



2015 - APCO International Western Regional Conference

Hosted by the: Northern California Chapter

April 7-10, 2015

**Sacramento Convention Center
1400 J St, Sacramento, California 95814**

**Host Hotel: Hyatt Regency
1209 L St, Sacramento, California 95814
1-888-421-1442**

Reserve Your Exhibit Space Today!

Online Conference Registration and/or Vendor Reservation may be completed at:

www.apcowrc2015.org

or Mail to:

**NAPCO
APCO WRC 2015
PO Box 1033
Elverta, CA 95626**

Sponsorship Opportunities Available!

Vendor Package



Downtown Sacramento (along the waterfront of Old Sacramento State Park)

The 2015 APCO Western Regional Conference is being hosted by the Northern California Chapter of APCO International. It has been well over a decade since the APCO WRC has been hosted in the Northern portion of the Golden State. This Conference is sure to attract members from the entire Country; especially those in the Western Region. With the next two APCO International Conferences both being held East of the Mississippi in Washington DC 2015, and Orlando 2016, and the 2014 Conference in New Orleans, this Conference will provide the best opportunity to connect with public safety communications professionals close to home.



Conference Venue: Sacramento Convention Center

Immediately adjacent to the California State Capitol Building, only a few blocks from Old Sacramento State Historic Park, and only a few steps away from the host hotel (Hyatt Regency) the Convention Center is the ideal Conference location. All activities will be held at the Convention Center, including over 50,000 square feet of available exhibit space, (5) large classrooms, and a general session venue able to seat over 600. The 7th annual California Mobile Command Center Rally is going to be held just outside, (Thursday, Aug 9th) between the host hotel and the Convention Center, right on 13th Street.

A Schedule Focused on Having Quality Exclusive Vendor Opportunities

In an effort to host a quality event and to maximize participation, the conference organizing committee has planned for 9 hours of exclusive Exhibit hall time with plans to provide lunches both days to those with full conference passes, and there are 14 session times for multiple Professional Development Tracks. There will be plenty to do for everyone!

Tuesday - APRIL 7, 2015

13:00 — 14:00	Professional Development Tracks
14:15 — 15:15	Professional Development Tracks
15:30 — 16:30	Professional Development Tracks

Wednesday - APRIL 8, 2015

8:30 — 10:00	Opening General Session/Keynote
10:00 — 18:00	Exhibits Hall Grand Opening
11:30 — 13:30	Lunch in the Hall
14:30 — 15:30	Professional Development Tracks
15:45 — 16:45	Professional Development Tracks
17:00 — 18:00	Reception in the Hall

**5.5 Hours Exclusive Vendor Hours*



Thursday - APRIL 9, 2015

9:00 — 10:00	Professional Development Tracks
10:00 — 17:00	Exhibits Hall Open
10:15 — 11:15	Professional Development Tracks
11:30 — 13:30	Lunch in the Hall
14:30 — 15:30	Professional Development Tracks
15:45 — 16:45	Professional Development Tracks
18:00 — 22:00	"Night on the Rails" – CA State Railroad Museum

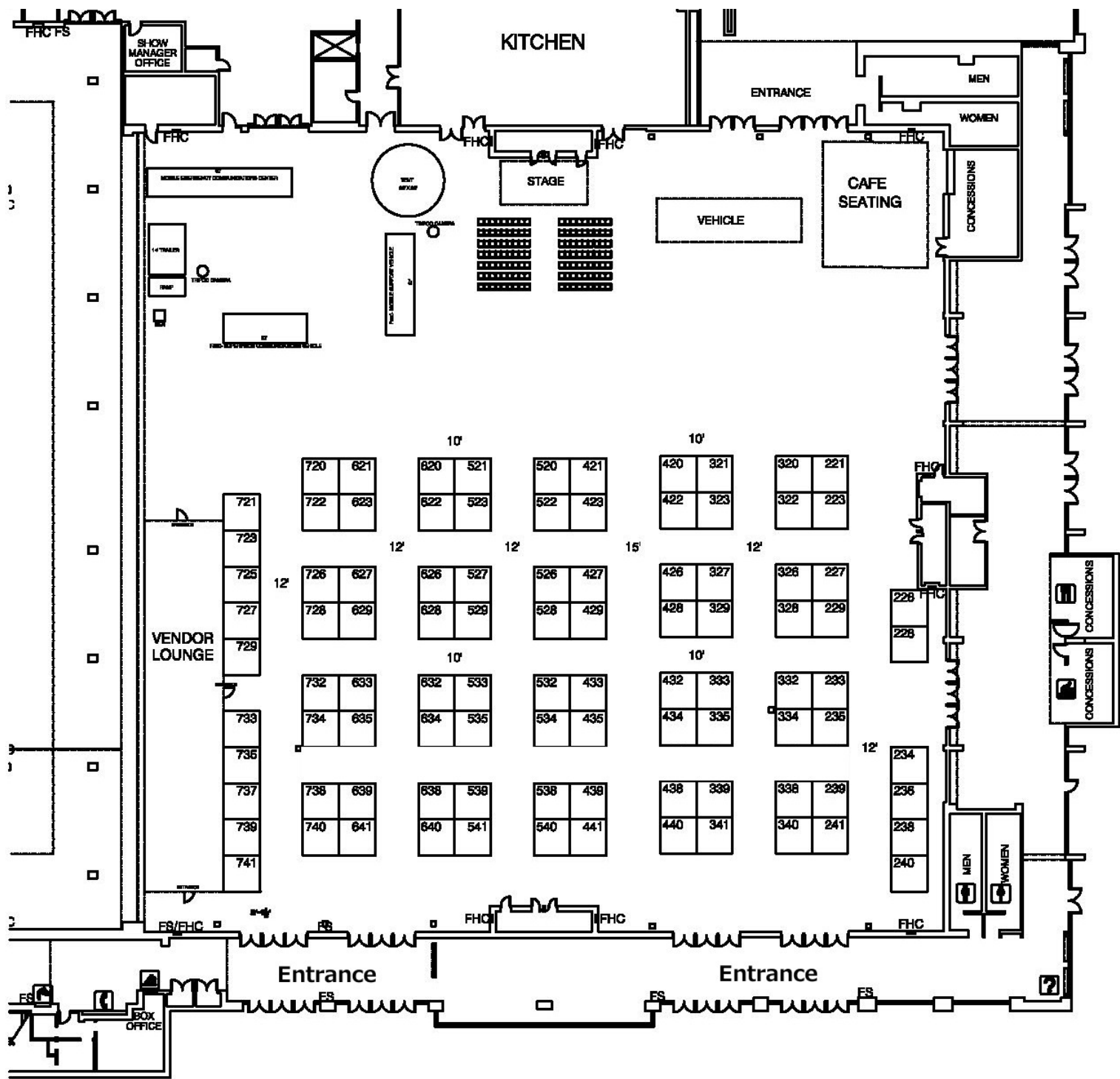
**3.5 Hours Exclusive Vendor Hours*

Friday - APRIL 10, 2015

9:00 — 10:00	Professional Development Tracks
10:15 — 11:15	Professional Development Tracks
11:30 — 13:00	Food For Thought Luncheon



Exhibit Floor Layout – Over 50,000 Square Feet!



FLOOR PLAN SUBJECT TO FIRE MARSHAL APPROVAL

Booth Pricing and Information

Booths	Sq. Ft.	\$ / Sq. Ft.	Price	Discount
1X1	100	\$14.00	\$1,400.00	0.0%
1X2	200	\$12.60	\$2,520.00	10.0%
2X2	400	\$11.90	\$4,760.00	15.0%
2X3	600	\$11.20	\$6,720.00	20.0%
2X4	800	\$10.50	\$8,400.00	25.0%
3X4*	1500	\$9.00	\$13,500.00	35.7%

** Includes portion of an isle*

*** Multi-Booth Discounts only applicable to an individual manufacturer display - (No booth sharing allowed)*

**** Standard booth fees increase to \$15 / Sq. Ft. after January 31, 2015*

Display Types: 10x10 Booths with Blue and White Pipe and Drape

Included in each booth registration cost:

- 6' Table Draped in Blue
- (2) Chairs
- Wastebasket
- ID Sign
- Gray Booth Floor Carpeting w/ Pad
- (4) "Lunch in Hall" tickets – (2) Each Day of Exhibit Hall
 - a. Unlimited staff badges
- Vendor Lounge
 - a. Full access for all registered show exhibitors to the exclusive vendor lounge in the Exhibit Hall. The perfect place to meet with that important client that you need a few quiet minutes to talk with off of the vendor floor. Only registered exhibiting vendors (with appropriate badge) and their guests will be granted access.

Show Decorator: Freeman - Teri Schloemer – 775-355-4625 / teri.schoelmer@freemanco.com

Dates: Exhibit's Open - April 8th - 9th, 2015 (See time schedule below)

Location: Sacramento Convention Center, 1400 J St, Sacramento, CA 95814 - (916) 808-5291

Exhibit Hall Hours:	Tuesday	April 7th - 8:00 AM – 11:59 PM	(Booth Set-Up)
	Wednesday	April 8th - 10:00 AM – 6:00 PM	(5.5 Hours Exclusive)
	Thursday	April 9th - 10:00 AM – 5:00 PM	(3.5 Hours Exclusive)
		5:00 PM – 11:59 PM	(Booth Break Down)

- Booth location requests based on first come, first served basis.
- Larger booth sizes will be given priority to assist with aesthetics and floor layout.
- Gold Level sponsorships and above will also be given priority booth placement considerations.

Every effort will be made to honor all booth location requests, however final booth placement is at the full discretion of the conference committee.

Mobile Communications Centers / Command Vehicles Commercial Demonstration Vehicles

In conjunction with the 7th Annual CA Mobile Command Center Rally that is being held at the 2015 APCO Western Regional, the Northern CA Chapter is offering a reduced conference rate for vendors that would like to display their Emergency Response Communications demonstration vehicles inside the convention center. There are four pre-planned locations that will accommodate 40' long vehicles, plus display material. (Please see the Exhibit Hall floor plan for exact location. The Sacramento Convention Center provides an excellent and easily accessible venue for the addition of these types of vehicles.

Discounted pricing for a typical 40' vehicle:	\$3,000 (Standard cost of (4) 10x10 booths: \$5,600)
Discounted pricing for a typical 40' vehicle w/ booth:	\$3,500 (Standard cost of (5) 10x10 booths: \$7,000)

There are many other opportunities available regarding Emergency Response Vehicles and displays; please contact the conference committee. During the 7th Annual MCC Rally (held as a one day event on Thursday, Aug 9th) there will spaces available as part of the outdoor vehicle exposition.

Typical pricing for standard vehicle (up to 40' w/ booth):	\$2,500
Other emergency vehicle types:	Contact Conference Committee for pricing

7th Annual California Mobile Command Center Rally

To be held Thursday (April 9th) on 13th and K Streets (we're closing City Streets for this) in the heart of Downtown Sacramento between the Convention Center and the Hyatt Regency Hotel (Conference Host Hotel). This event will feature some of the newest and most state of the art Mobile Command Center Vehicles in use today by Public Safety Agencies. We are also offering vehicle exhibit space inside the Convention Center as well, see show layout for details. For more information visit: <http://www.9-1-1magazine.com/CA-MCC-Rally>



Sponsorship Opportunities

Diamond Level

\$20,000

- One 10x10 booth space included
- (8) Tickets to all ticketed events*
- Meeting room during the Conference*
- VIP table for 10 at the "Evening on the Rails" Dinner
- Session/product demo in the Presentation Theater in the Exhibit Hall*
- One session in the professional development track*
- Two banners collectively recognizing Diamond Sponsorship*
- Recognition on the sponsorship page in the program guide
- Complimentary full-page, color ad on the back of the program guide*
- Recognition with booth profile in the program guide
- One item may be placed in the registration packets given to all registered attendees
- Pre- and post-Conference attendee list
- Recognition alongside the 2015 WRC in any magazine publications – based on availability
- Company acknowledged prominently on APCO WRC 2015 website
- Company acknowledge as Diamond Sponsor wherever sponsors are collectively listed

Platinum Level

\$10,000

- One 10x10 booth space included
- (6) Tickets to all ticketed events*
- VIP table for 10 at the "Evening on the Rails" Dinner*
- Banner collectively recognizing Platinum Sponsorship*
- Recognition on the sponsorship page in the program guide
- Complimentary half-page, color ad in the program guide*
- Recognition with booth profile in the program guide
- One item may be placed in the registration packets given to all registered attendees
- Pre- and post-Conference attendee lists
- Recognition alongside the 2015 WRC in any magazine publications – based on availability
- Company acknowledged prominently on APCO WRC 2015 website
- Company acknowledge as Platinum Sponsor wherever sponsors are collectively listed

Gold Level

\$5,000

- One 10x10 booth space included*
- (4) Tickets to all ticketed events*
- Recognition on the sponsorship page in the program guide
- Complimentary fourth-page, color ad in the program guide*
- Recognition with booth profile in the program guide
- One item may be placed in the registration packets given to all registered attendees*
- Pre- and post-Conference attendee list*
- Recognition alongside the 2015 WRC in any magazine publications – based on availability
- Company acknowledged prominently on APCO WRC 2015 website
- Company acknowledge as Gold Sponsor wherever sponsors are collectively listed

Silver Level

\$2,500

- (2) Tickets to all ticketed events*
- Recognition on the sponsorship page in the program guide
- Recognition with booth profile in the program guide
- Pre-Conference attendee list*
- Recognition alongside the 2015 WRC in any magazine publications – based on availability
- Company acknowledged prominently on APCO WRC 2015 website
- Company acknowledge as Silver Sponsor wherever sponsors are collectively listed

Bronze Level

\$1,000

- Recognition on the sponsorship page in the program guide
- Recognition with booth profile in the program guide
- Recognition alongside the 2015 WRC in any magazine publications – based on availability
- Company acknowledged prominently on APCO WRC 2015 website
- Company acknowledge as Bronze Sponsor wherever sponsors are collectively listed

* - Item listed an upgraded benefit from level directly below

Individual Sponsorship Opportunities

Formal Thursday Dinner Event (CA State Railroad Museum)	\$20,000 (Exclusive) \$5,000 (Shared)
Welcome Reception	\$7,000 (Exclusive) \$3,500 (Shared)
Opening General Session / Room	\$3,500
Mobile Phone Application (IOS & Android)	\$5,000
Attendee Bag	Contact Conf. Committee
Hotel Key Cards	Contact Conf. Committee
Command Van Rally Sponsorship	\$2,500 (SOLD)
Lunch in the Hall (4 Available)	\$3,000
Internet Lounge (Convention Center)	\$2,500
Bag Inserts (Inserts not included)	\$250 (Exhibitor) \$500 (Non-Exhibitor)
Schedule at a Glance Boards (5) Digital displays in the Hyatt	\$500
Conference Committee Shirts	\$1500 (SOLD)
Volunteer Shirts	\$2000
Lanyards and Badge Holders	\$2000

** Go to www.apcowrc2015.org for more detailed information regarding these opportunities*

Presentation Theater Opportunities

- Located in the heart of the Exhibit Hall, the Presentation Theater will provide an excellent opportunity to reach your clientele, in a dynamic way! The Theater boasts a 150 seat audience, large stage framed with pipe and drape and dedicated sound system to ensure the audience hears your message loud and clear.
- Priority presentation times are included with various sponsorship packages (Platinum and above - See sponsorship level details above.)
- Show times will begin 30 minutes after the Exhibit Hall opens, and begin every half hour until closing each day. Each time slot will be 25 minutes in duration.
- Each 25 minute presentation opportunity is priced at \$150. Requested show times are awarded on a first come, first served basis. (Overall priority will be given to “Diamond” and “Platinum” Sponsors)

Hotel Information



The Hyatt Regency Sacramento is the Host Hotel for this premier Western Regional Conference. Located steps from the entrance to the Sacramento Convention Center, there is no better place to stay while attending or presenting at the event. Reserve rooms through the link below to ensure your discounted room rate of only \$155 per night. That's a \$99 saving per night from the normal room rate for this luxurious hotel. Stay at the same hotel as the attendees; see them at the bar, in the restaurant, or by the pool. Remember, you must use the link here to ensure your discounted room rate.

Host Hotel: Hyatt Regency Sacramento,
1209 L St, Sacramento, CA 95814

Negotiated Room Night Costs: \$155 – Single / Double Occupancy
\$107 – Government Rate

Hotel Reservation website: <https://resweb.passkey.com/go/2015APSC>



Vendor Registration Form

All staff and exhibitors to be registered through the registration chair. Please submit names, titles, and email addresses on a separate sheet.

Company Name: _____

Company Contact: _____

Billing Address: _____

Phone Number: _____

Email Address: _____

Quantity of Booths: _____

Desired Booth Location(s): _____

(See Exhibit Hall Floor Plan – Booths assigned on a first come first served basis)

Sponsorships: _____

Presentation Theater: _____

Payment Amount: _____

Payment Type (circle): Check PO Number *Credit Card

Check Number: PO Number: _____

*Credit Card Type: _____

*Credit Card Number: Expiration: _____

**Please note there will be a 3% service fee assessed to all credit card transactions*

Registration Deadline is February 21, 2015

(Payment due at time of registration. Booth spaces and priority booth selections are only assigned after payments have been collected in FULL)

Remit all payments too: NAPCO
2015 APCO WRC
PO BOX 1033
Elverta, CA 95626

Want to Host an After Hours Event at the 2015 WRC?

We've done most of the hard work for you already! Working closely with the Sacramento Visitor's Bureau, our Conference Committee released several RFPs for hosting evening social events around the Downtown Sacramento Region, ranging in size from 50 to 300 attendees. Please see the **Vendors** tab on the www.apcowrc2015.org website for more detailed information. Utilizing this free service will help to eliminate the guesswork in selecting a location in an unfamiliar City. The Visitor's Bureau has the most current and up to date lists of the most popular spots in town. This is the best way to guarantee your company's social event will be the talk of the Conference!

Family Activities in Sacramento

World Class: California State Railroad Museum - First opened to the public in 1976, the California State Railroad Museum complex is one of Sacramento's largest and most popular visitor destinations. Over 500,000 visit the Museum annually, with guests traveling from throughout the world to experience this world-renowned facility. With over 225,000 square feet of total exhibit space, the buildings within the California State Railroad Museum complex use stimulating exhibits, enthusiastic and knowledgeable docents, and beautifully restored railroad cars and locomotives to illustrate railroad history in California and the West. For more information visit: <http://www.csrmf.org/>



California State Capitol Building / Museum / Park - In the heart of Sacramento on 10th Street between L and N Streets, California's State Capitol embodies the best of California's past and present. Forty acres of lawns, flower gardens and memorials to California history surround the building.



This is just to name a couple... Please see the www.apcowrc2015.com website for more information!

Call for Papers

Is your company interested in presenting material during the Professional Development Sessions? There are many different tracks, as well as several different time slots spread throughout the entire week of the Conference. Your company employs highly qualified Subject Matter Experts; this is a great way for them to share their knowledge with the Public Safety Communications Community. Please see the **Call for Papers** link under the **Programs** tab on the www.apcowrc2015.org website. The deadline for submissions is October 31, 2014.

Contact Information

Conference Chair:	Scott Andrews chair@apcowrc2015.org 916-402-5990
Registration:	Jim Lencioni registration@apcowrc2015.org
Exhibits Chair:	Chris Kinman exhibits@apcowrc2015.org
Programs Chair:	Desi Calzada programs@apcowrc2015.org

www.apcowrc2015.org