhibitions

Jessica manages sponsorship for our biggest event, the Annual BAPCO Conference & Exhibition held in March each year.

Philip Mason, BAPCO Journal Commissioning Editor

Working closely with the BAPCO Executive Committee, Philip has overall responsibility for the content of the quarterly BAPCO Journal.



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