

# BAPCO 2020



The Annual Event

10 - 11 MARCH 2020  
RICOH ARENA, COVENTRY

[WWW.BAPCO-SHOW.CO.UK](http://WWW.BAPCO-SHOW.CO.UK)

## POST-SHOW REPORT



# AUDIENCE PROFILE



**1,690+**  
public safety  
professionals

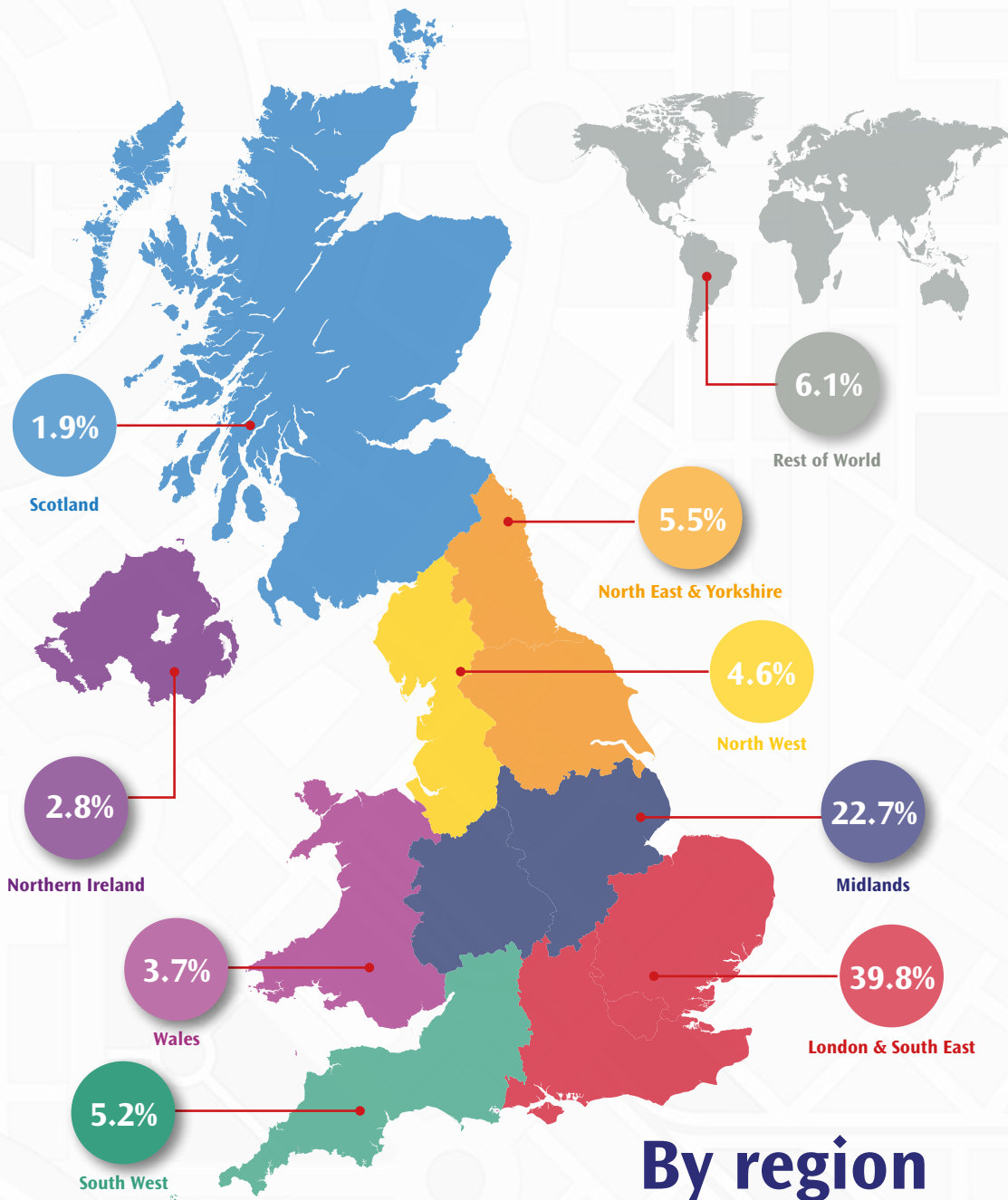
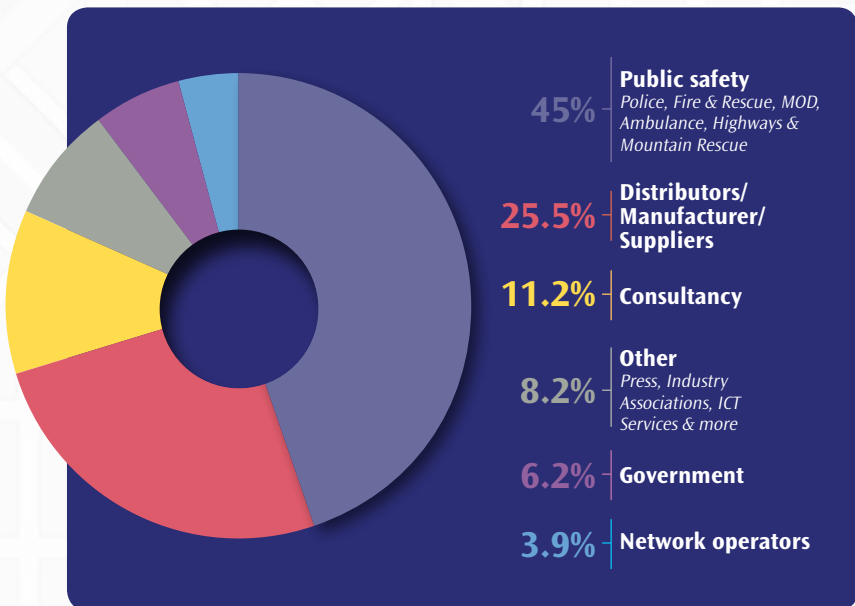


**70+**  
leading  
suppliers



**82+**  
expert  
speakers

## By sector



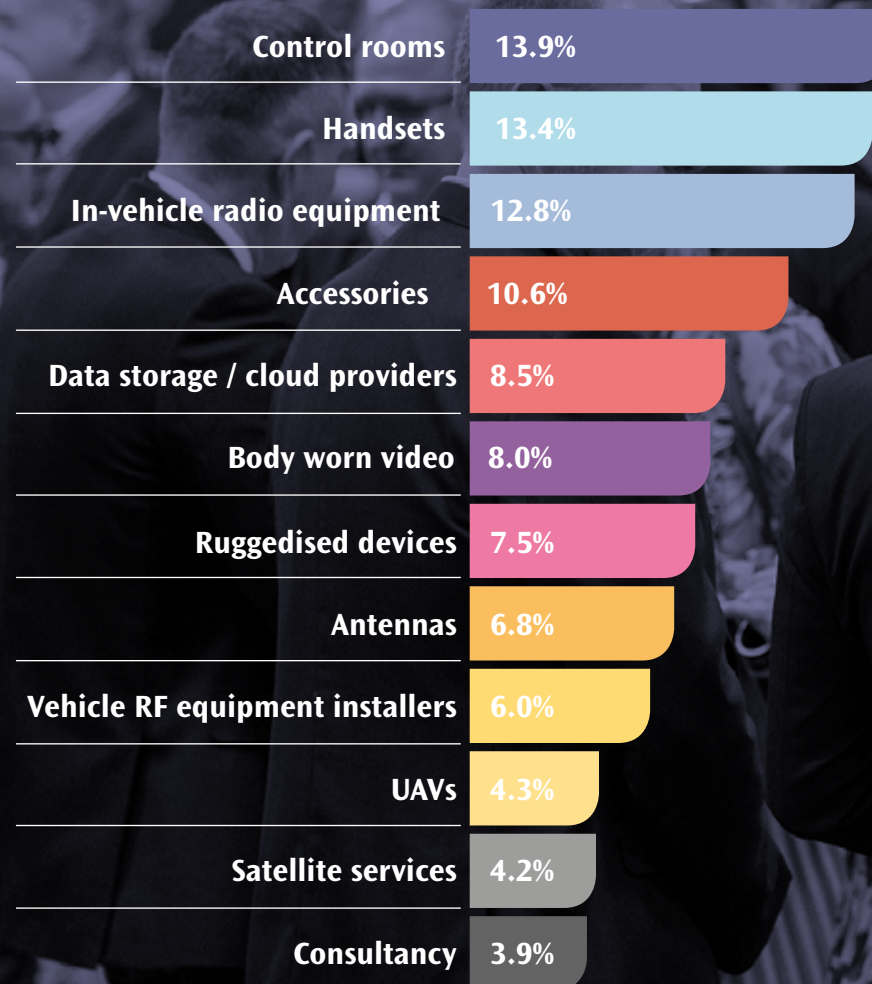
## By region

# OUR VISITORS

## Main aims in attending



## Main areas of interest



# WHY BAPCO?

## Visitors said...

“Of the exhibitors I visited, I found all personnel were engaging and informative. The tech on display was innovative and we have held further meetings since the event with a number of businesses we met there”

**Paul Knight, Service Manager for Mobility, Metropolitan Police Service**

“It’s a wonderful opportunity to network with plenty of representatives from public safety organisations worldwide, each of whom has a really interesting story to tell”

**Bernard Rix, Publisher, Policing Insight**

“BAPCO allows you to meet new suppliers and network with old ones. It also allows you to see new technology that is coming to the forefront”

**Andy Paffett, Station Officer, London Fire Brigade**

“It is a fantastic way to view new innovations and products, but also to discuss specific requirements with suppliers in a more informal setting that is all under one roof”

**Valerie Hampshire, Station Manager, Dorset & Wiltshire Fire & Rescue**

92%

are likely to return to BAPCO

94%

would recommend BAPCO to a friend or colleague in the industry

97%

said attending BAPCO is important for their organisation

91%

are likely to exhibit at BAPCO again in the future

91%

believe our event marketing captures their target audience

89%

said exhibiting at BAPCO is important for their business

## Exhibitors said...

“Attending BAPCO is an excellent opportunity to see and experience live product demonstrations and to meet the teams first hand”

**Charlie Armstrong, Senior Account Manager, Motorola Solutions**

“BAPCO connects manufacturers of solutions with public safety communications users. The BAPCO event has benefited Tait Communications providing valuable networking opportunities to discuss solutions and innovation that will evolve future public safety communications.”

**Richard Russell, Business Development Manager, Tait Communications**

“BAPCO is one of the only emergency services events that enables end users to ask the pertinent questions of the suppliers directly. It also helps the technology providers to better understand specific user needs”

**Sam Simpson, Director of Business Development, Wey Technology**

# OUR CONFERENCE

## Session Highlights...



**Stephen Webb**  
SRO & Director of Law Enforcement, Home Office  
Emergency Services Network: progress update



**Jarmo Vinkvist**  
COO, VIRVE  
Finland's VIRVE 2.0 broadband progress



**Pippa Malmgren**  
Co-Founder, H-Robotics  
The best use of drones and autonomous vehicles in policing



**Jamie Bishop**  
General Manager – Transport, Tait Communications

Transport for London's Surface Radio Network Digital Transformation: Enabling individual and group based communications - Jamie Bishop & Thomas Brewster



**Thomas Brewster**  
Service Delivery Manager, Transport for London



**Brandon Abley**  
Director of Technical Issues, NENA: The 9-1-1 Association

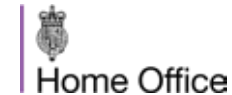
An international model for next-generation 9-1-1 and emergency calling systems in the United States, Canada and beyond

**1,922**  
visitors attended sessions

Conference sessions rated 4/5  
★★★★☆

Drone Zone sessions rated 4/5  
★★★★☆

## Expert speakers from...



## Visitors said...

“Great event with various informative sessions about the proceedings of critical communications projects worldwide”

**Ken Klaver, Solution Consultant, Amsterdam Airport Schiphol**

“It is a good event to pick up on the latest news on ESN, FirstNet and all other first responders network and application developments”

**Peter Eppenga, Principal Consultant, Strict BV**

“I really enjoyed a seminar on the use of drones, it was very engaging and a great insight into how other police forces are making use of them”

**Ian Oldman, End User Device Manager, Thames Valley Police**

# OUR MARKETING

## Our media



38,300+



36,600+



6,500+



1,700+



## Our reach



Dedicated event website that received over **31,000** unique visitors and nearly **105,000** page views in the last 12 months.



Fortnightly e-newsletter and regular targeted e-shots to our email database, with over **1,236,000** emails sent in total.



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



More than **12,400** 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 **30** key media partners.



BAPCO TV livestream hosted on our website and social media that gained over **30,000** views.

# SHOW HIGHLIGHTS



Unrivalled networking



Cutting-edge technology



Free conference sessions



World-class venue



BAPCO Annual Dinner



[Click here for BAPCO 2020 highlights](#)





Learn more about the range of exhibitors and products we offer at BAPCO



**Excelerate**



**Cradlepoint**



**Audax**



**Hytera**



**Cobham**



**Pageone Communications**



# SUPPORTED BY THE SECTOR

## Platinum sponsor



## Gold sponsors



## Silver sponsors



## Media partners



**SAVE THE DATE**



**9 - 10 MARCH 2021**  
**RICOH ARENA, COVENTRY**

**WWW.BAPCO-SHOW.CO.UK**



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