

BAPCO Satellite Series: Keeping you connected



St James' Park, Newcastle upon Tyne, 7th & 8th November 2018



Sponsorship & Exhibition Prospectus

Sponsorship & Exhibition at a Glance

Sponsorship Packages	Price
Main Partner & Drinks Reception Sponsor	SOLD
Hospitality Host - Lunch Sponsor & Networking Dinner (Concessionary discount available if taken with an Exhibition Stand)	POA
Session Host: Category 1 - over £10m Annual Turnover Category 2 - under £10m Annual Turnover	£1,600 + VAT £900 + VAT
Name Badge Sponsor	£1,150 + VAT
Name Badge Sponsor with Lanyards	£1,250 + VAT
Private Meeting Room Exclusive use of a private box overlooking St James' Park pitch for both days	£350 + VAT
Exhibition Only*	
Category 1 - over £10m Annual Turnover	£2,075 + VAT
Category 2 - under £10m Annual Turnover *Concessionary discount available for previous exhibitors	£1,075 + VAT
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
Event Guide Sponsor - Exclusive	SOLD
Event Guide Advert - 1 x full page advert	£225 + VAT
Website Advertising - 4 available Banner advertising with reciprocal link to website with opportunity for 1 advert change	£400 + VAT
White Paper Promotion	£400 + VAT

Invitation from Ian Thompson, Chief Executive, British APCO

BAPCO is going from strength to strength with increasing membership from both the user and the supplier communities and three events now firmly established in the Public Safety calendar.

Following a successful 2017, our November event, now branded as part of our Satellite Series, returns to St James' Park in Newcastle in November 2018. Join BAPCO members and other sector professionals to showcase the latest products, ideas and initiatives, exchange ideas and information and network with likeminded individuals in the professional yet relaxed atmosphere for which BAPCO is well known.

We will once again be providing high quality speakers to provide the latest sector updates and information, including the Emergency Services Mobile Communications Project (ESMCP).

I'd like you to join us in '**Connecting, Networking and Informing**' our community and improving Public Safety for 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

The 2017 event drew an audience of over **400** attendees involved in public safety communications, including members from the **Public Sector, Private Sector, Users, Suppliers and Consultants.**

Three reasons you must be there!

1. **Connect** with over three hundred national delegates who are key influencers and decision makers in their speciality
2. Build your **network** during the refreshment breaks, welcome reception, networking dinner and other interactive fringe events
3. Be seen alongside your peers and competitors to cement your organisation's stature **informing** the Public Safety Technology market place

Programme

Day 1 - Wednesday 7th November 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
- 19:00 Networking Dinner

Day 2 - Thursday 8th November 2018

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

NB: 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!

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 able to create a bespoke package tailored to your business needs and budget.
(All prices in this document exclude VAT)

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 2018
- Delegate list

Main Partner SOLD (Exclusive)

This is an exclusive opportunity to be recognised as the key sponsor of the Newcastle 2018 edition of the BAPCO Satellite Series. Be associated at the highest level with the annual 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 front of the Event Guide
- Inside front-page advert of the event handbook

During Event Entitlements (continued):

- 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 November 2018
- Delegate list sent to you prior to the event

Drinks Reception Sponsor SOLD (Exclusive)

The drinks reception takes place at the close of sessions on Wednesday 7th November in the main exhibition area and prior to the Networking Dinner. It offers the chance for all to network in a relaxed, informal setting. There will be around 250 delegates attending, enjoying a pre-dinner drink and your staff are welcome to mingle at their leisure.

Entitlements Include:

- Table top stand at welcome reception to display your company literature and have a base at which to chat to delegates
- Four places for your staff to attend the drinks reception
- Five minute speech to open the welcome reception by a representative of your company
- Pop up banners to be displayed during the reception (maximum of 4 provided by sponsor)
- A 50 word description and contact details in the event handbook
- Standard sponsorship entitlements



Hospitality & Networking Dinner Host

The Hospitality & Networking Dinner Host will have branding present during the lunch and coffee breaks throughout the event, as well as visibility at the Networking Dinner.

The Networking Dinner takes place directly after the drinks reception at the end of the first day of conference. It offers the chance to network with drinks and dinner in a relaxed and informal setting with the delegates.

Entitlements include:

- Five-minute speech to open the Networking Dinner 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

Value: POA (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 particular work connected with current Public Safety Technology topics.

The session may be open or closed door and 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: £1,600 + VAT (£900 + 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: £1,150 + VAT

Including Branded Lanyards: £1,250 + 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: SOLD

Event Guide Advert:

1 x page advert - £225 + VAT

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 Include:

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

Value: £800 + VAT

Delegate Bag Inserts

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

Value: £175 + VAT

Website Banner 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

White Paper Promotion

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

Private Meeting Room

We're offering the opportunity to hire a private box, overlooking the pitch at St James Park. These boxes are perfectly located for in-confidence meetings away from the hustle and bustle of the exhibition.

Catering can be arranged on request for an extra charge.

Value: £350 + VAT (for two days)

Contact Us

For further information on sponsorship and exhibition opportunities please contact:



Nicole Dixon

Sponsorship Manager

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Email: nicole@echoevents.org



Working in Partnership to Improve
Public Safety Technology

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

On the 7th & 8th November, delegates will mingle in the exhibition area upon arrival, during coffee breaks, lunch and the welcome reception.

Entitlements include

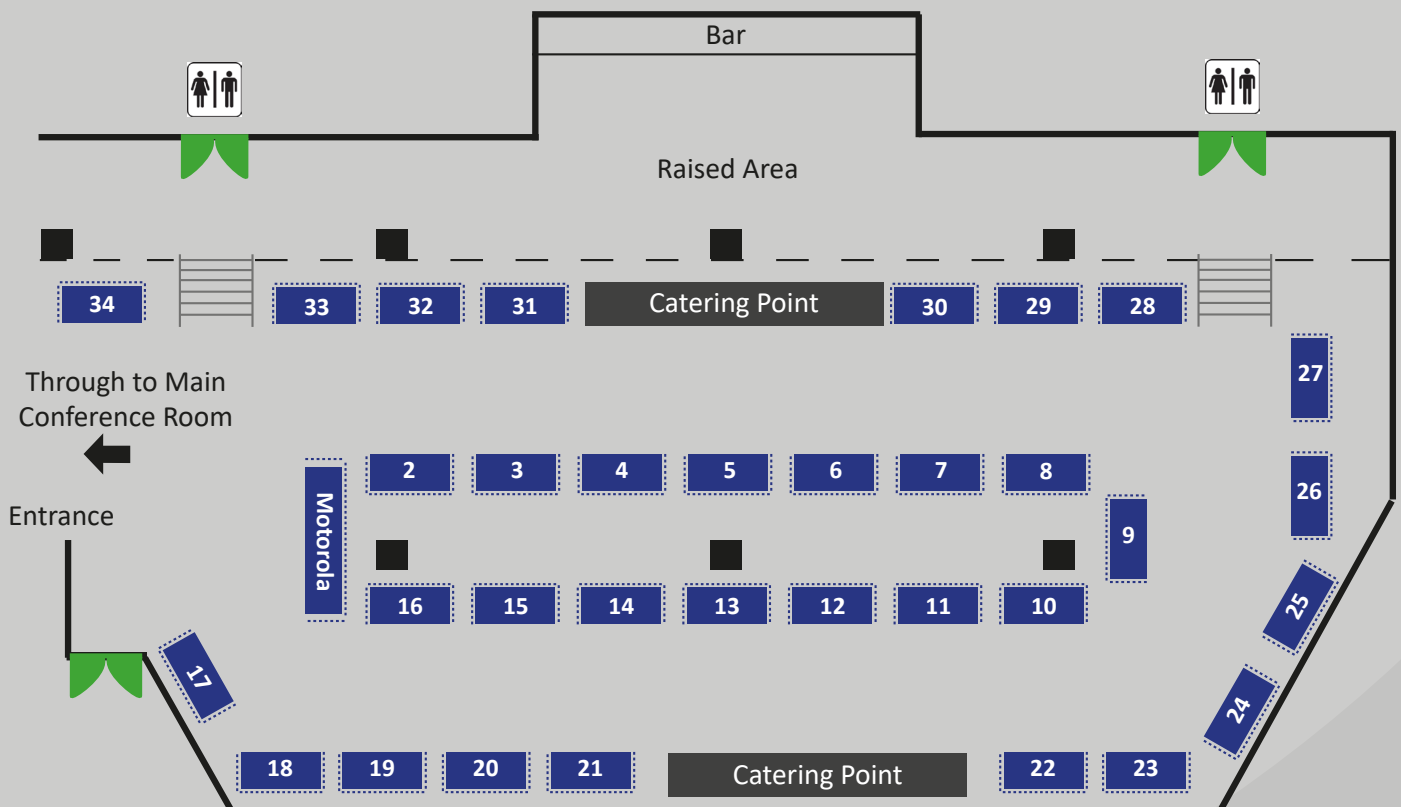
- Table with 2 chairs & cloth
- Access to power if needed (PAT tested extension leads must be provided by each company)
- Company name and stand number on the exhibition page on the official event website
- Refreshments for 2 exhibition staff on both event days and lunch on day 1
- Attendance at the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

Category 1: (Annual Turnover over £10m) **£2,075 + VAT**

Category 2: (Annual Turnover below £10m) **£1,075 + VAT**

*Concessionary discount available for previous exhibitors

Exhibition Floorplan



BAPCO Membership

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

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