



California APCO State Conference

October 18 – October 21st, 2026

Hosted by Northern and SoCal APCO – CPRA

Town & Country Resort
500 Hotel Circle North
San Diego, CA 92108

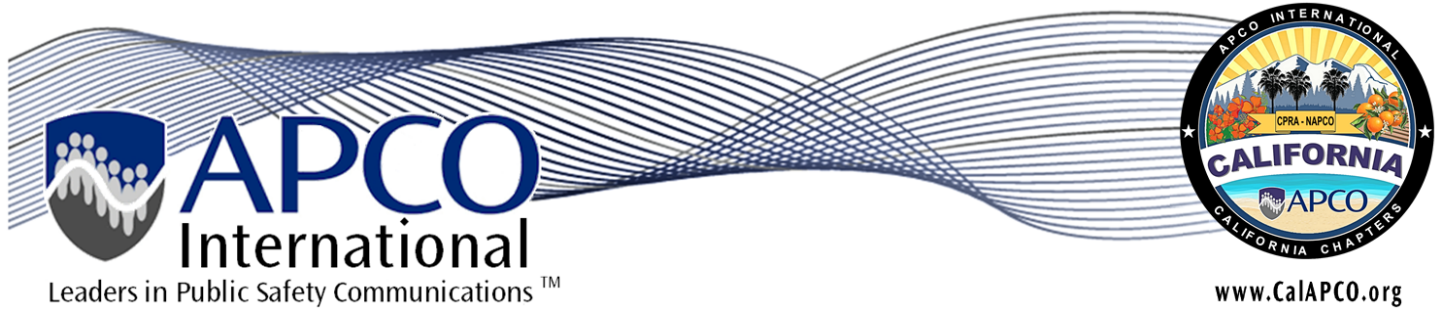
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www.CalAPCO.org

Industry Partner Packet



The 2026 California APCO Annual State Conference is proudly hosted by the Northern and Southern California Chapters of APCO International. This premier event is expected to draw attendees from across the country – particularly from the Western Region and the States of California, Nevada, and Arizona. With the upcoming APCO International Conferences scheduled in Portland and Baltimore in 2026, this Annual Conference offers the best opportunity to connect with public safety communications professionals on the West Coast.



Town & Country Resort – San Diego, CA

The Town & Country Resort is a prime location that combines convenience with access to local attractions. The resort sits on Hotel Circle North in the Mission Valley area, just a 10–15-minute drive from downtown San Diego and the airport. The resort will host all exhibits in its expansive 40,000 square foot Exhibit Hall. Private VIP meeting rooms will be available as well as classrooms and a general session venue.

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.

You Could Be Here



A Schedule Focused on Having Quality Exclusive Exhibitor Opportunities

To ensure a high-quality event and to maximize participation, the conference organizing committee has planned for 8 hours of exclusive Exhibit Hall time. Sunday evening will be open to allow our industry partners to host events organized by their respective companies. Monday evening attendees can enjoy the “Evening with the Stars”, featuring hors d’oeuvres and no-host bar.

Sunday – October 18, 2026

1100 – 1700	Registration Opens
1200 – 1700	Exhibit Hall Set-up
1200 – 1250	Professional Development Tracks
1300 – 1350	Professional Development Tracks
1400 – 1450	Professional Development Tracks
1500 – 1550	Professional Development Tracks
1600 – 1650	Professional Development Tracks



Monday – October 19, 2026

0700 – 1700	Registration Opens
0800 – 1000	Opening General Session/Keynote
1000 – 1700	Exhibits Hall Grand Opening
1000 – 1400	Exclusive Exhibit Hall Hours**
1200 – 1300	Lunch in Exhibit Hall
1400 – 1450	Professional Development Tracks
1500 – 1550	Professional Development Tracks
1600 – 1650	Professional Development Tracks
1800 – 2100	“Evening with the Stars” (Light hors d’oeuvres served & cocktails Available) **4 hours exclusive exhibits time

Tuesday – October 20, 2026

0730 – 1700	Registration Opens
0800 – 0850	Professional Development Tracks
0900 – 0950	Professional Development Tracks
0800 – 1400	Exhibits Hall Open
0800 – 1400	Exclusive Exhibit Hall Hours**
1200 – 1300	Lunch in Exhibit Hall
1400 – 1700	Exhibit Hall Teardown
1400 – 1450	Professional Development Tracks
1500 – 1550	Professional Development Tracks
1600 – 1650	Professional Development Tracks
	**4 hours exclusive exhibits time

Wednesday – October 21, 2026

0800 – 0900	Professional Development Tracks
0900 – 1000	Panel of Experts
1000 – 1200	Closing Ceremony





CalAPCO Exhibit & Industry Partnership Opportunities

One Company per Booth – No Sharing Spaces



Diamond Tier - \$15,000

Platinum Tier - \$10,000

Gold Tier - \$6,500

Silver Tier - \$ 4,500

Industry Partner Packages

Diamond Partner Package

\$15,000 (Total of 2 available)

- ◆ **Preferred Island Location**
- ◆ 4 included booth spaces with priority choice of location
- ◆ 8 Full Vendor Attendee registrations
- ◆ VIP Room – Private meeting room for client meetings and private demos
- ◆ 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
- ◆ First right of refusal for Diamond Partnership for 2028 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
- ◆ Early listing of attendees (1 week prior to event)
- ◆ Industry Partner designation and use of the California APCO Industry Partner Logo

Platinum Partner Package

\$10,000 (Total of 6)

- ◆ **Preferred Location**
- ◆ 2 included booth spaces with priority choice of location
- ◆ 4 Full Vendor Attendee registrations
- ◆ Session/product demo in the Presentation Theater located in the Exhibit Hall
- ◆ Attendee list with emails – provided 2 weeks in advance of conference
- ◆ 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
- ◆ Early listing of attendees (1 week prior to event)
- ◆ Industry Partner designation and use of the California APCO Industry Partner Logo

Gold Package

\$6,500

- ◆ 2 included booth spaces with priority choice of location
- ◆ 4 Full Vendor Attendee registrations
- ◆ 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 at no cost
- ◆ Early listing of Attendees (1 week prior to event)
- ◆ Industry Partner designation and use of the California APCO Industry Partner Log

Silver Package

\$4,500

- ◆ 1 included booth spaces with priority choice of location
- ◆ 2 Full Vendor Attendee registrations
- ◆ 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 at no cost
- ◆ Industry Partner designation and use of the California APCO Industry Partner Log

General Exhibit Space Options

All packages include a 10' x 10' booth, one (1) 6' x 30" table, two (2) chairs, one (1) waste basket, and one (1) 5-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

Industry Partner Single Booth Package

\$1,995

- ◆ 1 Included 10' x 10' booth space in the general exhibit area
- ◆ 2 Full vendor registrations

Industry Partner Double Booth Package

\$3,600

- ◆ 2 adjoining 10' x 10' booth spaces in the general exhibit area
- ◆ 4 Full attendee registrations

Industry Partner Quad Booth Package

\$6,700

- ◆ 4 adjoining booth spaces in the general exhibit area
 - 40' x 10' or 20' x 20' options available
- ◆ 8 Full attendee registrations

NEW – College or Educational only exhibitor Single Booth **\$995**

(must be accredited college or educational institution)

- ◆ 1 Included 10' x 10' booth space in the general exhibit area
- ◆ 2 Full vendor registrations

Registration and Passes for Industry Partner Additional Booth Attendees **\$279**

- ◆ **Exhibitor Booth Registration** Includes “Evening with the Stars” – (\$495 per registrant value)
- ◆ **Class participation & Events**

Exhibit Hall Guest Passes (Exhibit Hall Only) **Free**

- ◆ **Registered Exhibitor may invite unlimited number of customers & guests (hall access only)**

If a vendor registers to attend the 2026 California APCO State Conference as an attendee only, and not part of a paid Industry 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 (1 Available)** **\$6,000**
 - Company name and logo on the badge holders and lanyards
- ◆ **“Evening with the Stars” (4 Available)** **\$5,000**
 - **Exclusive (1 Available)** **\$10,000**
 - 5-minute acknowledgement address during the event
 - Name and logo on signage and promotional materials
- ◆ **Lunch Sponsorship (Monday and Tuesday) (4 Available)** **\$2,500**
 - Name and Logo on signage and promotional materials
 - Name and Booth location on signage for that day
- ◆ **Coffee Sponsorship (6 Available)** **\$500**
 - Name and logo on signage and promotional materials
- ◆ **Ice Cream Social in Exhibit Hall (4 Available)** **\$500**
 - Name and logo on signage and promotional materials
- ◆ **Opening General Session (2 Available)** **\$1,000**
 - Five (5) minutes to address the general session
 - Introducing the Keynote Speaker

- ◆ **Attendee Bag Sponsorship – CalAPCO Selects the Bag (1 Available)** **\$2,500**
 - Approved monochrome Industry Partner Logo and CalAPCO Logo
- ◆ **Custom Bag Stuffer (Logo'd item)** **\$300**
 - Provided by Industry Partner – Unlimited Availability
- ◆ **Mobile App – Cvent** **\$4,000**
 - Industry Partner Marketing in Mobile APP
- ◆ **Volunteer Shirt/ Branding Opportunity - CalAPCO Shirts** **\$2,000**
 - Industry Partner logo and CalAPCO logo on shirt
- ◆ **Closing General Session** **\$1,000**
 - Five (5) minutes to address the general session
 - Introducing the Keynote Speaker

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 days 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 Friday, April 17th, 2026***

Want to Host an After-Hours Event at the 2026 CalAPCO State Conference?

We've done most of the hard work for you already! Working closely with the Town & Country Resort, Industry Partners optionally may host private events providing there are no conflicts with conference events.

Please contact Terri Nelson to inquiry about a potential discount if held on-site.

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. Industry 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 Industry Members save on event fees with special member pricing.



Scan here to become an APCO Member today!



Industry Sponsorship Show Information

- ✓ Only one company per booth - no shared booths will be allowed.
- ✓ Registration must be received by August 14, 2026.
- ✓ Payment in full must be made by September 1, 2026
- ✓ Cancellation no later than September 1, 2026.
- ✓ Cancellations after September 1, 2026.
*A **no-show** will result in a forfeit of funds.
- ✓ Register online and pay at CalAPCO.org
- ✓ If paying by check mail to:
CalAPCO
6770 Stanford Ranch Rd #1158
Roseville, CA 95678
Payable to: Northern California APCO

Register Your Company today!

Pre-registration priority is available based on sponsorship levels!

CalAPCO.org

Event Host Hotel Reservations

The Conference Hotel is the Town & Country Resort:

<https://book.passkey.com/go/CaliAPCOVendors>

"Please, if you are an exhibitor, you may not use the attendee booking link. Use the exhibitor housing link only; otherwise, your reservation may be canceled or rebooked."

Shipping Instructions

California APCO has a designated Drayage Company to accept and deliver booths and materials to the exhibit site. Exhibitors are required to coordinate all drayage arrangements through the designated Drayage Company, TriCord Tradeshow Services.

An Exhibitor Kit with full details will be shared with you at least 60 days prior to the event

Power

Additional Power services can be arranged through Edlen Electrical Exhibition Services: Address: 2102 Main Street San Diego, Ca 92113 - Phone: (619) 696-6625 Email: exhibitorservices-sandiego@edlen.com (5A – 120V provided)

Setup/Teardown Hours

Sunday, October 18th 12:00 – 5:00 PM

Tuesday, October 20th 2:00 PM – Teardown begins promptly we need to vacate by 5:00 PM

Early teardown is not permitted

Compliance

Each exhibitor agrees to comply with all federal, state, and local laws and ordinances applicable to the leased space, and such rules and regulations as may be deemed necessary by California APCO, the Exhibits Chairperson, and 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.

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.

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

We are 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.) Town & Country provides an excellent and easily accessible venue for the addition of these types of vehicles.

Communications public agency vehicle(s):	\$Free
Industry Partner Demonstration vehicle(s):	\$500 (round trip spotting)
*Any electrical requirements may incur additional fees	

For more information, contact the CalAPCO Committee.



Contact Information

Conference Chairs: Terri Nelson
tnelcpa@gmail.com
714-425-1691

Anna Trindade
anna.trindade@stocktonca.gov

Registration: Ron Dunn
rdunn.cpra@gmail.com

Program Chair: Maria Esquetini
mesquetini@bppd.com

Attend the Conference – Explore San Diego!

With so much to see and do just moments away, extend your stay and experience the best of San Diego! From your host hotel, The Town & Country Resort, you're perfectly located to enjoy world-class attractions, shopping, dining, and beaches.

Fashion Valley Mall – Steps away – premier shopping and dining destination

Old Town San Diego State Historic Park – 2 miles – the birthplace of California, rich in history and charm

Mission Bay Park – 4 miles – perfect for walking, biking, or watersport

San Diego Zoo & Balboa Park – 4 miles – explore lush gardens, museums, and one of the best of the world's best zoos

Seaport Village – 6 miles – waterfront shops and restaurants with beautiful harbor views

Gaslamp Quarter – 6 miles – downtown's vibrant nightlife and dining district

Petco Park – 7 miles – home of the San Diego Padres

USS Midway Museum – 7 miles – explore a historic aircraft carrier on the bay

SeaWorld San Diego – 7 miles – marine life encounters and family fun

La Jolla Cove – 9 miles – stunning coastal views and sea lions basking in the sun

Coronado Island – 10 miles – beautiful beaches and the iconic Hotel Del Coronado