



*California APCO State  
Training Conference and Expo  
September 30 – October 2, 2025*

Hosted by Northern and Southern California APCO

**SAFE Credit Union Convention Center  
1400 J Street  
Sacramento, CA 95814**

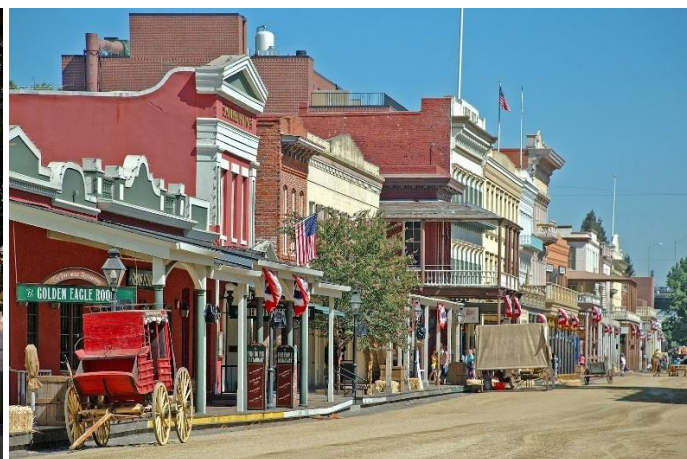
**916-808-5291**

**Manny Vierra**  
Conference Chair  
[Manny.Vierra@napco.org](mailto:Manny.Vierra@napco.org)

**John Wright**  
Conference Co-Chair  
[events@cpra.org](mailto:events@cpra.org)

**[www.CalAPCO.org](http://www.CalAPCO.org)  
Corporate Partner Packet**

The 2025 California APCO Annual State Training Conference and Expo is being hosted by the Northern and Southern California Chapters of APCO International. This Conference is sure to attract members from the entire Country; especially those in the Western Region in particular the States of California, Nevada, and Arizona. With the next several APCO International Conferences being held East of the Mississippi in Baltimore in 2025, and San Antonio in 2026, this Annual Conference will provide the best opportunity to connect with public safety communications professionals on the West Coast.



*SAFE Credit Union Convention Center – Sacramento, CA*

Within blocks of Downtown Sacramento, Historic Old Sacramento and Sutter Health Park, home of the Oakland A’s and the Sacramento River Cats baseball teams. The Convention Center will host all exhibits in its expansive 50,000 square foot exhibit hall. Private VIP meeting rooms will be available as well as classrooms and a general session venue.



**You Could Be Here**

Make sure your company is represented at the premier Public Safety Communications event in California. Meet decision makers from 9-1-1, Police, Fire, EMS, Forestry, Local Government, Tribal and Military.



# A Schedule Focused on Having Quality Exclusive Exhibitor Opportunities

In an effort to host a quality event and to maximize participation, the conference organizing committee has planned for 8 hours of exclusive Exhibit Hall time. Tuesday evening will boast a Meet & Greet offering appetizers, and a no-host bar will be available. Wednesday evening will be open to allow for corporate hosted events planned by each company.

## Monday – September 29, 2025

15:00 – 18:00 Registration

## Tuesday – September 30, 2025

12:00 – 18:00 Exhibit Hall Set-up  
8:30 – 9:50 Opening Session/Meeting  
10:00 – 10:50 Professional Development Tracks  
11:00 – 11:50 Professional Development Tracks  
13:00 – 13:50 Professional Development Tracks  
14:00 – 14:50 Professional Development Tracks  
15:00 – 15:50 Professional Development Tracks  
16:00 – 16:50 Professional Development Tracks  
17:00 – 18:30 Meet & Greet - TBD



## Wednesday – October 1, 2025

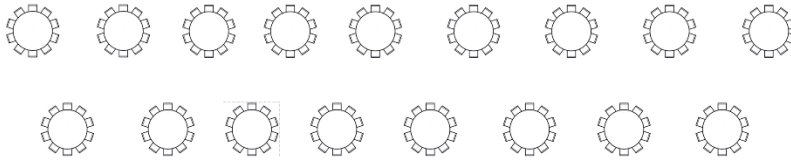
8:30 – 9:50 Keynote Opening Session  
10:00 Exhibits Hall Grand Opening  
10:00 – 15:00 Exhibit Hall Hours  
10:00 – 14:00 Exclusive Exhibit Hall Hours \*\*  
14:00 – 14:50 Professional Development Tracks  
15:00 – 15:50 Professional Development Tracks  
16:00 – 16:50 Professional Development Tracks  
**\*\*4 hours exclusive exhibits time**

## Thursday – October 2, 2025

08:00 – 08:50 Professional Development Tracks  
09:00 – 09:50 Professional Development Tracks  
10:00 – 15:00 Exhibits Hall Hours  
10:00 – 14:00 Exclusive Exhibit Hall Hours \*\*  
14:00 – 14:50 Professional Development Tracks  
15:00 – 15:50 Professional Development Tracks  
15:30 Exhibit Hall Teardown  
16:00 – 16:50 Professional Development Tracks  
17:00 – 17:45 Closing Session/Keynote  
18:00 – 22:00 **“Night On The Rails” – Food, and Fun – California State Railroad Museum**  
**\*\*4 hours exclusive exhibits time**

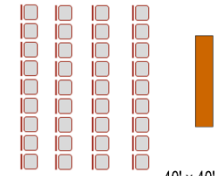


FOOD & BEVERAGE CONCESSIONS AREA

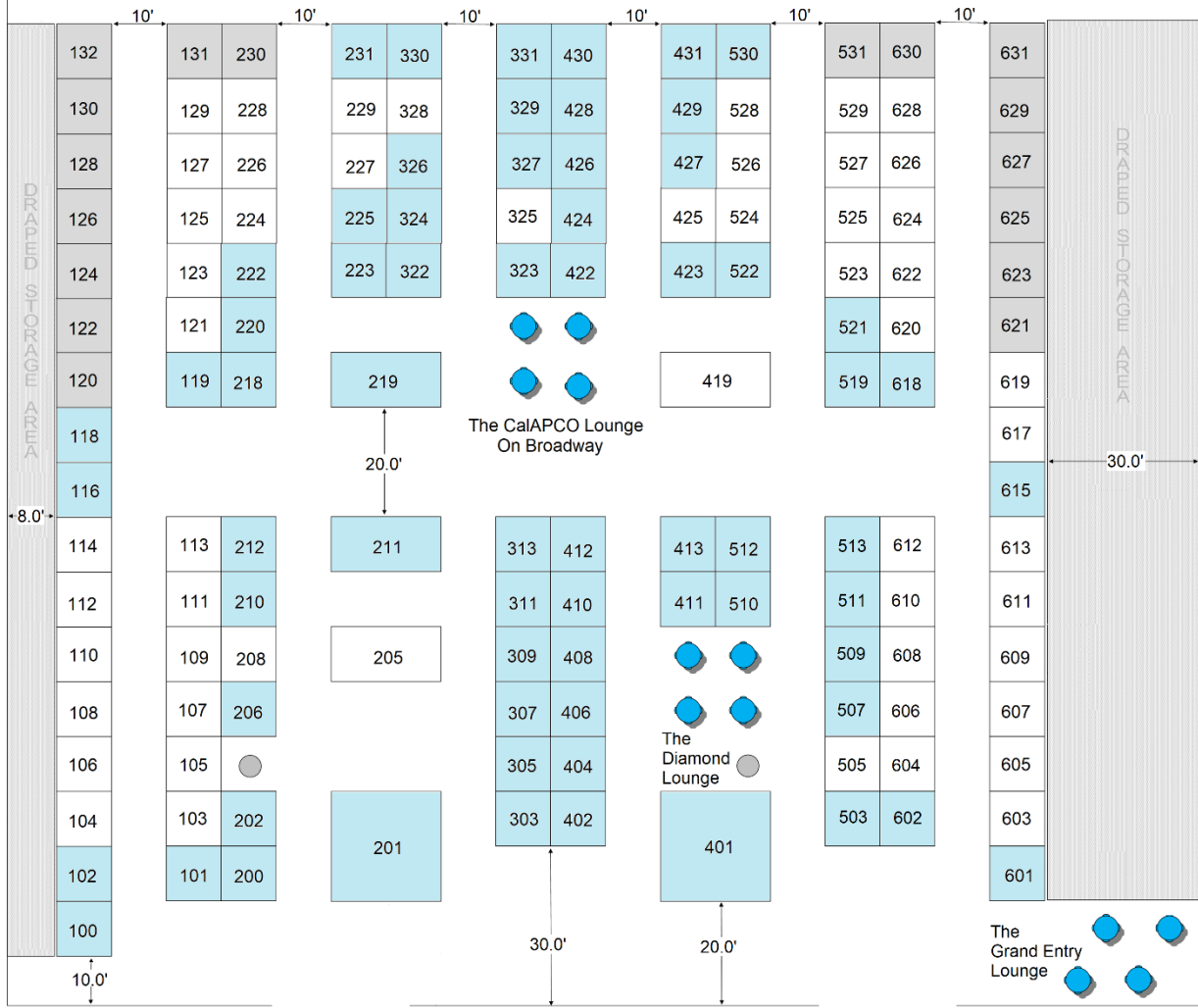


EMERGENCY VEHICLE DISPLAY AREA

PRESENTATION THEATER



40' x 40'



ENTRANCE



SAFE Credit Union  
Convention Center  
Sacramento, CA

EXHIBIT HALL D

Oct 1 - 2, 2025

Standard Booth = 10' Wide x 10' Deep  
Sm Island Booth = 20' Wide x 10' Deep  
Lg Island Booth = 20' Wide x 20' Wide

# CalAPCO Exhibit & Corporate Partnership Opportunities

One Company per Booth – No Sharing Spaces



**Diamond Tier - \$15,000**

**Platinum Tier - \$10,000**

**Gold Tier - \$6,000**

**Silver Tier - \$ 4,000**



## Corporate Partner Packages

### ***Diamond Partner Package***

**\$15,000 2 Sold**

- ◆ Preferred Island Location
- ◆ 4 included booth spaces with priority choice of location
- ◆ 8 Full Vendor Registrations with full access to the full conference and all events
- ◆ Session/product demo in the Presentation Theater in the Exhibit Hall
- ◆ One session in a Professional Development Track
- ◆ Attendee list with emails – provided 2 weeks in advance of the conference
- ◆ One Event Lead Retrieval License – A \$249 value included
- ◆ Company name/logo prominently displayed throughout the venue, mobile event app/website
- ◆ First right of refusal for Diamond Partnership for 2026 California APCO Conference
- ◆ One year on the California APCO website with a hyperlink directly to the vendor website
- ◆ Company swag may be provided to be included in attendee bag
- ◆ Corporate Partner designation and use of the California APCO Corporate Partner Logo

### ***Platinum Partner Package***

**\$10,000 (Total of 4)**

- ◆ Preferred Island Location
- ◆ 2 included booth spaces with priority choice of location
- ◆ 4 Full Vendor Registrations with full access to the full conference and all events
- ◆ Attendee list with emails – provided 2 weeks in advance of conference
- ◆ Session/product demo in the Presentation Theater in the Exhibit Hall
- ◆ One Event Lead Retrieval License – A \$249 value included
- ◆ Company name/logo featured in the venue and mobile app/website
- ◆ One year on the California APCO website with a hyperlink directly to the vendor website
- ◆ Company swag may be provided to be included in attendee bag
- ◆ Corporate Partner designation and use of the California APCO Corporate Partner Logo

## **Gold Package**

**\$6,000**

- ◆ 2 included booth spaces with priority choice of location
- ◆ 4 Full Vendor Registrations with full access to the full conference and all events
- ◆ Company name/logo featured in the venue and mobile app/website
- ◆ One year on the California APCO website with a hyperlink directly to the vendor website
- ◆ One Event Lead Retrieval License – A \$249 value included
- ◆ Corporate Partner designation and use of the California APCO Corporate Partner Logo
- ◆ Company swag may be provided to be included in attendee bag

## **Silver Package**

**\$4,000**

- ◆ 1 included booth spaces with priority choice of location
- ◆ 2 Full Vendor Registrations with full access to the full conference and all events
- ◆ Company name/logo featured in the venue and mobile app/website
- ◆ One year on the California APCO website with a hyperlink directly to the vendor website
- ◆ One Event Lead Retrieval License – A \$249 value included
- ◆ Corporate Partner designation and use of the California APCO Corporate Partner Logo
- ◆ Company swag may be provided to be included in attendee bag

## **General Exhibit Space**

All packages include an 10' x 10' booth, one (1) 6' x 30" table, two (2) chairs, one (1) waste basket, and one (1) 15-amp electrical circuit outlet and standard carpet. Each booth space includes 2 Full Vendor Registrations with full access to the conference and all additional events.

**\* Please plan on providing 1 door prize from your company that you can award to those that attend the conference.**

## **Booth Package Pricing**

### **Corporate Partner Booth Package Tier 1**

**\$1,795**

- ◆ 1 Included 10' x 10' booth space in the general exhibit area
- ◆ 2 Full Vendor Registrations with full access to the full conference and all events
- ◆ One Event Lead Retrieval License – A \$249 value included
- ◆ Company name/logo in mobile app

### **Corporate Partner Booth Package Tier 2**

**\$3,200**

- ◆ 2 Included adjoining 10' x 10' booth spaces in the general exhibit area
- ◆ 4 Full Vendor Registrations with full access to the full conference and all events
- ◆ One Event Lead Retrieval License – A \$249 value included
- ◆ Company name/logo in mobile app

### **Corporate Partner Booth Package Tier 4**

**\$5,700**

- ◆ 4 Included adjoining booth spaces in the general exhibit area
  - 40' x 10' or 20' x 20' options available
- ◆ 8 Full Vendor Registrations with full access to the full conference and all events
- ◆ One Event Lead Retrieval License – A \$249 value included
- ◆ Company name/logo in mobile app

## Registration and Passes for Corporate Partner Attendees

- ◆ With booth registration, you will receive unlimited booth attendees for **Exhibit Hall Only**.
- ◆ **Full Conference Registration** including “Night On The Rails” - \$100/person for additional employees

If a vendor registers to attend the 2025 California APCO State Conference as an attendee only, and not part of a paid Corporate Partner, the vendor may not wear company shirts, present, advertise or hand out business cards to attendees during the conference. If violated, the vendor will be asked to leave without refund of their attendance fee.

## Additional Sponsorship Opportunities

- ◆ **Registration/Badge & Lanyard** **\$6,000 - Sold**
  - Company name and logo on the badge holders and lanyards
- ◆ **“Night On The Rails” California State Railroad Museum** **\$10,000 Exclusive**
  - 10-minute acknowledgement address during the event
  - Name and logo on signage and promotional materials
  - Cowboy hats with Corporate Partner Logo and CalAPCO logo
- ◆ **Lunch Sponsorship (Tuesday and Wednesday)** **\$4,000 Exclusive/Day  
Or Two \$2,000 shared/Day**
  - Name and Logo on Daily Lunch Tickets
  - Name and Booth location on signage for that day
- ◆ **Opening General Session** **\$1,000**
  - Company spokesperson may address the attendees before the opening of the exhibit hall
  - Introduce the Keynote Speaker
- ◆ **Attendee Bag Sponsorship – CalAPCO Bag Approval Require** **\$2,500 - Sold**
  - Approved monochrome Corporate Partner Logo as well as CalAPCO logo
- ◆ **Custom Bag Stuffer (Logo’d notebook, etc.)** **\$250 plus provided item**
- ◆ **Command Vehicle Display** **Contact Conference Committee**
- ◆ **Mobile App - Cvent** **\$300**
  - Corporate Partner Logo exclusive throughout Mobile APP (Cvent)
- ◆ **Conference Committee Shirt – CalAPCO shirt approval required** **\$2,000 - Sold**
  - Corporate Partner logo and CalAPCO logo on shirt
- ◆ **Volunteer Shirt - CalAPCO provides shirts** **\$2,000**
  - Corporate Partner logo and CalAPCO logo on shirt
- ◆ **Hotel Key Card Sponsor** **Contact Conference Committee**
  - Corporate Partner Logo on Hotel Key Cards
- ◆ **Coffee Sponsor** **\$1000/Day**
  - Corporate Partner Logo on Coffee Station

- ◆ **Meet & Greet – Tuesday, September 30th** **\$500 – 4 Available**
  - Corporate Partner Logo Signage
- ◆ **Diamond Lounge/Charging Station** **\$1500**
  - Corporate Partner Logo Signage
- ◆ **Column Wrap** **Contact Conference Committee – 4 Available**
  - Corporate Partner Logo and CalAPCO Logo
- ◆ **Floor Disks** **Contact Conference Committee**
  - Corporate Partner Logo and CalAPCO Logo
- ◆ **Closing General Session** **\$500**
  - 5 minutes to address the General Session
  - Introduce the Keynote Speaker

### ***Presentation Theater Opportunities*** **\$250**

- ◆ 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 100 seat audience, large stage with pip 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 (Diamond and Platinum levels)
- ◆ Show times will be 30 minutes after the Exhibit Hall opens and begin every half hour until closing each day. Each times slot will be 25 minutes in duration.
- ◆ Each 25 minute presentation opportunity is priced at \$250. Requested show times are awarded on a first come, first served basis. (Overall priority will be given to Diamond and Platinum Sponsors.

### ***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 ***Programs*** tab on the CalAPCO.org website. The deadline for submissions is April 1, 2025.

### ***Want to Host an After-Hours Event at the 2025 CalAPCO State Conference?***

We've done most of the hard work for you already! Working closely with the Sacramento Visitor's Bureau, our Conference Committee released several RFP's 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 CalAPCO.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 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.



# **Mobile Communications Centers/Command Vehicles/Commercial Demonstration Vehicles**

**Contact Conference Committee**

We are offering a reduced rate for Agencies to display their Emergency Response Communications Demonstration Vehicles inside the Convention Center. The Sacramento Convention Center provides an excellent and easily accessible venue o the addition of these types of vehicles.



## **About California APCO**

California APCO, and CalAPCO.org, is a joint partnership of the Northern (NAPCO) and Southern (CPRA) California Chapters of the Association of Public-Safety Communications Officials (APCO), International. These Chapters of APCO are all volunteer 501(c)(3) non-profit charitable organizations. Corporate donations are tax deductible.

NAPCO Tax ID: 94-6102475

CPRA Tax ID: 95-4234700

The Association of Public-Safety Communications Officials – International, Inc. APCO International is the world’s oldest and largest not-for-profit professional organization dedicated to the enhancement of public safety communications.

## **Join APCO and SAVE!**

Is your company currently a member of APCO International? APCO Corporate Members save on event fees with special member pricing.



**Scan here to become an APCO Member today!**

## Corporate Show Information



- ✓ Due to privacy regulations, we will not be sharing contact information. Please rely on the Event Lead Retrieval License to collect your contact information.
- ✓ Only one company displayed logo per booth.
- ✓ Payment in full must be made by March 1, 2025.
- ✓ Late Registration with full payment must be received by August 1, 2025.
- ✓ Cancellation no later than August 1, 2025.
- ✓ Cancellations after August 1, 2025, or a no-show will result in a forfeit of funds.
- ✓ Register online and pay at [CalAPCO.org](http://CalAPCO.org)
- ✓ If paying by check, mail to:  
Manny Vierra, 2593 White Crane Circle, Livermore CA 94550

### Register Your Company Today

[CalAPCO.org](http://CalAPCO.org)

### Event Host Hotel Reservations – Reservation Links Coming Soon

- ◆ Hyatt Regency Sacramento - \$249/night [Reservation Link](#)  
1209 L. St, Sacramento, CA
- ◆ Sheridan Grand Sacramento - \$269/night [Reservation Link](#)  
1230 J. St, Sacramento, CA

### Shipping Instructions

California APCO will have a designated Drayage Company to accept and deliver booths and materials to the exhibit site. Exhibitors are required to make these arrangements with the designated Drayage Company. Please see separate instructions for shipping information.

### Power/Audio Visual/Wi-Fi

Additional Power, Audio Visual, and Wi-Fi services shall be arranged through the designated Drayage Company by the exhibitor.

### Setup/Teardown Hours

**Tuesday, September 30<sup>th</sup>** 12:00 – 5:30 PM

**Thursday, October 2<sup>st</sup>** 3:30 PM - Teardown not to begin until after the exhibit hall closes.

## **Compliance**

Each exhibitor agrees to comply with all federal, state, and local laws and ordinances applicable to the space leased, and such rules and regulations as may be deemed necessary by California APCO, the Exhibits Chairperson, and or the exposition facility. This includes any public health directives related to an ongoing public health emergency such as the Covid-19 pandemic.

## **Extenuating Circumstances**

California APCO will not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions caused by labor disputes, work stoppages, government order, emergency, or other circumstances beyond its control.

## **Fire Safety**

All existing fire codes must be complied with.

## **Indemnification**

The exhibitors shall indemnify California APCO (NAPCO and CPRA Chapters), all co-sponsoring organizations, the official contractors, and facility management against, and hold them harmless from any complaints, suits, or liability from negligence of the exhibitor in connection with the exhibitor's use of exhibitor space or loss, to dismantle, dispose of, store, and clear from the premises any display.

## **Public Policy**

Each exhibitor is charged with full knowledge and compliance with all laws, ordinances, and regulations pertaining to health, fire prevention, and public safety as related to the exhibit facility.

## **Storage**

Storage of boxes that are out of view is permissible. There will be no exceptions to any storage of boxes within view of attendees.

## **Installation and Removal of Exhibits/Tables**

All displays must be erected and open for viewing in accordance with the official conference schedule. Goods received after the opening of the event must be delivered to the booth at a pre-arranged time other than official exhibit hours. The deadline for removal of all materials from the exhibit areas will be enforced. Exhibits shall not be dismantled while the exhibits are still open for viewing. It is the sole responsibility of each exhibitor to have materials packed, identified, and cleared for shipment at such time. The Exhibits Chairperson reserves the right with no liability whatsoever for damage, spoilage, and loss, to dismantled, dispose of, store, and clear from the premises any display material, goods, property, or merchandise of any exhibitor who has failed to comply with the above requirement, or for such work to be done at the sole expense of the exhibitor.

## **Liability and Insurance**

Responsible precautions will be taken by California APCO to protect property during installation, show period, and removal. However, California APCO will not be responsible for or guarantee to the exhibitor the safety of exhibitor material or other personal property against fire, accident, theft, or loss, or destruction from any cause whatsoever. California APCO has taken reasonable precautions against loss and may provide security service throughout the duration of the conference. However, the exhibitor assumes all responsibility for damage or loss to his/her equipment and for damage caused by the negligence of his/her employees to the property or rights of other parties, including injury or destruction to the host hotel. Small and valuable materials are to be packed away each night. If insurance is desired, that is the responsibility of the exhibitor. All property of the exhibitor

will remain in his or her custody and control in transit to, from, and within the confines of the exhibit areas, subject to the rules and regulations of the event. Exhibitors are advised to carry appropriate liability insurance against the personal injury and property of others. The furnishing of security by California APCO is deemed a courtesy to the exhibitors and shall not be understood or interpreted by exhibitors as a guarantee against loss or damage to exhibitors during this event.

## **Public Policy**

Each exhibitor is charged with full knowledge and compliance with all laws, ordinances, and regulations pertaining to health, fire prevention, and public safety as related to the exhibit facility.

## **Storage**

Storage of boxes that are out of view is permissible. There will be no exceptions to any storage of boxes within view of attendees.

## **Contact Information**

**Conference Chair: Manny A. Vierra**

[Manny.Vierra@napco.org](mailto:Manny.Vierra@napco.org)  
408-309-3954

**Conference Co-Chair: John W. Wright**

[events@cpra.org](mailto:events@cpra.org)

**Registration:**

**Jim Lencioni**  
[events@calapco.org](mailto:events@calapco.org)

**Programs Chair: Tristan Skraber**

[Tristan.skraber@napco.org](mailto:Tristan.skraber@napco.org)

## **Attend the Conference – See the Sites!**

**With so many sights to see and things to do near the Conference, plan to stay longer and experience all that Northern California has to offer. From your Host Hotel:**

- California State Capitol and Park – 1 mile**
- California State Railroad Museum – 1 mile**
- Old Sacramento – 1.1 mile**
- The Leland Stanford Mansion – 1.1 mile**
- SMUD Museum of Science and Curiosity – 1.7 miles**
- Sutter Health Park (Oakland A's and Sacramento River Cats) – 2.3 miles**
- Discovery Park – 2.7 miles**
- Sacramento Zoo – 3.2 miles**
- Aerospace Museum of California – 11 miles**
- Sutter's Mill – Where the California Gold Rush Began - 43 miles**
- San Francisco – 88 miles**
- Lake Tahoe – 118 miles**