

Invitation from Ian Thompson, Chief Executive, British APCO

“It is my pleasure to be able to invite you to attend, support and participate in the BAPCO Autumn Event for 2017. Every year this event grows in stature and reputation and based on last year’s demand we are keeping the larger space this year for exhibitors and delegates. As you will be aware, this is the most critical time for Public Safety communications in a generation. The UK is leading the world in providing a digital voice and data network for its Emergency Services and the public are able to rely on faster, dedicated response in a crisis due to the incorporation of smartphone technology into the 999 arena.

We will be doing our absolute best to represent the most crucial topics and new technologies affecting Public Safety communications and offering knowledge exchange to all attendees via our sessions and your exhibits and displays.”

SPONSORSHIP & EXHIBITION AT A GLANCE

Sponsorship Packages	Category 1	Category 2	Page
Main Partner	SOLD	SOLD	3
Drinks Reception Sponsor	SOLD	SOLD	4
Session Host	£1,500	£800	5
Networking Dinner Sponsor	£1,200	£800	5
Name Badge Sponsor	£995	£800	5
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Exhibition Packages			
Exhibition Stand	£1,800	£900	6
Private Meeting Room	£300	£300	6



British APCO

British APCO is acknowledged as THE leading UK based Association 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.

Three reasons you must be there!

1. Meet in person with around 300 national delegates who are key influencers and decision makers in their speciality
2. Conduct important networking conversations during the welcome reception, networking dinner and other interactive fringe events
3. Be seen alongside your industry peers and competitors to cement your organisation's stature in the safety communications market place

British APCO Autumn Event 2017

Building on the success of the last few years of British APCO Autumn events, we are again running a two day event combining a number of meetings and sessions. 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 Autumn Event complements the Annual Event, and keeps critical initiatives progressing.

Delegate Profile

The 2016 event drew an audience of over **300** attendees involved in public safety communications, including members from the **Public Sector, Private Sector, Users, Suppliers and Consultants.**

Programme

Day 1 - Wednesday 8th November 2017

13:00 - 13:45	Registration, refreshments and exhibition
13:45 - 17:30	Sessions
17:30 - 18:30	Drinks reception and exhibition
19:00	Networking Dinner

Day 2 - Thursday 9th November 2017

08:30 - 09:00	Registration, refreshments and exhibition
09:00 - 12:40	Sessions
12:40 - 13:30	Lunch and exhibition

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

SPONSORSHIP PACKAGES

The established British APCO Autumn Event provides a fantastic platform to position your organisation amongst industry leaders. We are looking for long term partners to share the vision and ambition of the 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.

- Recognition as a sponsor included in selected promotional materials
- Recognition as a sponsor on the event webpage with a reciprocal link to your website
- Acknowledgement as a sponsor on relevant signage at the event
- Use of the event logo until the end of November 2017
- Delegate list prior to the conference

Main Partner SOLD (Exclusive)

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

Pre-Event Entitlements:

- Recognition as main partner on pre-event marketing emails sent to all BAPCO members to promote the Autumn 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)
- Interactive session as part of main programme
- Use of a private meeting room for the duration of the event
- 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 November 2017
- Delegate list sent to you prior to the event

Drinks Reception Sponsor SOLD (Exclusive)

The drinks reception takes place in the early evening of Wednesday 8th November, prior to the Networking Dinner in the main exhibition area and offers the chance to network in a relaxed and informal setting with the delegates. There will be around 250 delegates attending, to 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



Session Host £1,500

This package is an ideal opportunity to provide a session which compliments the event programme and highlights particular work connected with current PS communication 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 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-shots 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 £1,200 (Exclusive)

The Networking Dinner is the key social event for the BAPCO Autumn Event on the evening of Wednesday 8th November, 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 of ten tickets 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



EXHIBITION PACKAGES

During the BAPCO Autumn 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 Autumn Event offers the chance to interact in person.

Delegates will mingle in the exhibition area upon arrival, during breaks, lunch and the Drinks Reception.

Set up day for exhibitors – morning of Wednesday 8 November.
Drinks Reception (in exhibition area) – Wednesday 8 November from 6pm



Table Top Exhibition Stand - £1,800

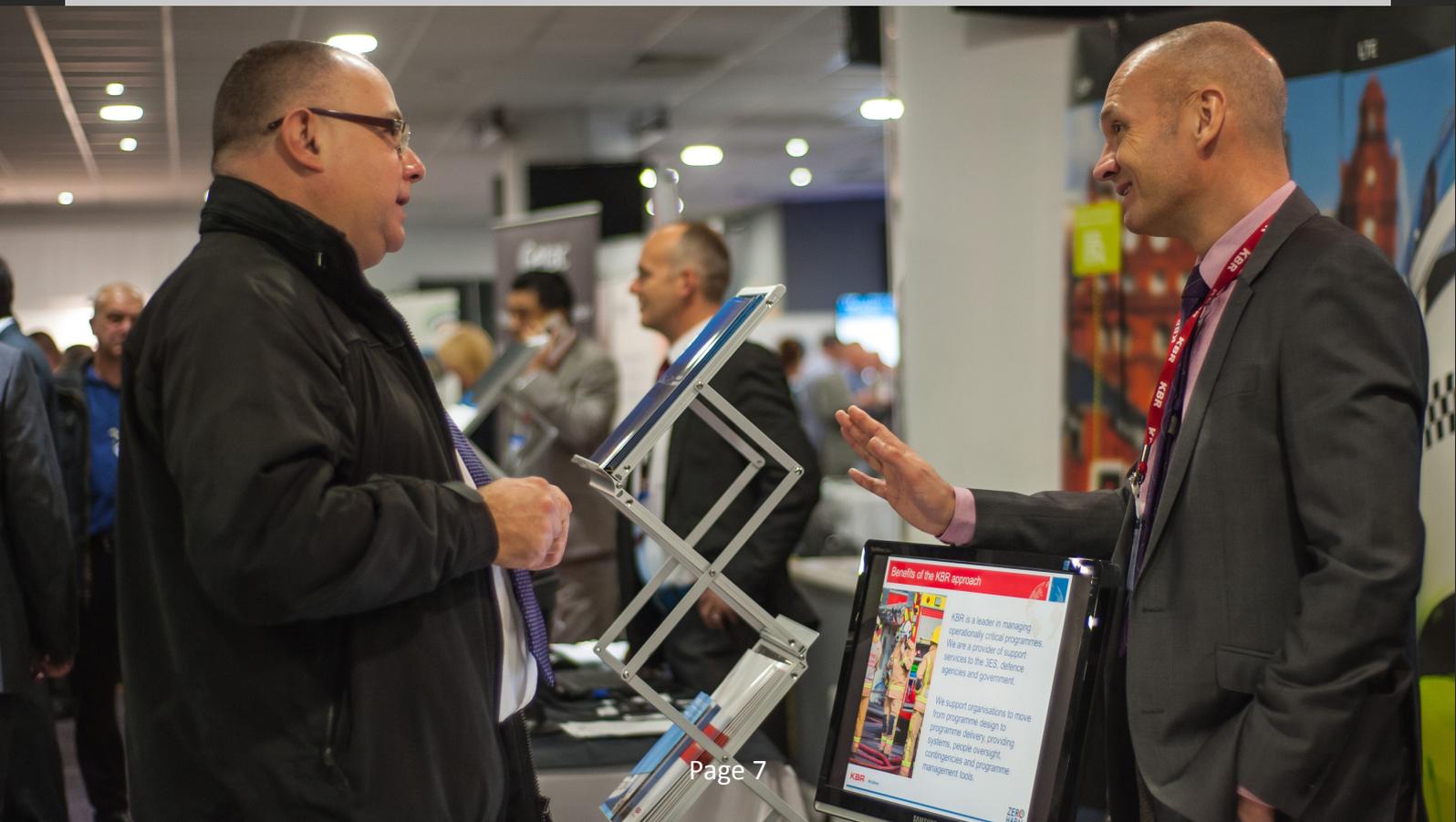
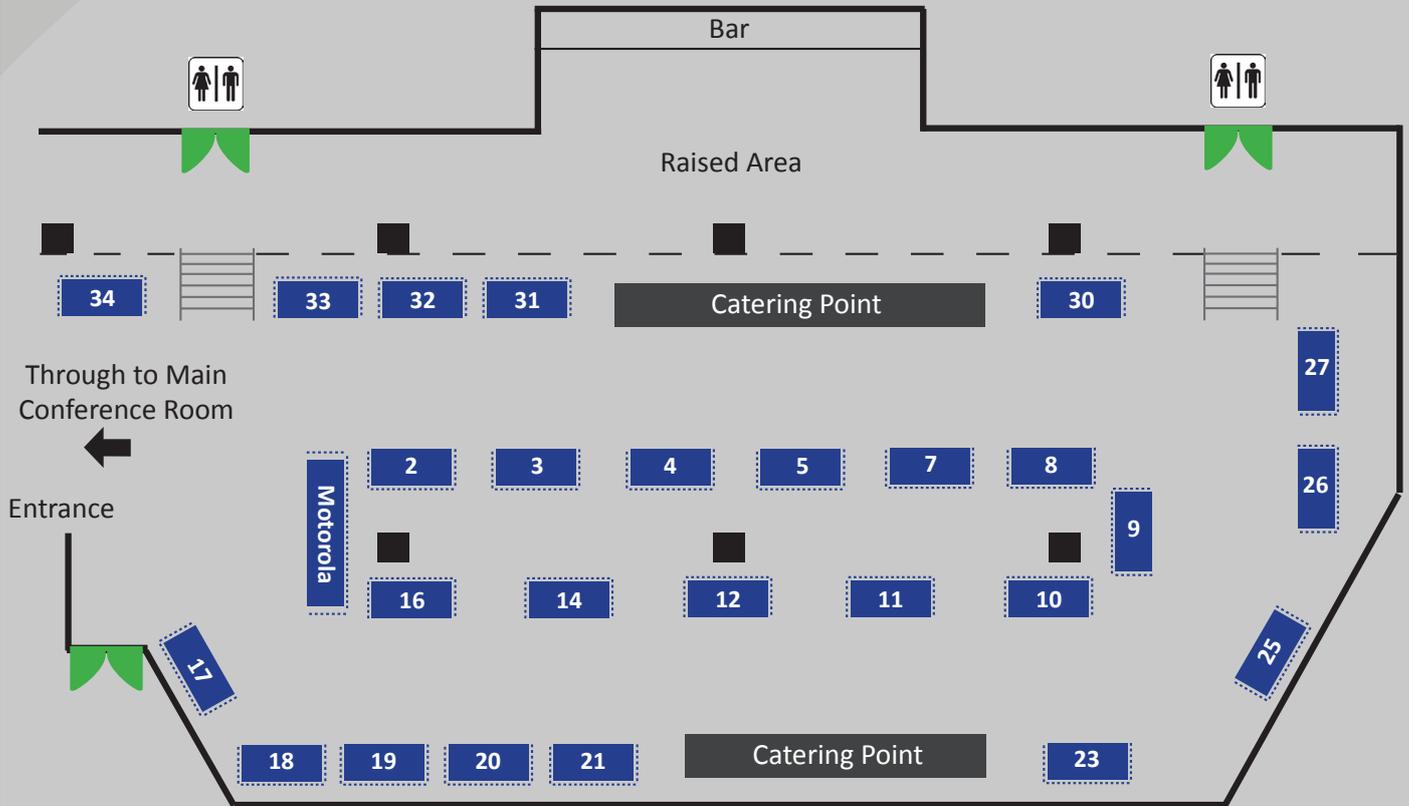
- Table with cloth & 2 chairs
- Access to power
- Link to your company website from the main event website
- Company name and stand number on the exhibition page of the official event website
- Refreshments for 2 exhibition staff on both event days and lunch on day 2
- Attendance at the welcome reception for 2 exhibition staff to network informally with delegates
- Delegate list given at event

Private Meeting Room £300

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.

EXHIBITION FLOORPLAN



CONFERENCE VENUE



St James Park

Events at St James' Park are in a league of their own and the venue has been recognised nationally for high standards of corporate hospitality.

Just like our fans, the world renowned Toon Army, and our players, our on-site team are truly passionate about being the very best - delivering cuisine and service more synonymous with a top restaurant than a football ground. Couple that with our range of state-of-the-art event spaces, plus the raw excitement of live football, and you will be experiencing premier quality, on and off the field.

Location: Newcastle upon Tyne

NewcastleGateshead is a vibrant destination with a famously warm welcome. Thanks to its striking setting, compact city centre, fantastic transport links and 2,000 years of history, it's easy to see why NewcastleGateshead is such a popular choice for conferences, meetings and events.



CONTACT US

For further information on sponsorship and exhibition opportunities at the BAPCO Autumn Event please contact:



Jo Sloan, Sponsorship Manager, 0191 241 4523, jo@echoevents.org

Our Philosophy

Here at Echo Events & Association Management our approach to sponsorship is to build partnerships and long term relationships. In addition to the set packages we also create bespoke options which will enhance your ROO and help you understand the fit for your business needs. We carry out a needs analysis by discussing what you hope to gain from the event. We stay focused on how your organisation can align with the purpose and audience of the BAPCO conference.