



Knowledge Exchange for Public Safety Communications

ANNUAL EXHIBITION AND DEVELOPMENT SESSIONS
Manchester Central 16-17 April 2012

SPONSORSHIP OPPORTUNITIES

Why should I be a sponsor at British APCO 2012?

Sponsorship is just one way in which you can ensure you stand out from the crowd at an exhibition. All of these sponsorship opportunities have been designed to offer you high visibility, but if you have any other ideas or more bespoke packages you would like to discuss, please feel free to call Lucy McPhail on + 44 (0) 207 973 6635 or e-mail l.mcphail@hgluk.com

Sponsorship offers you...

- A direct, **cost-effective** route to your target market
- Proven way to get your organisation noticed **by key decision-makers** before, during and after the show
- Strategic **brand association**, improved credibility and image transfer
- **New customer** acquisition and **client retention**
- Increased **publicity** amongst the industry at the event
- Increase your **market exposure** to those that have attended the exhibition and Development Sessions
- **The opportunity to Entertain** your existing **clients**
- Initiate **direct contact** with potential **clients** from conference delegates, VIPs and fellow exhibitors
- Unrivalled **networking** opportunities
- **Multimedia** opportunities with the event **web-site** and extensive **email marketing** campaign
- Associate your company with the industry's **leading event**
- Generate additional **interest** from new **clients**
- Maintain **close relationships** with existing **clients**
- Benefit from **extensive branding** across the event marketing campaign

SPONSORSHIP OPPORTUNITIES AT British APCO 2012

HEADLINE SPONSOR:

One company is offered the opportunity to take headline sponsorship of the event. This includes extensive pre-show coverage, branding at show, 3 x delegate tickets to all sessions (excluding any closed round-table events), branding on all pre-show materials, signage and post event coverage issued by the organiser.

Cost for Headline Sponsorship of British APCO 2012:

£9,500 + VAT

PRE SHOW ACTIVITY

Advance Mailshot

Send your promotional materials to all online pre-registered visitors in advance of the show opening or invite them to arrange a meeting with you. This can be achieved through mailing hard copy brochures via a third party mailing house or by html email of your own supply and design, all replies direct to you. This opportunity is available to two companies only.

- Acknowledgement on the web site
- Acknowledgement in the event guide

£2,500 + VAT

Visitor Pre-registration Confirmation

All on line registrants will receive a confirmation email. This opportunity offers exclusive sponsorship with corporate message and web link to reinforce your brand and put your company front of mind.

£5,500 + VAT

Website Banner Advertisements

Banner advertising displayed on each page of the event website. **£2,500 + VAT**

ON SITE ACTIVITY

Registration Area

The Registration area is the first contact point for all delegates and visitors to B-APCO 2012. The sponsor will have the opportunity to brand this entire area as agreed with the organisers.

- Company logo on the registration desks,
- Sponsor to supply branded T-Shirts for registration personnel,
- Sponsor to supply branded pens,
- Company logo on registration signage
- Acknowledgement on the web site
- Acknowledgement in the event guide

£4,000 + VAT

Official Signage including video screens

As a Show signage sponsor, your logo will be present on all the general hall signage supplied by the Organiser providing awareness across the event. Company logo on general signage, plus a 3 minute video edit supplied by the sponsor. This is open to a maximum of six companies. The film will show a rolling edit of all contributions interspersed with messages about the event and the association on numerous video screens at the main entrance.

- Acknowledgement in the event guide
- Acknowledgement on the web site

£600 + VAT

Sponsorship Visitor Badge Lanyards

This option delivers your branding across the whole event for three days, both conference and exhibition. The package includes:

- Sponsors name/logo printed on the badge lanyard
- Acknowledgement in the Show catalogue
- Acknowledgement on the web site

SOLD

Branding of Catering Areas

For 2012 the catering areas are open to all, so sponsorship of this area gives you a great opportunity to network.

The package includes:

- Sponsor's logo and acknowledgement in the Exhibition Catalogue
- Sponsor's branding in the catering areas during the two exhibition open days of the event (supplied by sponsor)
- Acknowledgement on the web site
- Acknowledgement in the event guide

£3,000

Sponsorship of Gala Dinner

The British APCO 2012 Gala Dinner will take place at The Midland Hotel on the 16th April. It will be the social highlight of the event and will provide exhibitors and delegates with an excellent networking opportunity. Some 350 guests are expected. The package includes:

- Sponsor's table for 10 at the Gala Dinner
- Sponsor's logo and acknowledgement on the Dinner invitations
- Sponsor's branding within the venue (sponsor supply pop up stands)
- Sponsor's acknowledgement and logo on the dinner menu
- Thanks to sponsor from the BAPCO President
- Acknowledgement in the Show catalogue
- Acknowledgement on the web site

Reserved

Sponsorship of the Internet Café

The Internet café, open to all delegates and visitors, this popular facility is very well used each year.

The package includes:

- Sponsors logos on the front of the bar and on signage
- Acknowledgement in the Show catalogue
- Bar staff to wear sponsor's supply T- shirts
- Tables to feature sponsor supply table mats
- Sponsor logo on banner signage
- Acknowledgement on the web site

£7,500

Sponsorship of Delegate Bags

The package includes:

- Sponsor's logo on nylon shoulder bag or rucksack style bag
- Promotional material insert
- Acknowledgement on the web site
- Acknowledgement in the event guide

£3,000 + VAT

Insert into Delegate Bag

Opportunity to insert A4 brochure into delegate bag. This opportunity will be limited to 5 companies only.

£1,500 + VAT

Sponsorship of Seminars

Running parallel to the Development Sessions programme will be seminar sessions, giving exhibitors the opportunity to present case studies, services and new technologies which all visitors and delegates can attend free of charge. Each session is 30 minutes long (10 minute break between each presentation). The package includes:

- Pre-show promotion on the event website (the main source of information about the show)
- Promotion in pre-show newsletters and updates to the entire visitor database (c. 10,000 individuals)
- Schedule published in the event guide onsite
- Schedule published on "what's on" boards at show
- Data for all attendees at the seminar or workshop session post show
- Sponsor's literature in the theatre (supplied by sponsor)
- Acknowledgement in the Show catalogue
- Acknowledgement on the web site

£500 per session

**For further information please contact:
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+ 44 (0) 207 973 6635**