



SPONSORSHIP & EXHIBITOR OPPORTUNITIES

The Association of Public-Safety Communications Officials Canada (APCO Canada) is a voluntary, not-for-profit association dedicated to the enhancement of public-safety communications. As an organization, APCO represents the professionals who supply, install and operate Emergency Communications Systems across Canada, acting as the voice for its membership and an advocate for their critical role in keeping the public safe.

APCO derives its membership from various public-safety organizations including 9-1-1, fire and emergency medical services, emergency management, disaster planning, and federal search and rescue personnel. Through the provision of call-taking and dispatching services to those in need, APCO Canada members strive to ensure that the safety of human life, the protection of property and public welfare are the top priority.



About The Conference

Since its inaugural "regional" Canadian conference in 1988, APCO Canada has delivered an annual flagship event focused on providing its membership with valuable education, networking and learning opportunities to enhance their profession. With significant emphasis placed on professional development and growth, the annual APCO Canada Conference offers a unique forum for public-safety communication officials to take in relevant and often leading-edge education to support advanced knowledge and performance in their roles.

The 2019 Conference & Tradeshow will be held in Halifax, Nova Scotia. Join us November 4 - 7 for four days of world-class education and networking at Canada's largest conference for public-safety communication officials.

The APCO Canada Conference & Tradeshow offers sponsors and exhibitors a dedicated marketing channel guaranteed to reach over 400 attendees and a membership of over 500. We pride ourselves on strong partnerships with organizations that believe in the value of public safety communications and our industry.

In 2018 The APCO Canada Conference & Tradeshow brought together over 400 public-safety communication officials for four days of professional development and networking in Montreal. The audience at the event is made up of the following target delegate groups:



Target Delegate Group 1 - Emergency Communication Officers (ECOs): Often referred to as the “first” of first-line responders, Emergency Communication Officers (ECOs) serve a critical link between citizens and the emergency help they may require.



Target Delegate Group 2 - Emergency Communication Technologists: Representing the “behind-the-scenes” side of emergency communications, Technologists play a critical role in managing the vital equipment and technology used to facilitate emergency communications.



Target Delegate Group 3 - Emergency Communication Trainers: Behind every team of professional safety communications professionals stands a team of Emergency Communication Trainers. Responsible for education and ongoing training for dispatchers and ECO teams, Trainers play a critical role in influencing quality of service, professionalism and expertise for the “first” of first responders.



Target Delegate Group 4 - Supervisors & Managers: Leading integrated teams of ECOs, Technologists and Trainers are a specialized group of Supervisors and Managers. Responsible for high-level operations and overall management of public-safety communication centres and their staff, Supervisors and Managers play a critical role in quality assurance and service delivery.

- 911Trainer.com
 Abbotsford Police Department Aeroflex
 AGENT511
 Airbus DS Communications
 Ajax Fire & Emergency Services
 AL MASTOOR CONTRACTING
 Alberta Emergency Management
 Agency
 Alberta Health Services
 Anritsu APBC
 APCO Australasia
 APCO Canada
 APCO International
 Argosy Communication Products Ltd
 Avtec Inc
 Barrie Fire & Emergency Service
 Barrie Police Service
 B.C.Communications
 Base Camp Connect
 BC Ambulance Service
 Bell Canada
 Bellingham Fire Dept.
 Bramic Creative Business Products Ltd.
 Brampton Fire & Emergency Services
 British APCO
 Cambridge Fire Department
 Calgary Police Service
 Canada Border Services Agency
 Canadian Forces Military Police
 Cartel Communication Systems Inc.
 Central Island 911
 Centre for Security Science - Gov't Of
 Canada
 Chatham-Kent Police Service
 CITIG
 City Of Campbell River-Fire Department
 City Of Fredericton
 City of Fort St. John Fire Rescue
 City Of Guelph Fire Department
 City of Kamloops Fire Rescue
 City Of Kitchener Fire Department
 City Of Lethbridge
 City Of Mississauga
 City Of Saskatoon
 Comprod Communications
 Comtech (Communication Technologies)
 Cornwall Community Police Service County
 Of Simcoe
 County Of Wellington
 Critical Communication Solutions Inc. CRTC
 Cypress Solutions Daniels
 Electronics Dieppe Fire Department
 Durham Regional Police Service
 E-Comm 9-1-1
 Edmonton Police Service
 EFJohnson Technologies
 Evans Consoles
 Gatineau Police Service
 General Dynamics
 Grande Prairie Fire Department
 Greater Sudbury Police Service
 Guelph Fire Department
 Guelph Police Service
 Ministry Of Government Services - GMCB
 Halton Regional Police Service
 Hamilton Police Service Harris
 iCERT
 Intergraph Intrado
 Iqaluit Emergency & Protective Services
 Kelowna Fire Department
 Kenwood Canada
 Kincardine Communications
 Kingston CACC
 Kingston Fire & Rescue Kitchener
 Fire Department Langford
 Lethbridge PSCC
 London Police Service
 Manitoba Telcom Services
 Motorola Solutions Canada
 NENA The 911 Association
 Niagara Falls Fire Department
 Niagara Regional Police Service
 North Bay Fire & Emergency Services
 North Island 9-1-1 Corporation
 Northern911
 Octasic Semi Conductor
 OMNI
 Provincial Electronics
 Ontario Provincial Police Orangeville Police
 Service
 Ottawa Central Ambulance Comm. Centre
 Ottawa Fire Services
 Ottawa Paramedic Service
 Ottawa Police Service
 Owen Sound Police Service
 Peel Regional Police
 Peterborough Fire Services
 Peterborough Lakefield Community Police
 Service Police De Laval
 Prince Albert Police Service
 Prince George Fire Rescue
 Province Of Nova Scotia Provincial
 Emergency Communications Centre
 Public Safety Canada
 Public Safety Communications - City Of
 Calgary
 P-Y Safety Management
 Quebec City 911 Centre RCMP
 Regina Fire & Protective Services
 Sarnia Police Service & OPTIC
 Saskatoon Police Service
 SiriusXM Connected Vehicles
 St. Albert RCMP
 St. Catharine's Fire Services
 Stratford Police Service
 Strathcona County Emergency Services
 Surrey RCMP
 The City Of Red Deer - Emergency Services
 Thunder Bay Police
 Toronto EMS
 Toronto Police Service
 Town Of Halton Hills Fire
 Unified Police Dept. Of Greater Salt Lake
 Vaughan Fire & Rescue Services
 Victoria Police Department
 Ville De Gatineau
 Ville De Montreal
 Waterloo Regional Police Service
 Windsor Fire & Rescue Services
 Windsor Police Service
 Woodstock Police Service
 York Regional Police
 Zetron, Inc.

As an APCO Canada Conference & Tradeshow sponsor and exhibitor, your company will benefit from a wide variety of branding opportunities as we promote this year's event. Here is a breakdown of some of our marketing activities that will include your brand:



Website & Electronic Advertisements

Event advertisements with sponsor recognition will appear across a selection of industry and association magazines and websites



E-mail Campaign

The event and its sponsors will be promoted via a series of email communications sent directly to the inboxes of hundreds of industry professionals



Press Release

Sponsor mentions will be included in nation-wide press releases



Social Media

The event and its sponsors will be promoted via the APCO Twitter & LinkedIn accounts



Event Program

Every attendee of the APCO Canada Conference & Tradeshow will receive an event program featuring information about our sponsors



On-Site Displays

Sponsor logos will be featured on a variety of on-site signage and digital presentation formats



On-Site Integration of Brand

Branding of the event venues using décor, signage, and electronic displays to ensure excellent brand recognition and connection with the audience

BENEFITS & SPONSORSHIP RECOGNITION

	PLATINUM	DIAMOND	GOLD	SILVER	BRONZE	RUBY
SPONSORSHIP INCLUSIONS	\$25,000	\$17,500	\$12,000	\$7,500	\$3,500	\$1,500
Logo & link on event website	*	*	*	*	*	*
Logo in event program guide	*	*	*	*	*	*
Logo on Wall of Recognition	*	*	*	*	*	*
Logo on PowerPoint screens	*	*	*	*	*	*
Verbal recognition through out the event	*	*	*	*	*	*
Right to use the APCO Canada logo & name	*	*	*	*	*	*
Opportunity to donate a door prize	*	*	*	*	*	*
Invitation to Sponsor Recognition Reception	*	*	*	*	*	*
Discounted tradeshow booth costs	*	*	*	*	*	*
Complimentary Conference registrations	4	4	2	1	1	
Invitation to Pre-Conference Ambassador lunch	4	2	2	1	1	
Advertisement space in event program	1	1	1/2	1/4	1/4	
Opportunity to provide additional signage	*	*	*	*	*	
Complimentary exhibitor passes	4	2	2	1	1	
Tradeshow booth space	20x20	10x20	10x10	10x10		
Opportunity to provide an item in delegate bag	*	*	*	*		
Logo in all pre and post-event advertising	*	*	*	*		
Corporate profile in pre-conference email blast	*	*	*	*		
Opportunity to present a one hour workshop	4	1	1			
30 Day job posting on apco.ca	2	2	1			
Logo & link on website	*	*	*			
Complimentary Gala Tickets	2					

Sponsor of Exhibit Hall and Luncheon

\$25,000.00 **SOLD**



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SOLUTIONS

- Company branding at the entrance of the Exhibit Hall
- Company branding of the Exhibitor Map in the Conference Program
- Company branding on the luncheon buffet tables inside the Exhibit Hall
- Preferred positioning on the show floor
- Logo on show communications
- Branding of exhibitor badges

Sponsor of Conference Registration

\$17,500.00 **SOLD**



HEXAGON
SAFETY & INFRASTRUCTURE

- Your logo (co-branded with APCO Canada) on delegate lanyards
- Your logo on the conference badges designated as the “Registration Sponsor”
- Your logo branding of the registration desk
- Your Logo on the delegate bags and a message saying, “Registration Sponsor”
- Opportunity to provide a delegate registration gift branded with your logo

Sponsor of Opening Reception

\$12,000.00 **SOLD**



- Presenting name rights of the opening reception ensuring the room and event is “branded” as your event using décor, signage, and electronic displays to ensure excellent brand recognition and connection with the audience
- Opportunity to provide door prizes and contest prizes
- Promotion of the event to all delegates via email prior to the conference, including your organizations’ branding in the promotion
- Introduction and greeting opportunity at the event

Opening Breakfast Keynote Sponsor

\$12,000.00 **SOLD**

JVCKENWOOD

- Presenting name rights of the keynote (“Presented by your organization”)
- Opportunity for a representative to address the entire conference audience to welcome the crowd, deliver some key corporate messages, and introduce the keynote speaker
- We will work with you to “brand” the room through décor, signage, electronic displays, etc. that tastefully fuse both your brand and the APCO Canada brands into the event
- Opportunity to provide promotional materials that will be placed on table settings during your exclusive event
- An opportunity to conduct a door prize and contest prizes

Sponsor of Closing Keynote

\$12,000.00

- Presenting name rights of the closing keynote ensuring the room and event is “branded” as your event using décor, signage, and electronic displays to ensure excellent brand recognition and connection with the audience
- Opportunity to provide door prizes and contest prizes
- Promotion of the event to all delegates via email prior to the conference, including your organizations’ branding in the promotion
- Opportunity to welcome and introduce the closing keynote speaker


Sponsorships of The Awards Gala

\$7,500.00 (Each Award)

- Presenting name rights of the award you are sponsoring (“Presented by your organization”)
- Opportunity for a representative to address the entire conference audience to announce the award winner and present the award
- Your logo on electronic display when the award is presented
- Verbal thank you during the award ceremony to recognize you as an award sponsor
- Reserved VIP table with two (2) complimentary tickets to the awards ceremony
- Signage on all tables

Technologist of the Year: This award recognizes individual(s) who has demonstrated extraordinary technical knowledge and expertise in their support of public safety communications. The nominees in this category demonstrate a thorough knowledge of computer, information and Radio Frequency (RF) technology systems in order to effectively contribute to the operations of a communications centre.

Trainer of the Year: This award recognizes an individual(s) whose contributions are instrumental in the excellence and success of a training program within a Public Safety Communications Agency. The nominees in this category understand the importance of mentoring employees through leadership and display an ongoing commitment to their employees’ success.

Team Award: This award recognizes an emergency communication team that handled an unforeseen or unusually challenging situation causing each nominee to handle additional responsibilities in addition to their regularly assigned duties. Nominees may have used uncommon methods to problem-solve, teamwork to create a solution, and together were instrumental in making a difference in the outcome of the event.  TECHNOLOGY TO CONNECT,
INFORM AND PROTECT™

Telecommunicator of the Year: This award recognizes the Telecommunicator who handled a critical incident in an exemplary manner that positively affected its outcome. Nominees may have used uncommon methods to problem-solve and were instrumental in making a difference to the outcome of the incident.

Sponsor of The VIP Awards Night Reception

\$7,500.00

SOLD



- Sponsor the VIP Reception which includes the APCO Board, Award Winners, and Local Dignitaries
- Branded shuttles to provide transportation to and from the reception
- Logo on the menu at the reception
- Toast at the VIP Reception

Sponsorship of Conference Program

\$5,000.00

SOLD



- Branding on the front page of the printed program
- Complementary one page ad in the printed conference program

Sponsor of Health and Wellness

\$3,500.00

- 6:00am wellness workshop to include an option of yoga, and or a walk/run each morning
- Your logo on promotional signage
- Promotion of event program

Volunteer Sponsor \$3,500.00

- Exclusive recognition as APCO Canada Volunteer sponsor
- Verbal thank you during the conference sessions as the official APCO Canada Volunteer sponsor
- Your logo on all volunteer shirts

Charging Station Sponsor \$3,500.00

- Portable charging stations will be available at the conference for attendees to recharge their phones, tablets and laptops.
- Your company logo will be clearly visible on the portable charging stations that will be placed throughout the event for the duration of the event.
- Logo recognition as a “supporter” on conference materials (website, program guide, signage)
- Verbal acknowledgment and recognition at beginning of event as the charging station sponsor.

Transportation Sponsor \$3,500.00

- Logo and branding recognition on the buses and pick-up area signage
- Logo recognition as a “supporter” on conference materials (website, program guide, signage)
- Verbal acknowledgment and recognition at beginning of event as the transportation sponsor
- Logo recognition on the buses transporting delegates to and from optional off-site activities.

Evaluation Sponsor \$1,500.00

SOLD



- Verbal thank you during the breakout sessions to remind delegates to fill out their evaluations for a chance to win a prize, donated by your organization
- Your logo on the hard copy evaluations provided to each delegate
- Your logo on the electronic post-conference evaluation that is sent out to all delegates

Stream Sponsor \$1,500.00

- Your logo on all session signage for the stream that you are sponsoring
- Opportunity to introduce (host) the speakers in the session room for the stream you are sponsoring
- An opportunity to provide two (2) additional stock corporate signage (e.g. banners or roll-ups) from your own company stock for displaying in the session room for the stream you are sponsoring

Coffee Break Sponsor

\$1,500.00

SOLD

- An opportunity to provide additional stock corporate signage (e.g. banners or roll-ups) from your own company stock for display during the coffee breaks that you are sponsoring
- Verbal thank you during the breakout sessions before and after your coffee breaks on the day you are sponsoring the breaks
- Tent card signage provided by the conference that will be displayed during your coffee break

Student Sponsor

\$500.00

Organizations looking to engage with the future of the Public-Safety Communications industry can put their sponsorship funds towards sponsoring a full conference registration for a post-secondary student.

A student sponsor would receive the following benefits:

- Provide a promising full-time post-secondary student a scholarship to attend the APCO Canada 2019 Conference & Tradeshow
- Verbal acknowledgment and recognition at beginning of event as a student sponsor
- Logo recognition as a “Student Supporter” on conference materials (website, program guide, signage)
- Logo recognition on scholar badge
- Receive a formal thank you letter from sponsored student
- Receive a database of resumes from all student attendees at the APCO Canada 2019 Conference & Tradeshow

Premium Tradeshow Booth \$3,100.00

- 10' x 10' tradeshow-style space
- 8' high back wall drapery and 3' high sidewall drapery
- 6' table and two (2) chairs
- 2 Exhibitor Passes
- General site security
- Lunch on the tradeshow floor Tuesday and Wednesday

Premium Tradeshow Booth with Sponsorship \$2,900.00

- 10' x 10' tradeshow-style space
- 8' high back wall drapery and 3' high sidewall drapery
- 6' table and two (2) chairs
- 2 Exhibitor Passes
- General site security
- Lunch on the tradeshow floor Tuesday and Wednesday

Additional Tradeshow Passes

One Day Pass \$150
lunch on the tradeshow floor on Tuesday or Wednesday

Two Day Pass \$275
lunch on the tradeshow floor on Tuesday and Wednesday

Exhibitor Hours

During the following hours, your booth is expected to be staffed and representatives must be prepared to greet attendees and answer questions.

Dates	Time	Details
November 4, 2019	12:00 PM – 6:00 PM	Move-in and Exhibitor Setup
November 5, 2019	10:00AM – 4:00PM	Tradeshow Open
November 6, 2019	10:00AM – 4:00PM	Tradeshow Open

If you wish to purchase extra tradeshow tickets please visit apcocanadaconference.com



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