



BRITISH APCO

Knowledge Exchange for Public Safety Communications

BRITISH APCO –
**THE ANNUAL EXHIBITION AND
DEVELOPMENT SESSIONS**

MANCHESTER CENTRAL
16 – 17 APRIL 2012

PUBLIC SAFETY COMMUNICATIONS –
**ENHANCING TODAY, TRANSFORMING
TOMORROW**

British Association of Public Safety
Communications Officials
www.bapco.co.uk
www.bapcojournal.com

FIRE
INCIDENT

The event:

Now in its 14th year, this is the leading European multi-agency forum for all professionals in:

- Mission critical communications
- Civil contingency response
- Business continuity
- Business change management
- User requirement specifiers
- Outsourcing management
- Emergency information and data management

and 2012 sees some major changes to take the industry forward....

Formerly run at the Business Design Centre in London under the BAPCO banner (British Association of Public Safety Communications Officials), the new designation of British APCO reflects developments among the APCO Global Alliance members (Britain, America, Canada and Australasia). British APCO has a fresh new agenda to drive knowledge exchange and future systems harmonisation. This event offers a unique platform for local and global technologies and applications, and a forum to explore the most pressing themes for the industry.

The exhibition caters for all platforms and applications, from existing Tetra technologies, to newer providers of LTE, 4G broadband applications and services, smart asset and people management with RFID, and more, maximising mobile functionality for frontline service providers. A new dedicated social media zone features the latest use of text, GIS technologies and broadband apps to support public safety communications in every context, both between responders, and public-facing.

Development sessions – new content:

In a shift from the former conference programme format, the 2012 event will feature Development Sessions focusing on a number of key themes, including apps, LTE/4G, Future Radio, and Spectrum Allocation, and will include a dedicated session on shaping user requirements for the future.

The Exhibition and Development Sessions offer users, buyers and specifiers from across the public sector and related agencies including transport, MOD, central and local government and utilities access to the best current and developing technologies which support their businesses and services, and which will shape their future operations.

999/112 Futures – this develops User Requirements, and is a well-known initiative that British APCO is adopting and driving forward. The development of 999/112 Futures Requirements offers an opportunity for technology providers to showcase their products so that their capabilities may be included within the published requirements.

Who attends?:

The event regularly attracts in the region of 1000 specialists in their respective fields from a range of public service, government and related agencies including senior representatives from the following organisations:

Aid and International Development Forum	Harwich Haven Authority/UKVTSA	National Offender Management Service
Ambulances Bel Azur, France	Haukeland University Hospital	North Wales Police
Avon & Somerset Constabulary	Health Protection Agency	North Yorkshire Fire
Beds & Herts ICT	Hertfordshire Constabulary	Northants Fire & Rescue Service
Brighton and Hove City Council	Highways Agency	Northern Ireland Fire & Rescue Service
British Army	HM Armed Forces	Notts Police
British Transport Police	HM Prison Service	Oxfordshire Fire and Rescue
British Red Cross	HM Revenue and Customs	Panama Canal Authority
Cabinet Office	Home Office	Police Service Northern Ireland
Cambridgeshire Constabulary	Houses of Parliament	Port of London Authority
County Durham and Darlington FRS	Internal Security ICT Agency Poland	Reading Borough Council
City of London Police	Kent Police	RNLI
DCLG	KOKOM, Norway Health	Royal Berkshire Fire & Rescue
Department of Health	Lambeth Council	RUSI
Derbyshire Constabulary	Leicestershire Fire & Rescue	Scottish Government
Devon & Somerset Fire and Rescue Service	London Ambulance Service	SECamb
East Midlands Ambulance Service	London Borough of Haringay	Service Police Crime Bureau (RMP)
East Sussex Fire & Rescue Service	London Fire Brigade	Strathclyde FRS
Embassy of the Russian Federation	London Underground	Suffolk Constabulary
Emergency Response Centre, Finland	Lothian & Borders FRS	Surrey Fire & Rescue Service
Environment Agency	M.O.I - SAUDI ARABIA	Thames Valley Police
Essex County Fire & Rescue Service	Maritime And Coastguard Agency	The Highland Council
Essex Police	Metropolitian Police Service	The Prince Royal Trust
Fire Services College	MOD	Transport for London
Foreign and Commonwealth Office	MOD Police	UKBA
Government of Quebec	MPS Olympic ICT Group	UKTI Defence and Security
Hamburg Fire Department	National Fire Resilience	West Sussex Fire and Rescue
Hamburg Port Authority	National Police Board Finland	West Yorkshire Fire & Rescue Service
Hampshire Constabulary	National Policing Improvement Agency	Wiltshire Fire & Rescue Service
Hampshire Fire and Rescue Service	NHS	Yorkshire & Humber Regional Firecontrol Centre

New venue:

For 2012 the event takes place at Manchester Central (formerly GMex), a city centre venue with great facilities, a wide range of well-priced hotels within easy walking distance, and ample vehicle display space inside and outside the hall, as well as space for exciting new features.

Business and networking:

The event plays a vital role in bringing buyers, sellers, specifiers and users from across the industry together to share ideas, information and experience. Exhibitors consistently report an exceptionally high quality of visitors to the show, and 79% say they meet visitors they wouldn't see elsewhere, obtaining sales leads to follow up, and building new relationships with potential customers.

The Exhibition and Development Sessions offer a key event for meeting old contacts and making new ones, and networking is central to the event experience. At the close of the first day's business, the event Dinner at the Midland Hotel brings the industry together for the perfect opportunity to continue conversations and debate.

Marketing:

Our aim, and yours, is to get as many of the right people as possible at the show, and talking to you. The exhibitor zone enables you to upload press releases, news, videos and sales materials onto your area on the site, which we also use in regular industry email updates broadcast to the entire visitor database telling them why they should come and talk to you at the show.

We'll give you free visitor tickets to send to your current and prospective customers, branded e-invitations to email, and would encourage you to use The Journal to advertise your presence at the show – the quarterly magazine is highly respected, and the best read by your target audience.

The Journal

The only title in the UK written exclusively for and on behalf of all communications and information technology officers and decision makers in the critical communications sector. With case studies, news, informative articles and concise product features, the magazine serves to inform, update and advise this important and dynamic sector.

The Journal publishes quarterly, and is read by over 5,000 key decision makers across the critical communications industry, supplemented by a regular industry email newsletter, keeping the business up to date.

Publication dates:

September 30	(copy deadline 16 September)
November 30	(copy deadline, 18 November)
February 16, 2012	(copy deadline, 4 February)
April 8, 2012	(copy deadline, 1 April)





Take your message to the market:

The Journal and event combined give you the best exposure available to this key market. Book your stand and advertising space now.

Cost to Exhibit: British APCO members benefit from a 10% discount on stand prices. Space only is for companies with their own contractors, the shell scheme package includes carpet, walls, fascia and stand cleaning.

Space only:	£345 + VAT per m ²	Member rate: £310 + VAT per m²
Shell scheme:	£382 + VAT per m ²	Member rate: £343 + VAT per m²

Advertising ratecard (prices per insertion on series discount):

A further 10% discount applies to exhibitors at the British APCO event, the final column shows four series rate including exhibitor discount.

Series	1	2	3	4	Event 10%
DPS	£3,200	£2,900	£2,700	£2,500	£2,250
Full page	£1,900	£1,800	£1,550	£1,400	£1,260
Half page	£1,200	£1,100	£1,000	£900	£810
Quarter page	£750	£700	£650	£500	£450

Key contacts:

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The Journal is free to all Association members. For all British APCO membership enquiries contact Tracey Langmaid, Administration Manager, **tel:** +44 (0)1522 548 325, **email:** admin.manager@bapco.org.uk

The Event - www.bapco.co.uk

The Journal - www.bapcojournal.com

The Association - www.bapco.org.uk