

BAPCO 2018

The 25th Annual Event for Public Safety Communications



20 - 21 MARCH 2018

RICOH ARENA, COVENTRY

WWW.BAPCO-SHOW.CO.UK

MEDIA PACK





“BAPCO 2018 is shaping up to be the key event in the UK’s critical communications calendar. We believe with a new fit-for-purpose venue and event management, BAPCO is redefining its importance and Motorola Solutions is proud to be deeply associated through our sponsorship and major planned presence at the event.”

Sales Director,
UK & I, Government & Public Safety,
Motorola Solutions

2018 will be a pivotal year for public safety communications in the UK, with major operational trials taking place to prepare for the start of the transition to the Emergency Services Network in the summer. The BAPCO Annual Event for Public Safety Communications (BAPCO 2018) is the must-attend event for those seeking to increase their understanding of this complex and challenging project and benefit from the many commercial opportunities that it will create.

The event has gone from strength to strength, seeing a 90 per cent increase in footfall in 2016 (the year MA Exhibitions became the event’s organiser), and 1,800 visitors walking through its doors in 2017. Together with the British APCO Board, we’ve been so successful in growing the event that we’ve decided to move it from the Telford International Centre to Coventry’s larger Ricoh Arena, to better cater for the needs of so many end-users, policy makers and suppliers.

Building on the success of the last two years, we have worked hard to develop new features and a conference programme tailored to the needs of today’s public safety communications officials. The event will also feature in-depth coverage of the emerging technologies that will allow end-users to work more efficiently and with greater situational awareness.

My colleagues and I are looking forward to welcoming you to BAPCO 2018. 🇬🇧

A. Strevens

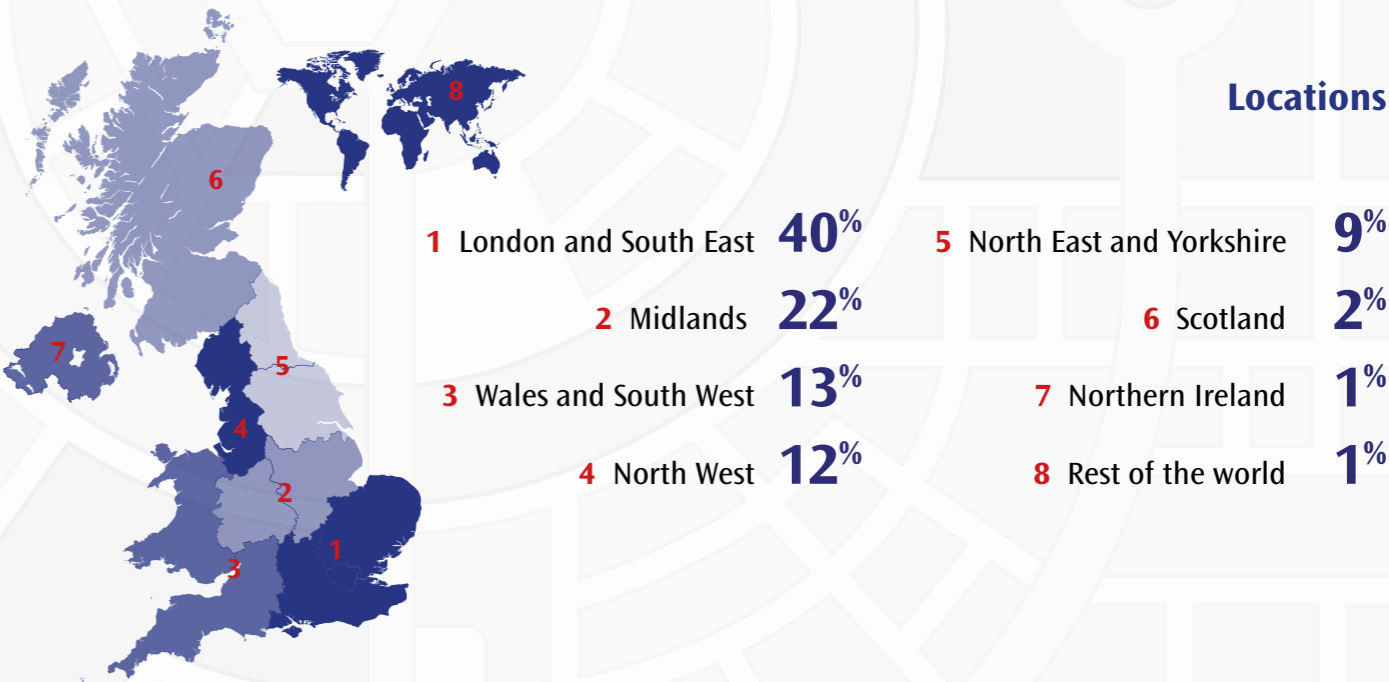
Amanda Strevens,
Event Manager,
MA Exhibitions



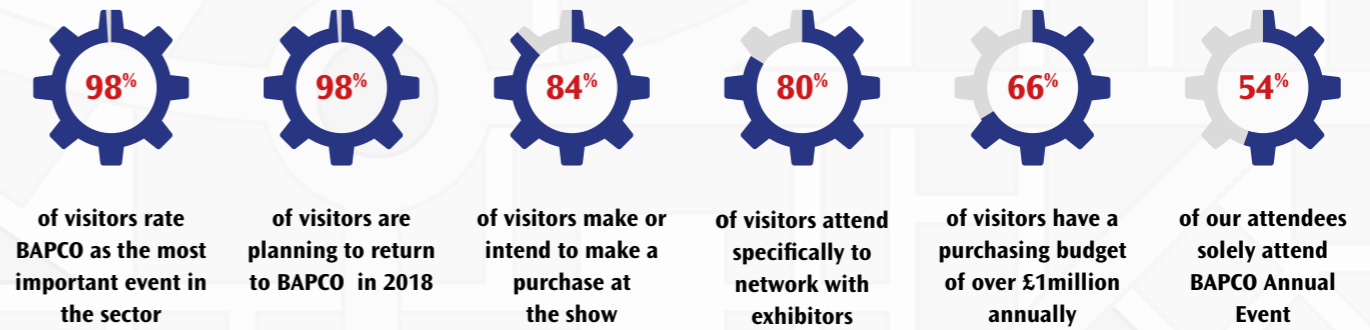
Primary job function



Locations



Why BAPCO 2018?





“A one stop shop where users and industry can network and exchange ideas.”

Head of ESN Business Change & Project Management,
London Fire Brigade

The BAPCO Annual Event for Public Safety Communications (BAPCO 2018) provides exhibitors with options that meet a range of budgets and requirements. Space only and shell scheme* stands are available, as well as additional sponsorship opportunities for those companies wanting to maximise their impact at the show and to take part in the extensive pre and post-show marketing programmes. 🏠

BAPCO member organisations receive a discount on exhibition rates, as detailed below:

£/m²	Shell scheme	Space only
Member	£406.00	£375.00
Non-member	£448.00	£408.00

Typical stand sizes

	Members		Non-Members	
m²	Shell scheme	Space only	Shell scheme	Space only
6m²	£2436	£2250	£2688	£2448
9m²	£3654	£3375	£4032	£3672
12m²	£4872	£4500	£5376	£4896
15m²	£6090	£5625	£6720	£6120
18m²	£7308	£6750	£8064	£7344
24m²	£9744	£9000	£10752	£9792
36m²	£14616	£13500	£16128	£14688
48m²	£19488	£18000	£21504	£19584

*Shell scheme stands include walling, fascia nameboard and carpet. Furniture, power and additional shell scheme extras can be ordered separately.

When you invest in exhibition space you want to make sure that you maximise your exposure. At BAPCO 2018, there are a variety of options available to help you do so – all of which can be tailored to your individual needs. All options will benefit from award-winning execution and an extensive marketing campaign.

Sponsorship

The ultimate in branding. Align yourself with BAPCO 2018 to endorse your organisation as a major driver in advancing the industry, whilst separating yourself from competitors. Various tiers are available, depending on your budget, but all benefit from:

- Company logo on all promotional branding
- Company logo displayed prominently on signage at the event
- Prime exhibition stand positions
- Dedicated e-shots to our databases
- First refusal on Technology Showcase Theatre speaking slots
- Premium listing on show website and in Show Guide
- Advert placed in Show Guide given to 1600+ attendees
- Piece of promotional literature placed in delegate bags.

Further exposure

There are plenty of opportunities to get your brand noticed at BAPCO 2018:

- Show Guide sponsorship
 - Show Guide advertising
 - Sponsored news items
 - E-shots to pre-registered attendees
 - Meeting rooms at the event
 - Inserts into delegate bags
- WiFi sponsorship
 - Catering sponsorship
 - Delegate bag sponsorship
 - Lanyard sponsorship
 - Dinner sponsorship.



“It’s all about networking, with colleagues and suppliers. You don’t know what you don’t know, and BAPCO events are an excellent opportunity to learn.”

Rod Ewing, Comms Systems Analyst, Warwickshire & West Mercia Police



“BAPCO allows the Emergency Services to engage with the industry in an informal and more relaxed setting which promotes a relaxed atmosphere, leading to quality meetings/discussions.”

Sales Manager,
Public Safety & Defence,
Telent

Conference Sessions

The British APCO Board works closely alongside the LandMobile and TETRA Today editorial team and industry experts to put together informative and thought provoking conference sessions over the course of the two days. The conference features keynote speakers, panel debates and group discussions on the topics affecting public safety communications professionals today and in the future. Notably, the incoming ESN is a key focus, and this will be strongly represented in the 2018 programme, whilst not forgetting the everyday issues important to delegates. The conference sessions are free to attend for BAPCO members, who must register in advance.

Technology Showcase Theatre

Located on the show floor, the Technology Showcase Theatre creates a buzz as leading technology providers entertain visitors with their innovative products and solutions. Organisers MA Exhibitions utilise a rigorous application process to ensure presentations are informative, engaging and relevant.

Please speak to
Jon Pittock, Sales Director,
+44 (0) 207 501 6684,
jon.pittock@markallengroup.com
about additional opportunities.

Control Rooms Arena

At the heart of any public safety operation is the control room. The rapidly changing technology available for deployment is matched only by the changing nature of the incidents which control rooms face across the globe. Both aspects pose significant challenges to operators, alongside increasing pressure for efficiency and a reduced budget.

This new feature, introduced at BAPCO's 2017 event, offers a programme of presentations, demonstrations and Q&A sessions aimed at providing a view of the changing face of emergency service control rooms.

Annual Dinner

The BAPCO Annual Dinner will take place on the evening of Tuesday 20th March 2018, in the Premier Lounge at the Ricoh Arena, Coventry. Renowned as THE night in the public safety communications calendar, the Annual Dinner will attract the UK's most talented individuals, teams and companies. By attending the dinner, guests will have the opportunity to network with over 150 fellow public safety communications professionals and enjoy a stunning evening, including world class entertainment.

	Individual ticket		Table of 10	
	Member	Non-member	Member	Non-member
Supplier/ Manufacturer	£150	£175	£1400	£1600
Public Safety/ End User	£80	£120	£750	£1100

*Please note all prices exclude VAT



“An excellent gathering of the elements required for effective development and production of interoperable emergency services systems. Enables emerging technology and innovative solutions to be showcased.”

Christopher Walker, Senior Analyst, Dstl MoD UK

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Get in touch...

Our experienced team are on hand to answer any questions you may have:

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About the organisers



MA Exhibitions (MAX)

An award-winning business organising market-leading, large scale events, serving a broad and ever expanding range of industries and sectors across four continents.



British APCO (BAPCO)

The leading UK-based association in the British Isles for all professionals in the field of public safety and civil contingencies communications and information technology.