



Connecting and Supporting the Public
Safety Communications Sector

Spring Event 2017



Sponsorship & Exhibition Prospectus

**Hilton Grosvenor Hotel
Edinburgh**

23 - 24 May 2017

SPONSORSHIP & EXHIBITION AT A GLANCE

Sponsorship Packages	Category 1	Category 2	Page
Main Partner	SOLD	SOLD	5
Drinks Reception Sponsor	£1,000	£800	6
Session Host	£1,200	£800	6
Networking Dinner Sponsor	£1,000	£800	7
Name Badge Sponsor	£600	£500	7
Exhibition Packages	Price	Price SMEs	Page
Exhibition Stand	£1,600	£800	8

Category 1 – General Business (turnover over £10m)

Category 2 – Micro & Small Businesses (with turnover of up to £10m)

British APCO wishes to recognise the distinction of smaller and larger players in industry, providing affordability for all with a tiered pricing structure at the event.

British APCO

British APCO is acknowledged as THE leading UK based Association in the British Isles for all professionals in public safety and civil contingencies communications and information systems.

As a not-for-profit organisation, British APCO is an independent organisation that provides a forum for professionals in the field of public safety and civil contingencies communications and information 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 excellence and transfer of knowledge in the public safety/civil contingencies services.

BAPCO Spring Event 2017 ESN - Putting Other Users in the picture

Building on the success of British APCO events, for the first time we are running a two day event combining a number of meetings and sessions in Scotland. By hosting these combined sessions we aim to reduce costs for everyone involved, and create a powerful concentration of members and partners from across our Public Safety community. Our Spring Event complements the Annual Show and the Autumn Event and keeps critical initiatives progressing.

This event will focus on the critical voice and data communications needs of public safety users who aren't part of the three primary Emergency Services. BAPCO intends to highlight the issues which must be addressed by the wide variety of organisations who are current Airwave Users but who are not one of the police forces, ambulance trusts, or fire and rescue services included in the "3 Emergency Services" for whom the Emergency Services Network is being primarily designed.

This non3ES community makes up more than 13% of the existing Airwave Users, with over 35,000 active connections. Some of them have unique requirements for their communications, which may be coverage, types of devices, connectivity arrangements with partner organisations, affordability, and so on. On their behalf, and together with the Home Office ESMCP team and the 3 Emergency Services, BAPCO will bring together users, speakers, and suppliers, to create a forum where all ideas and information can be shared – now and in the future.

This event will form part of BAPCO's continuing regional series, following BAPCO's flagship conference and exhibition in Telford in March many of the issues from that event will be followed through in May but with a particular emphasis on the impact for the non3ES community. The conference will be as relevant to police, fire and rescue, and ambulance services as to everyone else attending, with the common theme of working together for public safety.

Delegate Profile

Building on the success of our annual Autumn events, we aim to attract over 100 delegates involved in delivering public safety communications. Attendees to our events typically come from the emergency services as well as the supplier community and independent consultants.

With this event's focus on the delivery of the Emergency Services Mobile Communications Programme (ESMCP) for all, we believe it will be highly attractive to another sector of users, technical and operational from a large range of organisations.

Why must your company be there?

- Meet in person with around 00 national delegates who are key influencers and decision makers in their speciality
- Conduct important networking conversations during the welcome reception, networking dinner and other interactive fringe events
- Be seen alongside your industry peers and competitors to cement your organisation's stature in the safety communications market place

Programme

Day 1 - Tuesday 23 May 2017

13:00 Registration, refreshments and exhibition
13:45 Sessions
17:30 Drinks reception and exhibition
19:00 Networking Dinner

Day 2 - Wednesday 24 May 2017

08:30 Registration, refreshments and exhibition
09:00 Sessions
12:40 Lunch and exhibition

Please note that this is a draft overview and is subject to change



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 website** – your logo acknowledged as a partner along with a reciprocal link to your website
- Relevant event signage – your logo acknowledged as a partner
- Use of the event logo until the end of May 2017
- Delegate list



Sponsorship Packages

The new British APCO Spring Event provides a fantastic platform to position your business amongst the leading organisations in the industry. It's important that you're a part of it!

If you are interested in more than one package 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)

Contact Jo Sloan on 0191 241 4523 or jo@echoevents.org

BAPCO Spring Event – Main Partner: SOLD

This is an exclusive opportunity to be recognised as the key sponsor of the BAPCO Spring Event 2017. Be associated at the highest level with the event.

Pre-Event Entitlements:

- Logo on pre-event marketing emails sent to all BAPCO members to promote the Spring Event (approx. 2,500 contacts)
- Recognition as main partner located prominently on the conference web page

During Event Entitlements:

- Five minute welcome to all delegates, by a representative of your company
- Double exhibition stand in the most prominent position (including lunch and refreshments for four exhibitors)
- Host a session as part of main programme
- 4 x full delegate places including networking dinner
- 4 x networking dinner tickets
- Recognition as main partner on holding slide in plenary room
- Recognition as main partner on the front page of the event handbook
- A dedicated 100 word paragraph about your organisation with contact details featured on the event website
- Opportunity to display your company pop up banners and extra signage at the entrance to the event venue
- Verbal acknowledgement as the event partner during the opening and closing sessions of the event
- Recognition as main partner included on all printed materials
- 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 the end of May 2017
- Delegate list sent to you prior to the event



Drinks Reception Sponsor £1,000 (Exclusive)

The drinks reception takes place in the early evening of Tuesday 23 May (prior to the Networking Dinner) and offers the chance to network in a relaxed and informal setting with the delegates. We are aiming for around 100 delegates attending to enjoy a pre-dinner drink and your staff are welcome to mingle at their leisure.

Entitlements Include:

- 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

Session Host £1,200

This package is an ideal opportunity to provide a session which compliments the event programme and highlights particular work connected with current topics. The session is part of the main conference programme and open to all conference delegates, it 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 inside the event handbook next to the session being sponsored
- 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 handbook
- 2 tickets to the networking dinner
- Standard sponsorship entitlements

Networking Dinner Sponsor £1,000 (Exclusive)

The Networking Dinner is the key social event for the BAPCO Spring Event on the evening of Wednesday 23 May, where all of our hard-working delegates network informally and enjoy delicious food in great company.

Entitlements Include:

- Recognition as sponsor on networking dinner tickets given to each delegate
- Recognition as sponsor on networking dinner table menus
- Your company pop up banners to be displayed at the networking dinner venue (maximum 4, provided by sponsor)
- Welcome speech by a representative from your organisation prior to first course
- A reserved table at the dinner with the opportunity to invite guests and your staff
- A 50 word description and contact details in the handbook
- Standard sponsorship entitlements

Name Badge Sponsor £600 (Exclusive)

This is an exclusive opportunity for your logo to be displayed on all delegate, speaker and exhibitor badges throughout the event, giving your organisation's brand a high level of exposure throughout the event.

Entitlements Include:

- Your logo placed in a prominent position on each name badge
- 50 word description and contact details in the handbook
- Standard sponsorship entitlements



Exhibition

During the BAPCO Spring Event, there will be a dedicated exhibition area where companies can make the most of meeting in person with delegates. This is a fantastic way to strike up important relationships and start discussions.

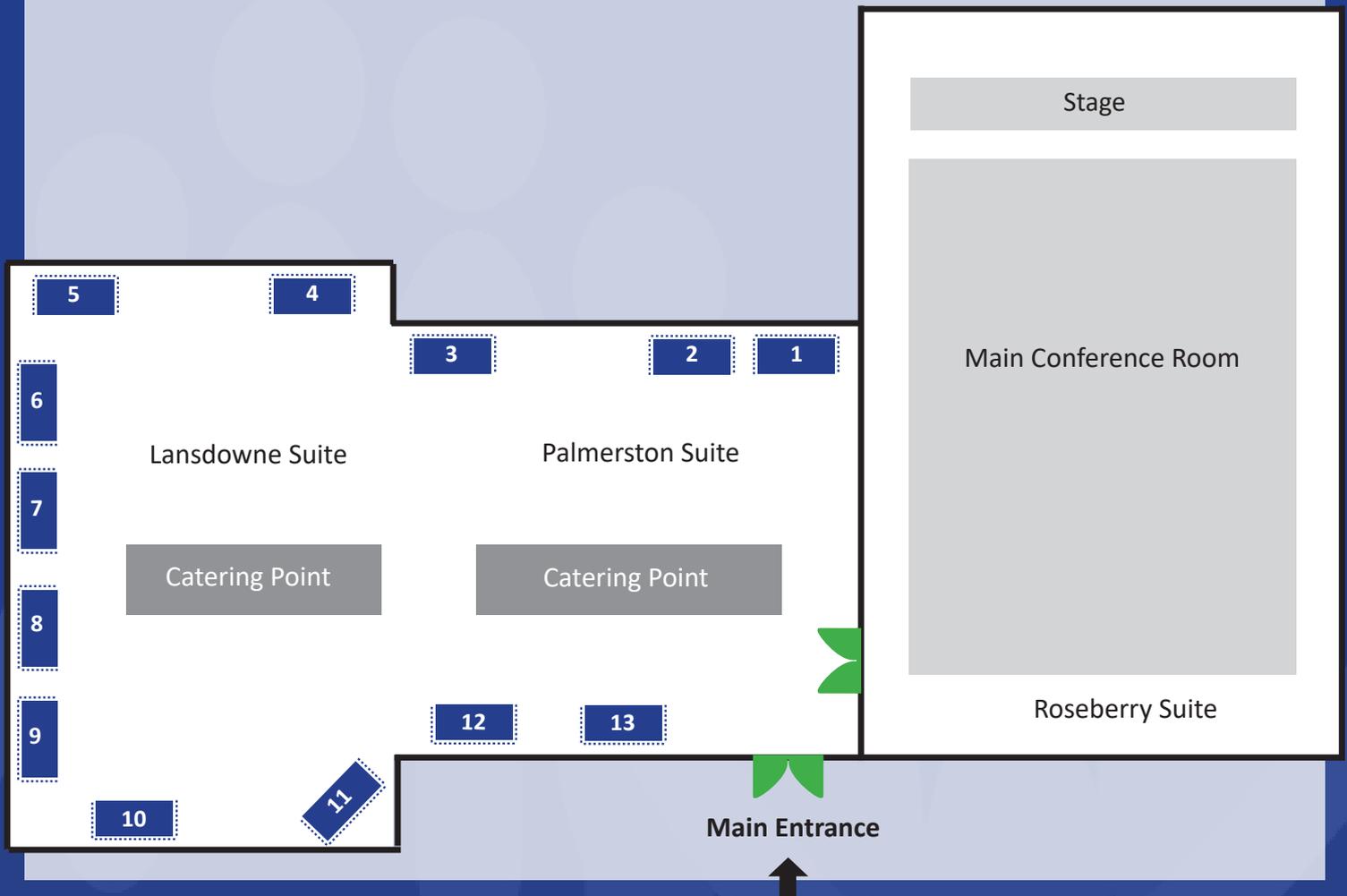
In an age where we rely so much on digital media to contact potential customers and associates, the BAPCO Spring Event offers a meeting of minds.

Delegates will mingle in the exhibition area upon arrival, during breaks, lunch and the welcome reception on 23 and 24 May.

**Set up day for exhibitors – morning of Tuesday 23 May
Drinks Reception (in exhibition area) – Tuesday 23 May from 6pm**

Table Top Exhibition Stand - £1,600

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



FOR MORE INFORMATION CONTACT:



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