



Working in Partnership to Improve  
Public Safety Technology

## Corporate Membership Prospectus

# British APCO Corporate Membership

Thank you for taking the time to look through our Corporate Membership 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; 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



Duncan Swan  
Chief Operating Officer  
British APCO

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 looked at how best to enhance Corporate Member entitlements. We want to extend our reach within these businesses – so have hence 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 now bimonthly 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.

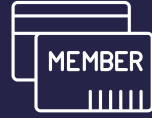
A handwritten signature in black ink, appearing to read 'Duncan Swan', written over a horizontal line.



Company profile page on BAPCO website



Company linked logo on BAPCO website



Member logo to use for marketing



Newsletter promo ads



Social media exposure



BAPCO Journal ads



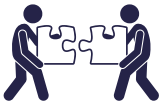
White paper marketing



Member enrolment



Account manager support



Joint roundtables  
webinars  
workshops



Annual event  
exhibit & dinner  
discount



Autumn event  
exhibit discount

# Packages at a Glance

Entitlement	Platinum	Gold	Silver	Bronze*
Annual Cost (ex VAT)	£5,000	£2,500	£1,000	£500
Dedicated company profile on British APCO website with link to company page	500 words Images & Videos TBD	250 words 1 image & video	250 words 1 image	100 words 1 image
Logo on rolling banner on British APCO home page	Yes	N/A	N/A	N/A
Member logo for marketing	Platinum Logo	Gold Logo	Silver Logo	Bronze Logo
Opportunity to add promotional adverts to BAPCO Newsletter	3 per year	1 per year	N/A	N/A
Social Media exposure on LinkedIn, X, Facebook	12 per year	6 per year	3 per year	3 per year
BAPCO Journal Adverts	6 Full Page	6 Half Page	3 Half Page	3 Half Page
White Paper Marketing	2 per year	1 per year	N/A	N/A
Named Member Enrolment	Up to 20	Up to 10	Up to 5	Up to 5
Account Manager Support	Yes	Yes	Yes	Yes
Feature in Ask the Expert in Newsletter and website	Yes	N/A	N/A	N/A
BAPCO Annual Event Exhibition	Up to 10%	Up to 10%	Up to £500	Up to £300
BAPCO Annual Event dinner ticket discount	Yes	Yes	Yes	Yes
Autumn Event Exhibition Discount	Yes	Yes	Yes	Yes
Round tables, webinars or workshops in conjunction with British APCO	Yes, case by case	Yes, case by case	N/A	N/A

\*Small businesses only, defined as having an annual turnover of under £2million

# BAPCO Journal Advertising

The BAPCO Journal is distributed in both print and digital formats to the Association's entire membership, currently almost 2,000 professionals working to improve public safety through technology, who are hungry for information on the latest technology and best practices.

The BAPCO Journal is also distributed at all British APCO's events, including the Annual Conference and Exhibition and other events throughout the year. 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](http://www.bapco.org.uk) - and social media accounts - as well as the Annual Conference website [www.bapco-show.co.uk](http://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**

6 full page adverts

**Gold**

6 half page adverts

**Silver**

3 half page adverts

**Bronze**

3 half page adverts



**Contact:**

**Philip Mason, Editor**

[philip.mason@markallengroup.com](mailto:philip.mason@markallengroup.com)

## Corporate Membership Prospectus

# 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 British APCO approval and will effectively be endorsed by the association. The British APCO 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)

## British APCO 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.

## British APCO Member Newsletter

Our newsletters are delivered to our entire membership of almost 2,000 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.

## British APCO 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](mailto: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 support for the Chief Operating Officer, Board and Executive Committee.

[support@bapco.org.uk](mailto:support@bapco.org.uk)

### **Finance Team**

For queries regarding invoices and payment.

[finance@bapco.org.uk](mailto:finance@bapco.org.uk)

## British APCO Events Team

### **Dorothy Inverarity, Autumn Events Project Manager**

Dorothy leads the team responsible for planning and executing British APCO's Autumn Event.

[dorothy.inverarity@bapco.org.uk](mailto:dorothy.inverarity@bapco.org.uk)

### **Jenny Lowrey, Sponsorship and Exhibition Manager**

Jenny manages sponsorship and exhibition opportunities for British APCO throughout the year via British APCO's Autumn Event. She is also the Account Manager for all of British APCO's Corporate Members.

[jenny.lowrey@bapco.org.uk](mailto:jenny.lowrey@bapco.org.uk)

## BAPCO Annual Conference

### **Jessica Szuts-Naranjo, BAPCO Annual Event Commercial Manager**

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

[jessica.naranjo@markallengroup.com](mailto:jessica.naranjo@markallengroup.com)

## BAPCO Journal

### **Philip Mason, BAPCO Journal Commissioning Editor**

Working closely with the British APCO Board and their advisors, Philip has overall responsibility for the content of the bimonthly BAPCO Journal.

[philip.mason@markallengroup.com](mailto:philip.mason@markallengroup.com)

# Apply for British APCO Corporate Membership

Visit the Membership section of our website at:

[www.bapco.org.uk](http://www.bapco.org.uk)

to complete the online application form

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



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**[www.bapco.org.uk](http://www.bapco.org.uk)**

**@BritishAPCO**

Registered charity with number 1182924

Company limited by guarantee with number 04343539

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