



**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**

- 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**

- 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**

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- 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 Reception**

**\$7,500.00**

- 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 **The Awards Reception**

**\$5,000.00**

- Sponsorship of the Awards Gala Reception
- Branded drink tickets
- Logo on all high-tops
- Dedicated signage at the reception entrance
- Logo on the photo-booth
- Logo at the awards gala

## Sponsorship of **Conference Program**

**\$5,000.00**

**SOLD JVCKENWOOD**

- 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**

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- 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**

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- 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**

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- 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**

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- 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**

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- 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](http://apcocanadaconference.com)





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