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2020APCOWRC.org

APCO Western Regional Conference & Expo

Hosted by the: Utah Chapter

APRIL 6 – 9, 2020

ECCLES CONFERENCE CENTER &

PEERY'S EGYPTIAN THEATER

OGDEN, UTAH



Exhibitor Planning Package

The Utah Chapter of APCO invites you and your company to participate in the 2020 APCO Western Regional Conference and Exposition. Attendees will experience training on crucial public safety communications best practices and talk with attending exhibitors at the Expo. APCO members will be in attendance from local and state agencies throughout the Western United States. The WRC is a great opportunity to connect with representatives associated with all aspects of Public Safety Communications.

We expect a very well attended Expo, giving you the opportunity to introduce new products, provide demonstrations, and promote your company in the Western United States marketplace.



In addition to the Exhibit Hall, the Conference will be providing networking opportunities at a special Exhibitor-Attendee Welcome Reception on Monday evening, April 6, and a fun and relaxing Night at the Salomon Center event on April 7. The conference will also feature a special Exhibitor track, allowing you to demonstrate real world solutions using your products. Platinum and Diamond sponsorship levels include guaranteed space in the Exhibitor track.

Conference Venue

The Ogden Eccles Conference Center is located in the heart of downtown Ogden, at 2415 Washington Blvd. The venue is close to Historic 25th Street, home of Union Station and many restaurant and social activity options. The conference center is connected to the famous Peery's Egyptian Theater, which will host the opening keynote session. Additional meeting rooms and spaces are available in and around the conference venue for company-sponsored activities. Contact wrcchair@utapco.org for more information.



Host Hotels

Links to discounted rates at the host hotels will be available in May 2019. The host hotels will have rooms available at the special negotiated rate of \$119-\$129, depending upon hotel.

Please visit <https://2020apcowrc.org/host-hotels/> for room block reservation.

- A. Hampton Inn (Connected to the Eccles Conference Center)
- B. Bigelow Hotel

Host hotels will include:

- Free hot breakfast daily
- Free parking
- Free WiFi

Schedule at a Glance

Monday, April 6

- 1200-1700 Registration Open in the Lower Level Lobby of the Conference Center
- 1200-1700 Exhibitor Booth Setup
- 1800-2000 Welcome Reception for all attendees and exhibitors

Tuesday, April 7

- 0700-1700 Registration Open
- 0700-1030 Exhibitor Booth Setup
- 0900-1100 Opening General Session and Keynote in [Peery's Egyptian Theater](#)
- 1030-1045 Exhibitor Booth Setup Completion & Inspection
- 1100-1700 Exhibitor Hall Open (1100-1300 Exclusive Hours; Lunch served in hall)
- 1300-1700 Professional Development Tracks
- 1800-2100 Evening Event: Night at the [Salomon Center](#) for attendees and exhibitors

Wednesday, April 8

- 0700-1700 Registration Open
- 0800-1100 Professional Development Tracks
- 1000-1500 Exhibitor Hall Open (1100-1300 Exclusive Hours; Lunch served in hall)
- 1300-1700 Professional Development Tracks
- 1500-2000 Exhibitors can begin teardown of booths. Please note, if additional booths are added in the foyer, teardown of these booths begins at 1700.

Thursday, April 9

- 0700-1700 Registration Open
- 0800-1200 Professional Development Tracks
- 1200-1400 Banquet and Speaker in Ballroom
- 1400-1700 Professional Development Tracks



Sponsorships

The following sponsorships are available to industry partners looking to get extra exposure and name recognition at the conference. We're grateful for your support, and we could not do this conference without your generous help.



The Exhibitor Track will be held in the Executive Training Room and class selections will be part of the Call for Papers. The track is designed for exhibitors to present training featuring a specific product or suite of solutions to real world problems (non-vendor agnostic). Regular Educational Tracks will feature only vendor-agnostic presentations.

Diamond Sponsorship Level

2 Guaranteed Classes/Demos in Exhibitor Track

Platinum Sponsorship Level

1 Guaranteed Class/Demo in Exhibitor Track

Limited private demonstrations are also available in additional training rooms, reservations required.

Sponsorships

Items in red are upgrades from the level immediately below.

Diamond (\$15,000)

- Recognition in the Exhibitor List in the Program Guide
- Prominent Company Logo on Conference Website
- Recognition on the sponsor page in the Program Guide
- Company listed as sponsor by level wherever sponsors are collectively listed
- Special recognition at Opening Session
- One (1) 16ft x 10ft exhibitor booth
- Attendee list beginning January 2020 (updated weekly)
- One item in attendee bag given to all registered attendees.
- Full Page Ad in the Program Guide
- Company logo on large video screens in foyer throughout conference
- Invite for two (2) senior company executives to the sponsor reception
- Four (4) full conference registrations
- Two (2) sessions guaranteed in Exhibitor Track (vendor specific)
- One (1) session in a Professional Development Track (vendor agnostic)

Platinum (\$12,000)

- Recognition in the Exhibitor List in the Program Guide
- Prominent Company Logo on Conference Website
- Recognition on the sponsor page in the Program Guide
- Company listed as sponsor by level wherever sponsors are collectively listed
- Special recognition at Opening Session
- One (1) 16ft x 10ft exhibitor booth
- Attendee list beginning January 2020 (updated weekly)
- One item in attendee bag given to all registered attendees.
- Half Page Ad in the Program Guide
- Invite for one (1) senior company executives to the sponsor reception
- Two (2) full conference registrations
- One (1) hour guaranteed in Exhibitor Track

Gold (\$7,000)

- Recognition in the Exhibitor List in the Program Guide
- Prominent Company Logo on Conference Website
- Recognition on the sponsor page in the Program Guide
- Company listed as sponsor by level wherever sponsors are collectively listed
- One (1) 8ft x 10ft exhibitor booth
- Attendee list beginning January 2020 (updated weekly)
- Quarter Page Ad in the Program Guide
- Invite for one (1) senior company executive to the sponsor reception
- One (1) full conference registration

Silver (\$3,500)

- Recognition in the Exhibitor List in the Program Guide
- Company acknowledged on the Conference Website
- Recognition on the sponsor page in the Program Guide
- Company listed as sponsor by level wherever sponsors are collectively listed
- One (1) 8ft x 10ft exhibitor booth
- Invite for one (1) senior company executive to the sponsor reception
- Attendee list beginning March 2020 (updated weekly)

Bronze (\$1,000)

- Recognition in the Exhibitor List in the Program Guide
- Company Acknowledged on Conference Website
- Recognition on the sponsor page in the Program Guide
- Company listed as sponsor by level wherever sponsors are collectively listed

Other Sponsorships

Monday Welcome Reception (\$8,000 exclusive or \$4,000 shared)

- Two hour, evening welcome reception on Monday, April 6.
- Hors d'oeuvres, cheeses, and drinks served
- Recognition on signage, in event announcements, and Program Guide
- All attendees and exhibitors welcome

Tuesday Night @ the Salomon Center (\$20,000 exclusive or \$10,000 shared)

- Three hour evening event at the Salomon Center
- Sponsorship of iFly, iRock, Flowrider, FatCats, and buffet dinner
- Recognition on signage, in event announcements, and Program Guide
- All attendees and exhibitors welcome



Buffet Lunch in Exhibit Hall (\$10,000 exclusive per day, or \$5,000 shared)

- Tuesday and Wednesday lunches available - buffet style
- Served at multiple stations inside exhibit areas
- Recognition on signage, in event announcements, and Program Guide
- 10 extra exhibit hall lunch tickets for your special guests not attending the rest of the conference

Thursday Luncheon (\$10,000 exclusive, or \$5,000 shared)

- Plated lunch in banquet hall
- Company representative introduces guest speaker, Amberley Snyder
- Recognition on signage, in event announcements, and Program Guide
- 10 extra banquet tickets for your special guests not attending the rest of the conference

Professional Development Track (\$300-\$500)

- Sponsorship of a classroom for a day (\$300) or for the whole conference (\$500)
- Your company logo displayed on video screens at entrance to classroom
- Recognition in Program Guide

Bags/Totes (\$3,000-4,000 Contact show management)

- Your company logo and the conference logo featured on a Bag or Tote

Bag Inserts (\$250 exhibitor, \$500 non-exhibitor)

- Insert to be provided by your company and included in each conference bag

Lanyards (\$2,000)

- Sponsor provides lanyards imprinted with sponsor's name

Drink Bottles (Contact show management)

- Drink bottles with company logo included in conference bag

Conference App (\$1,500)

- Conference App used by Attendees and Exhibitors
- Your company logo featured in app

Booth Registration

Online Exhibitor Registration: 2020APCOWRC.org/booth-registration

- Exhibitor registration begins on May 1, 2019. Register early and choose your booth online.
- Early Bird pricing for individual booth space for Industry Partners is \$1,250.00. Early Bird ends August 30, 2019.
- Regular booth pricing (after August 30, 2019) is \$1,350.00 per booth.
- Multiple booth registrations receive a 10% discount.
- Payment may be made online or you can request to mail a check to “Utah APCO”.
- Online Exhibit Hall and Booth Map is available so you can choose your location.
- Booths must be completely set-up and ready for inspection on April 7, 2020 at 10:30. Booths not ready by this time may be removed at show management’s discretion.
- Booths should be kept intact and staffed during show hours. Early booth teardown is not allowed without special permission in exceptional circumstances. Please make travel plans accordingly.
- Booth clean up to be completed by 20:00 on Wednesday the 8th.
- Door Prizes: Exhibitors are welcome to provide door prizes for conference attendees.
- Attendee Bag Stuffers: Conference committee will place literature in attendee bags for any metal level sponsor. Diamond and Platinum levels include a larger item, if desired. Non-sponsoring exhibitors may purchase bag stuffing as an additional item. Shipping information will be provided.

Booth Details - Included with each 8x10 Booth:

1. 8' X 10' back drape
2. 3' X 8' side drape
3. 1 skirted table (choose size in service kit)
4. 2 chairs
5. 1 7" X 40" booth ID sign
6. 500 Watt or 5 Amp outlet
7. Internet Connection (shared wireless). Dedicated connection is available for a fee.

Additional Booth Power (Order online or email exhibits@2020apcowrc.org)

- 1000 Watt 10A is: \$100.00; 1500 Watt 15 Amp is: \$120.00; 2000 Watt 20 Amp is: \$140.00

Terms:

Payment for APCO WRC 2020 Exhibit Space - Exhibitor agrees to pay all exhibit space fees according to the payment schedule. Utah APCO is not responsible for bank fees. No exhibitor will be permitted to move-in a display of products without prior full payment. If the exhibit space rental fee is not paid according to the schedule below, Utah APCO reserves the right to cancel the Exhibitor’s agreement and reassign exhibit space(s).

Payment Schedule: All payments for early bird booth pricing are due by August 30, 2019. Payments for regular priced or multi-booths are due 30 days after submitting a registration or August 30, 2019, whichever is later, unless other written arrangements are made with Utah APCO.

The exhibitor agrees that upon acceptance of this registration by Utah APCO, this contract shall become binding and enforceable in accordance with its terms. Cancellation Policy includes a full refund* more than 60 days from

the conference, half refund from 31 to 59 days and no refund if an exhibitor cancels within 30 days of the conference, (*Refunds are issued less any Credit Card processing fees).

Agreement: By submitting this application for booth space, the exhibitor agrees to abide by the rules and regulations of this conference and all amendments thereto and the decisions of the Conference Chair. Applicant agrees that if they fail to meet the specified timetable for deposits or payment of desired booth space, their space may be reassigned to others, canceled or moved as the Conference Chair deems best.

Booth Shipping Address and Details:

Utah APCO has contracted with JP's Display to provide booth space. Many options and add-ons are available from JP's Display. An exhibitor service kit is available on the booth registration website and will be emailed to each exhibitor. Shipping deadlines and locations are included in the exhibitor service kit.

APCO Western Regional Conference 2020 - Contact Information

Conference Co-Chairs	Karl Kuehn & Melanie Crittenden	wrcchair@utapco.org
Utah APCO Chapter	Joe Faiola, President	president@utapco.org
Exhibits Committee	Russ Clark, CCAM	exhibits@2020apcowrc.org

Mailing Address:
Utah APCO
P.O. Box 18112
Salt Lake City, UT
84118

About APCO International

The Association of Public-Safety Communications Officials (APCO) - International is the world's oldest and largest organization of public safety communications professionals and supports the largest U.S. membership base of any public safety association. It serves the needs of public safety communications practitioners worldwide - and the welfare of the general public as a whole – by providing complete expertise, professional development, technical assistance, advocacy and outreach. APCO International is a 501(c)(3) non-profit organization.

The Association has over 28,000 members with Chapters in all 50 States. APCO also partners with affiliates in Great Britain and Canada. The Association's primary membership is comprised of Line and Management personnel from Police, Fire, EMS, Federal, State & Local Government, Transportation, Forestry Services, and a Commercial Membership that provides equipment or services that supports Public Safety.

The APCO Western Region is comprised of 13 Western States (Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming) and 2 U.S. Territories (Guam and American Samoa).