



Sponsorship Opportunities

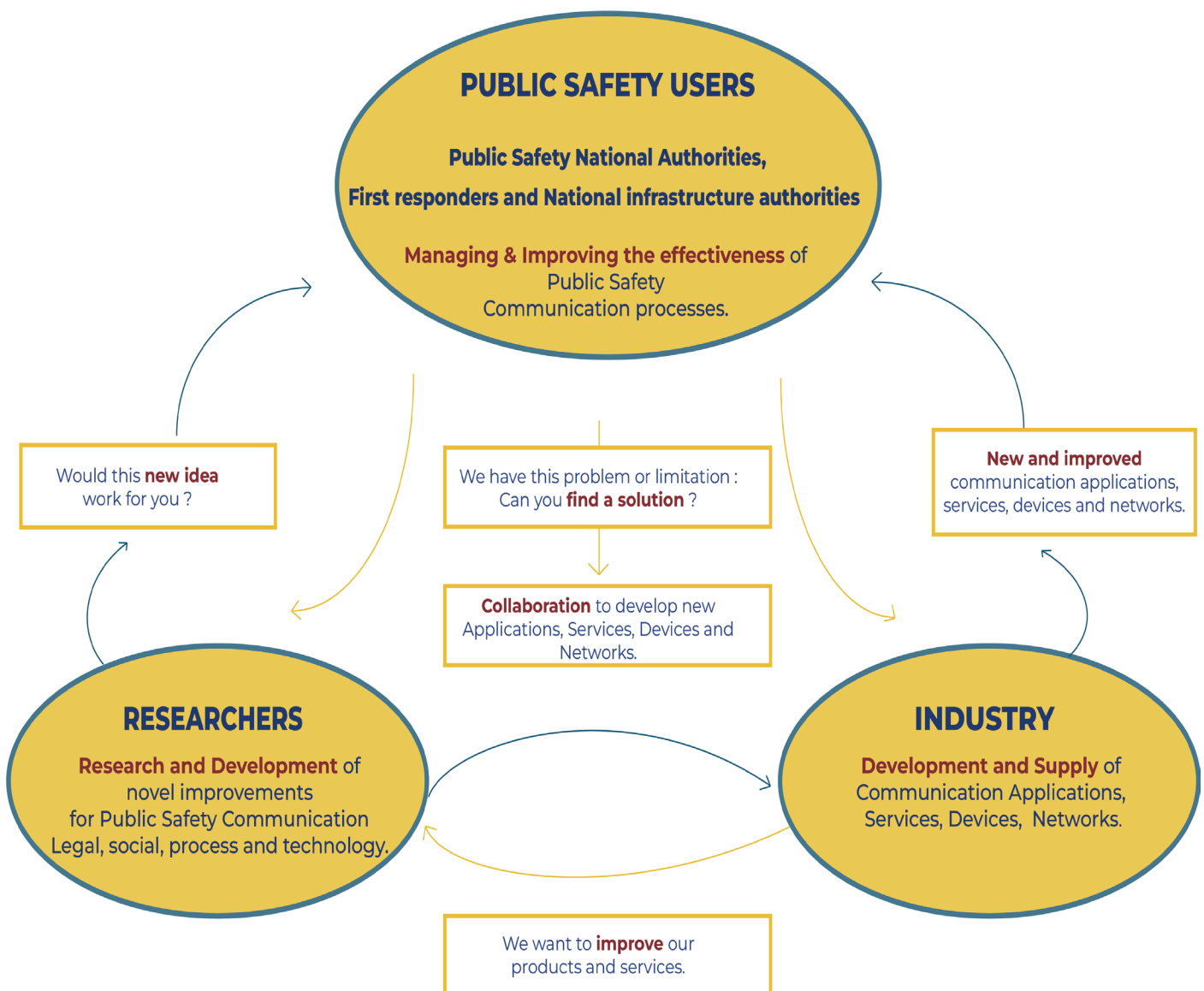
Public Safety Communications Europe
Conferences

2026 - 2024

Sponsorship Opportunities

PSCE Conferences take place **twice a year** and they provide the ideal format for its members, external stakeholders and guests to engage in a lively and interactive discussion on current political, technical and research issues related to the future of public safety communications.

This short document explains the conference format as well as the advantages of such an event.



An Outstanding Platform for Stakeholders

In Spring and Winter of each year, **PSCE hosts a Conference, focusing on the most topical issues in public safety** and bringing together policy makers, academic researchers, industrial experts and other interested stakeholders.

PSCE Conferences traditionally **attracts around 100 participants from over all over European countries** as well as beyond Europe, some of which **include representatives of the EU Institutions, national authorities, international organisations, regional authorities, industrial partners, civil society, researchers** to mention a few.

Through our events and reports, **we contribute to the debate on all public safety communication issues at a European level.** We actively involve Member States, end-users, business and academia in our initiatives. Our events stimulate debate and new thinking on the future of public safety communications in a radically different way from the traditional events culture. At the same time, they provide unparalleled opportunities for networking with senior representatives from a wide array of different backgrounds.

Engagement

Involve and support users, industry and research in exchanging ideas, best practices, **developing roadmaps** and in research activities to improve future public safety communications.

Advocacy

Influence the European Union, stakeholders and **standardisation bodies by providing expertise** and contributions.

Information Sharing

Inform our members about technology developments, challenges, solutions, research activities and outcome.

Awareness Raising

Raise awareness on the issues and challenges end-users, industry and researchers are faces with in the public safety area, discuss solutions and **influence the European Union research agenda.**

Conference Format

Thematic sessions : the conference always proposes a series of presentations under the most relevant and timely topics in the interest of the public safety and security community.

Multiple speakers engage in challenging and open discussions in front of an audience of around **100 people**.

Roundtables : all topics are generally followed by roundtables to create the opportunity to further discuss on the topics delivered and allow the audience to engage with the speakers.

Collaborative sessions : interactive and co-creative sessions are organised during one of the two days of the event to. All guests are solicited to participate to contribute towards the discussions. Inputs gathered are then used and included into the format of a report.

Sponsors and Exhibitions booths : a dedicated area is set up for sponsors and exhibitors. Breaks and lunchtime provide the opportunity for attendees to further discover the latest innovative solutions provided by businesses, national and European projects.

Reaching out

Each conference is accompanied by a **fully-fledged pan-European communication and marketing campaign** starting few months before the event. This campaign included the following :

Pre-event marketing campaign

- **Email marketing campaigns** to PSCE's almost 3 000 subscribers from all over Europe.
- **Social media engagement** with announcement on the PSCE Conference including dedicated communication on each speaker, sponsor or exhibitor.
- Sharing of information with PSCE broader network including its project partners.
- **Event information disseminated** among online agendas, calendars and newsletters and via our media partners.

Press

- **Pre-event press release** shared with security journalists, international editors and national media
- **Press coverage in-situ** during Conferences (where possible)
- **Post-conference press release** after the event

Reports

- **The conference report** is shared as an online publication summarising the debate and highlighting the most significant speakers' quotes, disseminated to all participants and PSCE institutional members.
- **Conference report posted** on the library of PSCE website and announced in our newsletter.
- **Collaborative session** summary of outputs shared with all participants.

Sponsorship Options

PSCE events and conferences constitute the perfect occasion for industries and organisations to gain more visibility and reach a larger and targeted pool of stakeholders.

Our options are **flexible** and are **conceived to be adapted to your needs and budgets** :

Exhibition Spaces :

The stands are installed in a dedicated space closer to the catering area to attract participants particularly during the breaks. The stand will include : a desk, a chair and a screen.

Communication activities :

PSCE will closely work with its sponsors to ensure a continuous marketing campaign before, during and after the event.

This will include :

- introduction to the business and organisation on our social media channel and website.
- regular updates in our newsletters and Flash News.
- reference in PSCE reports.

Dedicated presentation slots :

Based on the chosen package, sponsors and exhibitors will be reserved a slot in the agenda to present their work : **20 minutes for sponsors and 3-5 minutes elevator pitches for exhibitors.**

Additional advantages include **access to PSCE members** and **contacts network visibility** on **PSCE website** and **PSCE Newsletters**.

	GOLD	SILVER	EXHIBITOR
	5.000 €	3.500 €	3.000 €
VISIBILITY ON COMMUNICATION CHANNELS	✓	✓	✓
PRESENTATION AT THE CONFERENCE	✓	✗	✗
ELEVATOR PITCH	✓	✓	✓
EXHIBITION BOOTH	✓	✓	✓
CONFERENCES PASS	2	1	1

Why become a sponsor ?

PSCE Conferences represent **an opportunity for your business, organisations and projects to extend your outreach and present your work, technologies and services to a very wide and targeted audience in the field of public safety and communication which include representatives** from :

- EU Level
- National governments
- Users/First responders
- Local representatives
- Research and Academia
- Other businesses



Ensure the visibility of your organisation in all our communication channels.



Identify the needs of you target group and collect inputs to improve your services.



Expose your activity and services to a wide community of experts in public safety.



Establish key connections for potential future collaborations.

PSCE also provides the possibility to **showcase products** and the **introduction of services** with the organization of a side-event allowing your business to be exposed to several key players within the industry.

For the side-event, the rates applied may vary depending on the duration, size and location of the event.

Please note that all fees are excluding VAT.

For more information, please contact : secretariat@psc-europe.eu or <https://www.psc-europe.eu>

