

BAPCO Satellite Series: Keeping you connected



St James' Park, Newcastle upon Tyne,
11th & 12th November 2020



Sponsorship & Exhibition Prospectus

Sponsorship & Exhibition at a Glance

Sponsorship Packages	Price
Main Partner & Drinks Reception Sponsor	SOLD
Hospitality Host - Lunch Sponsor & Networking Social (Concessionary discount available if taken with an Exhibition Stand)	£3,000 + VAT
Conference App Sponsor	£2,100 +VAT
Session Host: Category 1 - over £2m Annual Turnover	£1,850 + VAT
Category 2 - under £2m Annual Turnover	£1,250 + VAT
Name Badge Sponsor	£1,350 + VAT
Name Badge Sponsor with Lanyards	£1,650 + VAT
Private Meeting Room Exclusive use of a private box overlooking St James' Park pitch for both days	£500 + VAT
Exhibition Only*	
Category 1 - over £2m Annual Turnover	£2,675 + VAT
Category 2 - under £2m Annual Turnover *£100 discount available for previous exhibitors	£1,675 + VAT
Exclusive upgrades available for confirmed sponsors and exhibitors	
Delegate Bags Company branded drawstring bags	£1,050 + VAT
Delegate Bag Brochure Insert - 6 available A5/A4 promo flyer to be inserted into the delegate bags for approx. 100 delegates	£325 + VAT
Event Guide Sponsor - Exclusive	£695 + VAT
Event Guide Advert - 1 x full page advert	£325 + 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

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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 variety of events now firmly established in the Public Safety calendar.

Our November event, now branded as part of our Satellite Series, returns to St James' Park in Newcastle in November 2020. This event is ever-popular with delegates and exhibitors alike, providing the perfect mix of education and networking for all attendees. 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.

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 2019 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 11th November 2020

- 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 BAPCO Social Event

Day 2 - Thursday 12th November 2020

- 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 2020

Main Partner (Exclusive) SOLD

This is an exclusive opportunity to be recognised as the key sponsor of the Newcastle 2020 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)
- Small promotion on event newsletter sent to all registered attendees

During Event Entitlements:

- Five-minute welcome to all delegates, by a representative of your company
- Triple 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
- 2 x company pull-up banners on main stage

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 company pop up banner & 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
- 6 exhibitor passes
- Use of the event logo until November 2020
- Private meeting room

Drinks Reception Sponsor (Exclusive) SOLD

The drinks reception takes place on Wednesday 11th November at the close of sessions 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

Conference App Sponsor (Exclusive)

The BAPCO Event App is a fantastic addition to help provide delegates with the information they need to effectively navigate the conference. It is an important and informative tool and will offer your company interactive branding.

Provide your marketing team with the networking tool pre-conference and take advantage of the delegate contact details prior to the conference.

Entitlements Include:

- Acknowledgement of your company as Conference App Sponsor on the BAPCO Conference website
- Your company logo and profile on the Conference App splash screen
- Ability to pre-arrange meetings with App registered users in a private meeting room including free use of a meeting room for 2 hours during Conference.
- A banner on the Conference App with your company logo and inclusion on Event Sponsors info page
- A 50 word description and contact details in the Event Guide

Value: £2,100 + VAT

Hospitality & BAPCO Social Host

The Hospitality & BAPCO Social Host will have branding present during the lunch and coffee breaks throughout the event, as well as hosting the BAPCO Social.

The BAPCO Social takes place directly after the drinks reception at the end of the first day of conference. Providing the delegates with complimentary food, it offers the chance to network in a relaxed and informal setting.

We are looking for a partner to host this dinner and work with us to create an evening that works well for both you and the attendees.

Entitlements include:

- Five-minute speech to open the BAPCO Social by a representative of your company
- Company branded banner during all lunch and coffee breaks (banner supplied by company)
- 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 BAPCO Social event tickets given to each delegate
- Pop up banners to be displayed around the BAPCO Social area

Value: £3,000 + VAT

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: £1,850 + VAT (£999 + 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: £1,350 + VAT

Including Branded Lanyards: £1,650 + 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: £695 + VAT

Event Guide Advert:

1 x page advert - £325 + 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: £1,050 + VAT

Delegate Bag Inserts

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

Value: £325 + VAT

Website Banner Advertising

Banner advertising on the event page of the website with a reciprocal link to your website until the end of November 2020, 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: £500 + VAT (for two days)

Contact Us

For further information on sponsorship and exhibition opportunities please contact:



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Sponsorship Manager

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Working in Partnership to Improve
Public Safety Technology

