

BAPCO 2022



The Annual Event

8-9 MARCH 2022

Coventry Building Society Arena

BAPCO-SHOW.CO.UK

MEDIA PACK





BAPCO 2022 is a pivotal event for the public safety sector, and we look forward to welcoming you to the Coventry Building Society Arena on 8 - 9 March 2022 as it returns to its usual place in the calendar year.

Over the years, BAPCO has developed an increasing number of loyal supporters and we were delighted to see this support in action in 2021 with a 10% visitor increase at the show despite the hardships of the previous 18 months. The public safety sector chose BAPCO as the place to reunite, coming together to share insight, knowledge and product recommendations, demonstrating the importance of the show to the sector. It is our aim that BAPCO 2022 will see this growth continue by providing a diverse conference programme and an impressive range of exhibitors to continue supporting the public safety community.

BAPCO 2022 is a must-attend event for vital updates on the development and implementation of technology in public safety, including the Emergency Services Network (ESN), Next Gen 999 and the use of AI and UAVs on the frontline. Attendees will have the opportunity to collaborate with emergency and non-emergency public safety services, suppliers, technologists and related government offices, both within the UK and other EU member states.

The 2021 conference included a range of sessions, taking in everything from the UK's move from analogue to digital

telephony to how to safeguard the mental health of those working in emergency services control rooms. Another – probably more important – point of interest, however, was the quality of the information on offer, something which has steadily improved over the years, in direct proportion to advances being made in relation to network delivery itself.

For 2022, we will continue to work with our members to deliver an informative and engaging conference programme tailored to the needs of today's users, developers and suppliers of public safety technology. We will hear from industry experts about innovations and developments that will help those on the frontline better protect the public, while also looking at how increased connectivity between users and commercial partners can help drive ideas for new solutions.

It is also important to us that we further facilitate the networking of our visitors through designated networking areas and the BAPCO Annual Dinner, which proved to be a great success at BAPCO 2021 where over 250 public safety professionals attended and enjoyed a stunning evening of entertainment and food. We look forward to seeing you at BAPCO 2022 as public safety professionals unite once again for the most important event in the sector.

JOHN ANTHONY MBE
President, British APCO

“I have to say how immensely proud I am of everyone who turned out to support the BAPCO 2021 in Coventry for its busiest event in years. The footfall at the show demonstrates how important the event is to everyone that attends it.”

Join us on 8 & 9 March at the Coventry Building Society Arena as BAPCO 2022 returns to its usual position in the calendar.”

John Anthony, MBE, President of British APCO



British APCO (BAPCO) is the leading UK based Association for all professionals using or developing public safety technology.

MA Exhibitions

MA Exhibitions (MAX) is an award-winning business, organising market-leading, large scale events. These serve a broad and ever-expanding range of industries and sectors across four continents.

WHY BAPCO?

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Visitors said...

"Anyone with an interest in the development of the Emergency Services within the UK should attend BAPCO. It is a chance to meet up with like-minded people and an opportunity to see the direction of travel for communications and control systems."

Vince Weldon, Independent

"After the wait of COVID, it was great to return to BAPCO and long may it continue."

Abdul Rashid, Solutions Architect, Warwickshire Police

"BAPCO is a fantastic opportunity to network and meet suppliers. I would recommend anyone in the public safety sector to attend and hear about important developments - especially ESN."

Sophie Kimmitt, Project Manager Deloitte

"I believe BAPCO is the perfect event for anyone working in various areas of the telecommunications space. It has a great atmosphere and some good connections were made with people."

Thomas Ratcliffe, Recruitment Consultant, Gold Group

95%

are likely to return to BAPCO

95%

said attending BAPCO is important for their organisation

92%

are likely to exhibit at BAPCO again in the future

99%

were satisfied with BAPCO 2021

94%

said exhibiting at BAPCO is important for their business

Exhibitors said...

"Audax had a very successful exhibition at BAPCO. Exhibiting at BAPCO has become a key event in our calendar. The customer and partner interaction it provides directly supports our commitment to innovation and British manufacturing."

Adam Liardet, Managing Director, Audax

"BAPCO 2021 was well organised, with clear directions for exhibitors for stand build. The event was well attended with the right level of delegates for our solutions. Everyone attending from Cradlepoint enjoyed the event, and we had positive feedback from everyone."

Christine Rowstone, Marketing Manager, Cradlepoint

"BAPCO is a key event in our sector and would always recommend any organisation that works in Public safety should attend."

Mark Pearson, Key Account Manager, Frequentis

AUDIENCE PROFILE

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10%
up on
2020



1800+
public safety
professionals

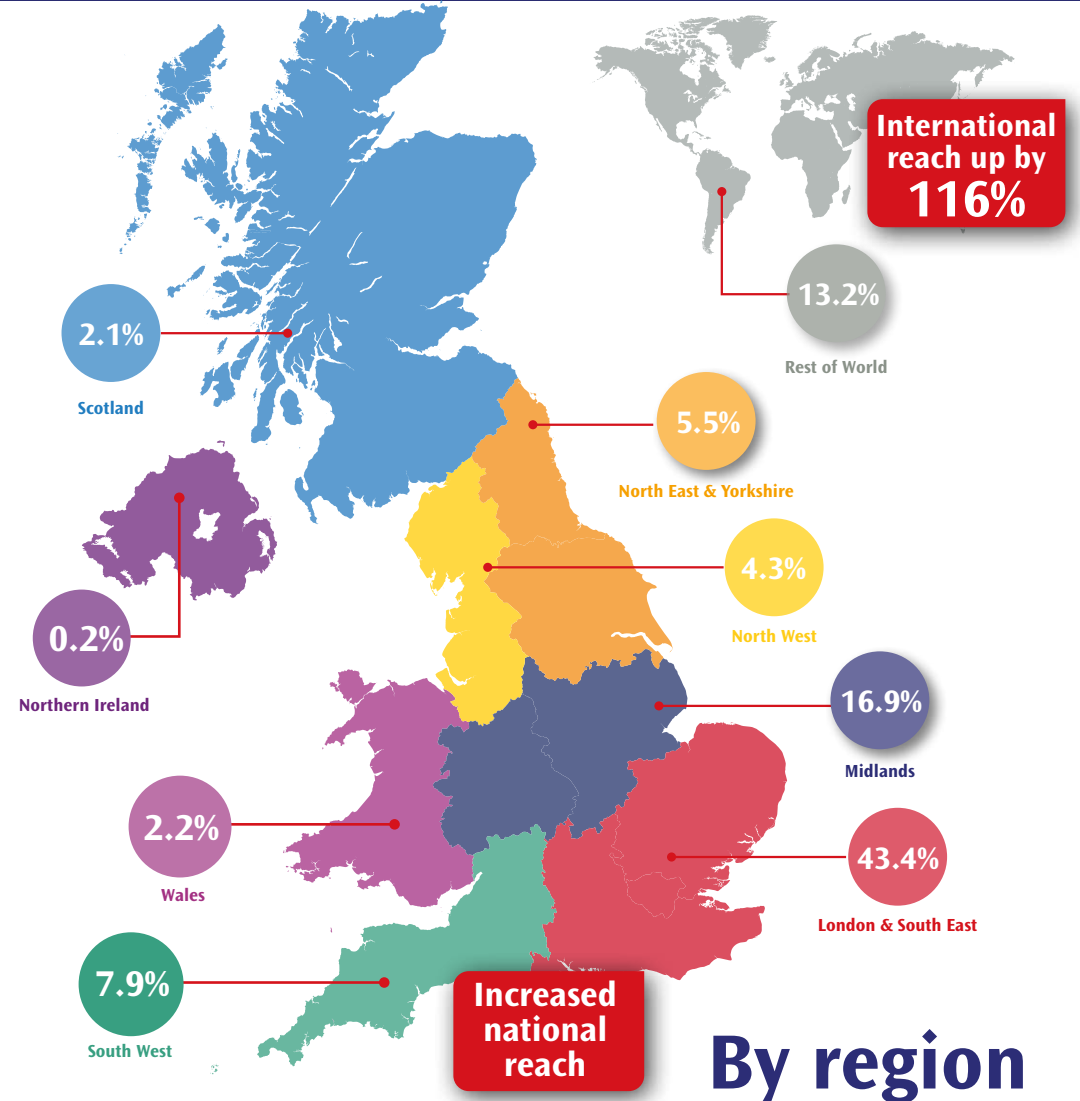
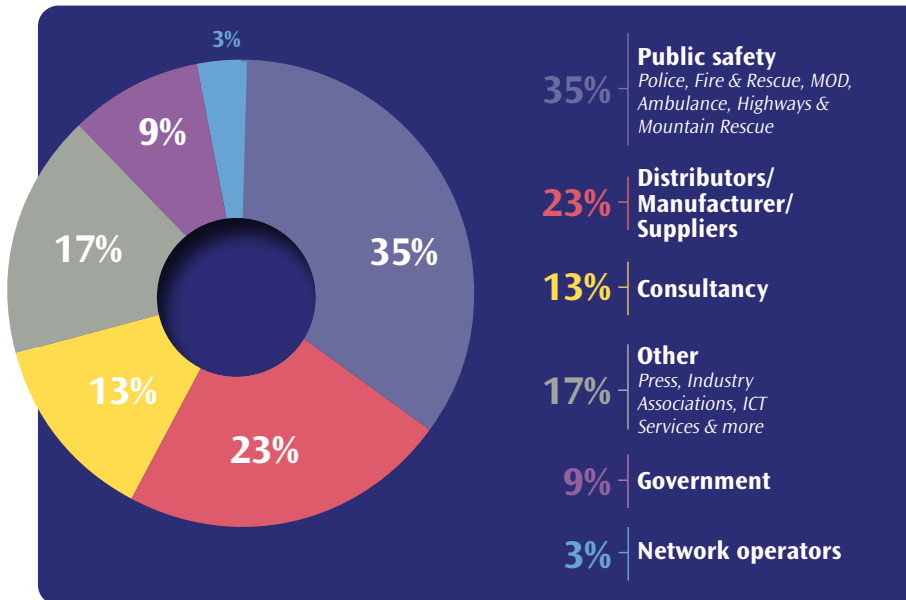


72+
leading
suppliers



85+
expert
speakers

By sector



By region



Main aims in attending



Networking



Attend conference sessions



Meet existing suppliers



Find new suppliers



Business development



Enhance knowledge



Keep updated with industry innovation

Main areas of interest



New to 2021





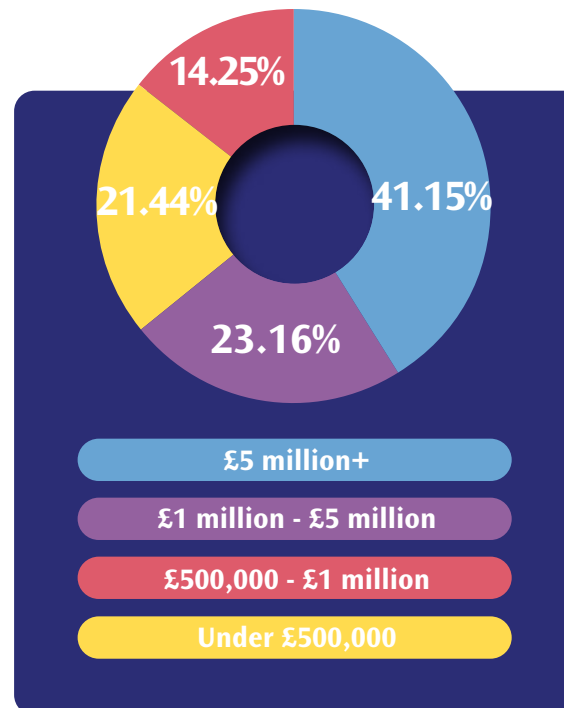
“This was my first year attending BAPCO and I was surprised at how much I achieved, being able to speak face to face with so many different suppliers was incredibly useful and opened my eyes to a few possibilities I had not previously considered.”

*Anthony Perks, Station Officer,
London Fire Brigade*

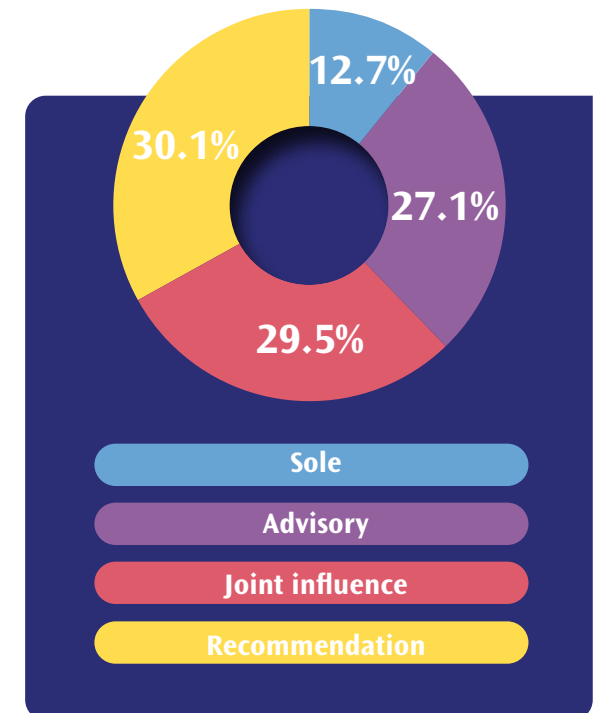
“BAPCO is a great opportunity to network, learn about new products and solutions from a diverse range of suppliers. The conference sessions held are extremely informative and helpful in understanding current projects and solutions available in the market.”

*Tracey Ollington, Supplier Manager,
Motorola Solutions Ltd*

Purchasing budget*



Purchasing responsibility



*In 12 months

OUR REACH

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8,000+



1,900+



17,000+



8,000+



Fortnightly e-newsletter and regular targeted e-shots to our email database, with over **1,086,000** emails sent for BAPCO 2021.



Regular show content shared with our combined social media following and third-party reach of **754,246**.



More than **8,800** monthly website visitors to our official media partner publications, Land Mobile and Critical Communications Today.



Pre-event adverts and advertorials featured offline and online by key media partners.

BOOK YOUR STAND

BAPCO-SHOW.CO.UK



Rates

Type



SHELL SCHEME

BAPCO member

£447

Non-member

£499

Prices are per square metre



SPACE ONLY

BAPCO member

£418

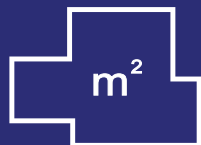
Non-member

£455

Prices are per square metre

For BAPCO sponsorship enquiries, please call
Natalie Song on + 44 (0) 203 915 9456 or
natalie.song@markallengroup.com

Please contact a
member of the
sales team for an
up-to-date floorplan



Booking a stand is just the beginning of the journey. As an exhibitor at BAPCO, you will benefit from an extensive and vibrant industry-wide marketing campaign before, during and after the event.

- ✔ Exhibitor profile on the BAPCO show website.
- ✔ Opportunity to upload videos, products and documents to your BAPCO exhibitor profile.
- ✔ Social media coverage on BAPCO's LinkedIn and Twitter.
- ✔ Customised media assets to promote your presence at the show.
- ✔ Customised HTML email template created for your distribution.
- ✔ Opportunity to be featured in on our BAPCO news platform.

SPONSOR OPPORTUNITIES

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	PLATINUM PACKAGE: £50,000 SOLD OUT	GOLD PACKAGE: £35,000	SILVER PACKAGE: £19,000
Logo branding on printed & digital marketing materials where applicable	✓	✓	✓
Logo added to event platform homepage	✓	✓	✓
Logo added to bottom of event website	✓	✓	✓
Logo branding on internal and external event signage	✓	✓	✓
Column ad on event platform homepage - rotating shared tenancy	✓	✓	✓
Enhanced listing (premium placement) on event website and Swapcard exhibitor lists	✓	✓	✓
News announcement on BAPCO website, announcing your sponsorship of the event	✓	✓	✓
Inclusion in the full write-up after the event	✓	✓	✓
Opportunity to be interviewed for BAPCO post-show video	✓	✓	✓
Social media promotion of brand, booth and sessions	✓	✓	✓
Banner ad on event platform homepage - fixed position	✓	✓	
Speaking slot & session marketing campaign	✓	✓	
Receive data of attendees and registrants to sessions	✓	✓	
E-shot inclusion (70 words + imagery)	x2	x1	
MPU placed on website	3 months	1 month	
Personalised invites to be sent on your company's behalf to key clients (supplied by sponsor) to invite them to the event	✓		
Complimentary meeting room	✓		
Exclusive BAPCO Annual Dinner sponsorship	✓		
Prime stand position	49sqm	36sqm	24sqm

ADDITIONAL OPPORTUNITIES

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**E-shot
inclusions**

£2,000



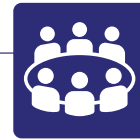
**MPU placed on
event website
(shared tenancy)**

£500 pcm



**MPU placed on
event website
(solo tenancy)**

£2,000 pcm



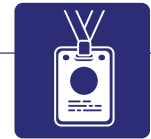
**Roundtable
discussions
(invite only or
open to all)**

£6,000



**Take part in a
written Q&A in the
BAPCO Journal/Land
Mobile Magazine**

£3,000



**Lanyards
(to be supplied
by sponsor)**

**Price on
request**



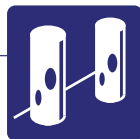
**Badge
sponsorship**

**Price on
request**



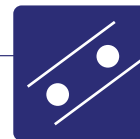
Meeting rooms

**Price on request
(based on
requirements)**



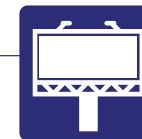
Pillar wrap

£3,000



Floor tiles

**£350 each
(minimum 4 tiles)**



**Advert on
screens outside
exhibition hall**

**£1,000
(Shared tenancy)**



**Hanging banner
above your stand
(only available to
49sqm stands)**

£5,000

SAVE THE DATE

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Coventry Building Society Arena

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Get in touch...

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