



Sponsorship & Exhibition Prospectus 2022

37th Annual Conference & 1st Joint BACCN/IACCN Conference



Critical Care Across the World: Breaking Down Barriers

17 - 18 October 2022
ICC Belfast
Belfast, Northern Ireland

BACCN / IACCN

The BACCN Association

The British Association of Critical Care Nurses (BACCN) is a leading non-profit organisation dedicated to the promotion of nursing in critical care.

We aim to:

- provide a national voice to shape the strategy for critical care nursing
- promote safe, quality evidence based nursing care to critically ill patients
- provide wide ranging benefits and opportunities to BACCN members

The BACCN is one of the leading organisations in critical care nursing. BACCN was established in 1985 and has grown and developed through the hard work and dedication of its members, regional committees and national board.

The IACCN

The IACCN (Irish Association of Critical Care Nurses) is a not-for-profit organisation which was established in 1987 to represent critical care nurses across Ireland. The Association is committed to the professional and educational development of these nurses and is instrumental in providing a link with national planning and advancement within critical care.

The IACCN is a voice for excellence in Irish critical care nursing where the integral role of the specialist intensive care nurse is acknowledged, valued and at the forefront of healthcare provision and governance.

BACCN Annual Conference 2022

The conference titled “Critical Care Across the World: Breaking Down Barriers” aims to bring together critical care professionals from across the UK to discuss, share and debate best practice, research and issues from across the critical care field.

We have a thriving conference attendee community consisting of the following:

- Clinical practitioners
- Nurse managers
- Nurses in education posts
- Nurses in research posts
- Nurses practicing in the industrial and military fields

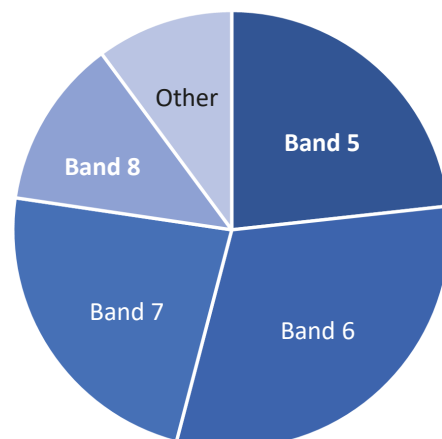
What makes the BACCN Conference so different?

Our philosophy for conference is to provide an environment that enables individuals to maximise their time away from work, be that to nurture their thirst for scientific knowledge and information on the latest innovations, or an opportunity to recharge their batteries through social and professional networking.

To bring out the best in our delegates we provide an all-round conference experience with expert panellists and key note speakers, interactive workshops provided by international and national experts and a concurrent programme from contributions by members and delegates.

Our event provides a very friendly, pro-active and community environment for delegates and exhibitors alike and we are positive that once you have attended a BACCN conference as a sponsor or exhibitor you won't ever want to miss out.

Delegate Profile



VETERINARY CRITICAL CARE



Veterinary Critical Care Nurses

NEW! We're delighted to announce that the Veterinary Critical Care Nurses Committee has been launched in collaboration with BACCN. The VCCN vision is to provide Registered Veterinary Nurses with a unique collaborative learning experience. Whether for referral or general practise, all RVNs see critical patients.

VCCN is unique as veterinary nurses will be able to learn from 'human' Critical Care nurses at the same time.

This is a unique opportunity for RVNs to become part of the 'One Health' approach to education and research.

VCCN Mission Statement

- Provide a global/international platform for Registered Veterinary Nurses to showcase and develop their specialist Critical Care skill set and knowledge.
- Promote Critical Care Veterinary Nursing and its integral position within the 'One Health' approach to both Human and Animal health and wellbeing.
- Provide unique learning and collaboration opportunities alongside our fellow BACCN members.

Delegate profile

- Registered Veterinary Nurse
- Emergency and Critical Care Nurse Manager
- ICU Ward RVN
- Cardiothoracic Critical Care Nurse
- Nurse Programme Tutor
- Senior Emergency and Critical Care Nurse
- Emergency and Critical Care RVN
- Senior Oncology Nurse
- Head Nurse/Senior ECC Vet Nurse

Conference 2022

The VCCN will be creating their **first ever** Emergency and Critical Care Veterinary Nursing Stream, including a simulation stream alongside Critical Care Human nursing presentations.

This is your chance to be there from the very beginning!

Why should your company be there?

- Meet in person with national delegates who are key influencers and decision makers in their clinical speciality
- Conduct important networking conversations during the welcome reception, conference dinner and other interactive fringe events
- Be seen alongside your industry peers and competitors to cement your organisation's stature in the critical care market place
- Take a prime position at the largest gathering of critical care professionals in the UK

SPONSORSHIP & EXHIBITION AT A GLANCE

Sponsorship Packages	Price
BACCN Conference Partner	SOLD
BACCN Platinum Sponsor	£7,000
BACCN Gold Sponsor	£5,500
Abstracts Scholarship Sponsorship	£4,000
Keynote Speaker Sponsor	£2,500
Stationary Sponsor	£1,500
Conference Handbook Sponsor	£1,500
Name Badge & Lanyard Sponsor	£1,000
Delegate Bag Sponsor	£1,500
Advertising	
Inserts in Delegate Bags	£425
Electronic Advert in Conference Newsletter	£400 for 2 campaigns
New! VCCN Sponsorship Packages	
VCCN Conference Stream Sponsor	£5,350
VCCN Keynote Speaker Sponsor	£3,500
Exhibition Packages	
- 6 x 3m (18m ²)	£4,995
- 5 x 3m (15m ²)	£3,995
- 3 x 3m (9m ²)	£2,995
- 3 x 2m (6m ²) - 2 open sides	£2,195
- 3 x 2m (6m ²)* - 1 open side	£1,995
- 6ft trestle table (not-for-profits only)	£995
- Space only	£225 per m ²
Badge Scanning Device	£250
Additional Exhibitor Pass	£200 per person

*Not-for-profit organisation discount of 15% available - only on 6m² Exhibitor package

Attending conferences and exhibitions should be an essential part of your marketing strategy and our approach to sponsorship is to build partnerships and long term relationships with businesses. The BACCN Annual conference successfully brings together the critical care nursing community and enables companies to interact and network with delegates in person.

If you are interested in more than one package then please don't hesitate to speak to us as we are able to create a bespoke package tailored to your business needs and budget.

SPONSORSHIP

STANDARD SPONSORSHIP ENTITLEMENTS

All sponsorship packages include the following standard entitlements in addition to those outlined in the individual packages.

- Selected promotional materials – your logo displayed
- Conference website – your logo displayed on the partners' page with a reciprocal link to your website
- Sponsor signage at the conference – your logo displayed
- Social media – we will regularly share updates through different platforms such as Twitter, LinkedIn, Instagram and Facebook
- Use of the conference logo until the end of October 2022
- Conference bag with printed programme



BACCN Platinum Sponsor (Limited to 3)

£7,000 + VAT

Our Platinum Sponsor package gives fantastic opportunities for brand exposure and networking at the event. **Entitlements Include:**

Pre-event:

- Acknowledgment of your company as Platinum Sponsor on the BACCN Conference website.
- 'We're sponsoring at' banner for you to use on your website, signature and social media
- 50-word description on the BACCN Conference website with contact details and a link to your company home page
- Your logo included on all marketing emails

During Event:

Facilitate an Educational Workshop - Duration 1 x 40 minutes inc. Q&A

- Provide speaker of your choice to highlight your company's latest educational research (subject to approval of Conference Director)
- Logo in the conference guide associated with the session
- Opportunity to display signage during the session
- Banner Advert on Conference App
- Logo placement on session holding slide
- Inclusion in a conference marketing email to promote workshop

Hospitality Host

- logo featured around all catering and refreshment areas
- A full page advert in the conference handbook in a prime position
- Six Exhibitor passes
- 10% discount off additional staff or guest conference tickets
- Six complimentary tickets to BACCN Conference Dinner (additional tickets available at advertised ticket price)
- Insert in the conference bags

Exhibition

- 18sqm Space-only Stand
- Prime location in the exhibition/catering area for the full two days
- Badge scanner for use at your exhibition stand

Launch Pad Award Entry

- 1 x Launch Pad Demonstrations - 15 minute Launch Pad Demonstration included in main programme - delegates will vote for the best demo and winner is announced during the closing remarks on day 2.

BACCN Gold Sponsor (Limited to 2)

£5,500 + VAT

Our Gold Sponsor package gives fantastic opportunities for brand exposure and networking at the event. Entitlements Include:

Pre-event:

- Acknowledgment of your company as Gold Sponsor on the BACCN Conference website.
- 'We're sponsoring at' banner for you to use on your website, signature and social media
- 50-word description on the BACCN Conference website with contact details and a link to your company home page
- Your logo included on all marketing emails

During Event:

Facilitate an Educational Workshop - Duration 1 x 30 minutes inc. Q&A

- Provide speaker of your choice to highlight your company's latest educational research (subject to approval of Conference Director)
- Logo in the conference guide associated with the session
- Opportunity to display signage during the session
- Logo placement on session holding slide
- Inclusion in a conference marketing email to promote workshop

Exhibition

- 3 x 3 sqm (9sqm) Shell Scheme Stand (3 open sides)
- Prime location in the exhibition/catering area
- Badge scanner for use at your exhibition stand
- A half page advert in the conference handbook in a prime position
- Three Exhibitor passes
- 10% discount off conference tickets for additional staff or guests
- Three complimentary tickets to BACCN Conference Dinner (additional tickets available at advertised ticket price)
- Insert in the conference bags



Keynote Speaker Sponsor - max 3 available

£2,500 + VAT

Sponsorship of a keynote speaker who is selected and invited by the BACCN Conference Director. This sponsorship gives you the opportunity to have your logo aligned with one of the most well-attended sessions of the conference. Each keynote presentation is generally 40 minutes long, is chaired by a member of the BACCN Board and is held in the plenary room of the conference.

Entitlements Include:

- Naming rights to the presentation
- Name & Logo on session slides
- Marketing email sent to delegate database
- Promotional banner to use on social media
- Conference app – advert
- Conference handbook – 50 word description and contact details
- Signage and promotional material displayed next to the keynote information
- Main programme online - logo displayed next to the keynote information
- 2 tickets to the conference dinner



Abstracts Scholarship Sponsor

£4,000 + VAT

Prior to the conference the BACCN scientific panel would select the top 3 papers submitted under this specific theme. Your company will support those top three individuals to attend the conference by covering costs for their registration, accommodation and travel.

Entitlements Include:

- Naming rights to the chosen abstract theme
- Abstract scholarship competition - will be promoted on the BACCN Conference website along with your company branding
- Selected promotional materials - recognition as a sponsor displayed during the session (materials supplied by sponsoring company)
- Dedicated session - 3 papers will form a one hour session as part of the Conference Programme

Stationery Sponsor

£1,500 + VAT

Company branded notebooks and pens given to all delegates on arrival.

Entitlements Include:

- Each notebook and pen - your logo displayed alongside the BACCN logo
- Conference handbook and App - 50 word description and contact details

Conference Handbook Sponsor (Exclusive)

£1,500 + VAT

The conference handbook is given out to all delegates on arrival and contains important information about the conference. It is used as the main reference point for delegates to plan their day.

Entitlements Include:

- Conference handbook front page – your logo displayed
- Conference handbook and App - 100 word description and contact details
- Full page advert - on the outside back cover of the conference handbook

Name Badge and Lanyard Sponsor (Exclusive)

£1,000 + VAT

This is an exclusive opportunity for your logo to be displayed on all delegate, speaker and exhibitor badges throughout the event, giving your organisation's brand a high level of exposure. The addition of lanyards increase your visibility throughout conference and beyond.

Entitlements Include:

- Each name badge – your logo displayed
- Each lanyard - your logo displayed alongside the BACCN logo
- Conference handbook and App - 50 word description and contact details

Delegate Bag Sponsor (Exclusive)

£1,500 + VAT

This sponsorship offers your company immediate visual recognition of your brand during and long after the conference has finished. The delegate bag containing conference materials is given out to every delegate at registration. (Bags will be chosen and sourced by the Organisers and the BACCN Conference Director)

Entitlements Include:

- Logo placement in a prominent position on all bags given to delegates
- Conference handbook - 50 word description and contact details
- Standard sponsorship entitlements
- Conference App advert



The conference incorporates the 1st annual meeting of the Veterinary Critical Care Nursing Stream (for nurses and allied health care professionals) which will run as a parallel session at the conference.

This offers an opportunity to sponsor the meeting which is expected to be attended by Veterinary Nurse specialists and Critical Care nurses. **Entitlements Include:**

Pre-event:

- Acknowledgment as VCCN Conference Stream Sponsor on the BACCN Conference website.
- 'We're sponsoring at' banner for you to use on your website, signature and social media
- 50-word description on the BACCN Conference website with contact details and a link to your company home page
- Your logo included on all marketing emails

Facilitate an Educational Workshop - Duration 1 x 30 minutes inc. Q&A

- Provide speaker of your choice to highlight your company's latest educational research within the VCCN Conference Stream (subject to approval of Conference Director)
- Logo in the conference guide associated with the session
- Opportunity to display signage during the session
- Logo placement on session holding slide
- Inclusion in a conference marketing email to promote workshop

During Event:

Naming Rights to the Emergency and Critical Care Veterinary Nurses Stream

- Logo in the conference guide associated with the stream
- Banner Advert on Conference App
- Logo placement on stream holding slides

Exhibition

- 3 x 3 sqm (9sqm) Shell Scheme Stand (3 open sides)
- Prime location in the exhibition/catering area
- Badge scanner for use at your exhibition stand
- A half page advert in the conference handbook in a prime position
- Three Exhibitor passes
- 10% discount off conference tickets for additional staff or guests
- Three complimentary tickets to BACCN Conference Dinner (additional tickets available at advertised ticket price)
- Insert in the conference bags



This sponsorship gives you the opportunity to have your logo aligned with one of the most well-attended sessions of the conference.

Each keynote presentation is generally 40 minutes long, is chaired by a member of the VCCN Board and is held in the plenary room of the conference.

Entitlements Include:

- Naming rights to the presentation
- Name & Logo on session slides
- Marketing email sent to delegate database
- Promotional banner to use on social media
- Conference app – advert
- Conference handbook – 50 word description and contact details
- Signage and promotional material displayed next to the keynote information
- Main programme online - logo displayed next to the keynote information
- 3 x 2 sqm (6sqm) Shell Scheme Stand
- Prime location in the exhibition/catering area
- Two Exhibitor passes



EXHIBITION PACKAGES

During the BACCN Conference there will be a dedicated exhibition area where companies can make the most of meeting in person with delegates. This is a fantastic way to strike up important relationships and start discussions.

In an age where we rely so much on digital media to contact potential customers and associates, the BACCN Conference offers the chance to interact face to face.

Delegates will mingle in the exhibition area during the Welcome Reception on Sunday 16 October and upon arrival, during breaks and lunch from Monday 17 October – Tuesday 18 October 2022.

Set up day for exhibitors – Sunday 16 October 2022

Welcome Reception (in exhibition area) – Sunday 16 October 2022 (approx 6pm - 8pm)

Exhibition Standard Entitlements:

- Link to your company website from the main conference website
- Company name and stand number on the exhibition page of the official conference website and on the conference app
- 50 word description and company contact details in the conference app
- Attendance at the exhibitor feedback meeting during the conference where we listen to you
- Lunch and refreshments for 2 exhibition staff on both conference days
- Attendance at the welcome reception for 2 exhibition staff to network informally with delegates



EXHIBITION PACKAGES

Packages Available:

Exhibitor - 6x3m All Inclusive Stand

£4,995 + VAT

- Available on stands: 1/6/11/14/17
- Open sides: 3
- 18sqm shell scheme, fascia board and stand number, trestle table, cloth and 2 chairs
- 1 x 500W power socket
- 2 x spotlights
- Badge scanning facility

Exhibitor - 5x3m Stand

£3,995 + VAT

- Available on stands: 18/19
- Open sides: 3
- 15 sqm shell scheme, fascia board and stand number, trestle table, cloth and 2 chairs

Exhibitor - 3x3m Stand

£2,995 + VAT

- Available on stands: 2/3/7/8/9/10/12/13/15/16
- Open sides: 2
- 9 sqm shell scheme, fascia board and stand number, trestle table, cloth and 2 chairs

Exhibitor* 3x2m Stand - 2 open sides

£2,195 + VAT

- Available on stands: 20/24
- Open sides: 2
- 6 sqm shell scheme, fascia board and stand number, trestle table, cloth and 2 chairs

Exhibitor* 3x2m Stand - 1 open side

£1,995 + VAT

- Available on stands: 21/22/23
- Open sides: 1
- 6 sqm shell scheme, fascia board and stand number, trestle table, cloth and 2 chairs

6ft Trestle Table

£995 + VAT

- Available on stands: T1 - T7
- Stand number, trestle table, cloth and 2 chairs
- Available for Not-for-profit organisations only

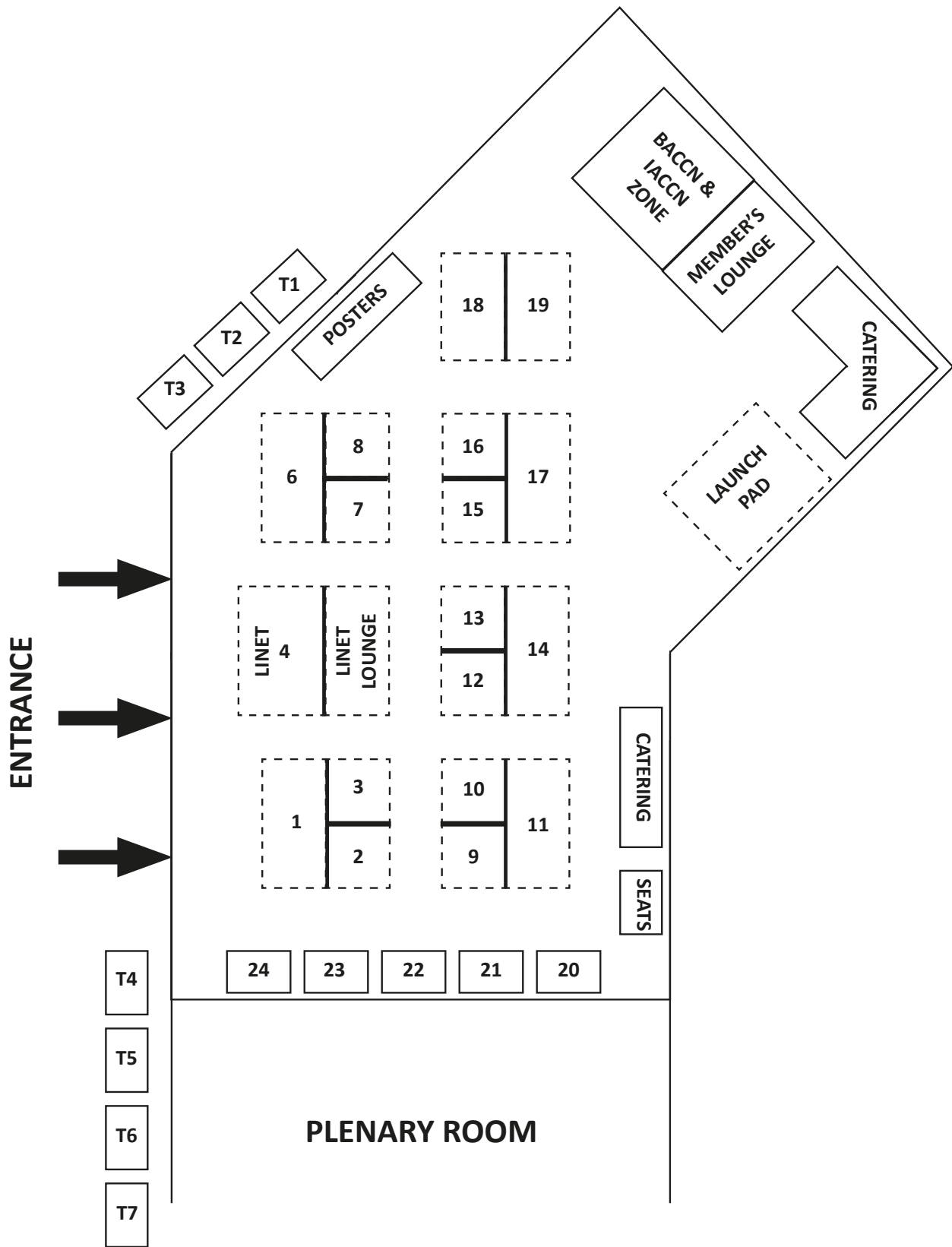
Space Only Stand (available on stands 15sqm +)

£225 + VAT per sqm

- Available on stands: 1/6/11/14/17/18/19

**Not-for-profit organisations are eligible for a 15% discount on the 3x2 shell scheme stands*

EXHIBITION FLOORPLAN



CONFERENCE VENUE



Venue - ICC Belfast

Right in the heart of one of the UK's most vibrant cities, ICC Belfast is just a five-minute drive from George Best Belfast City airport and two-minute walk from the train station. The entrance to ICC Belfast is located beside the river Lagan, overlooking picturesque views of the river, this entrance is aptly named the Riverside Entrance. Just a short flight away from most of mainland UK, Belfast is easily reached from most UK cities.

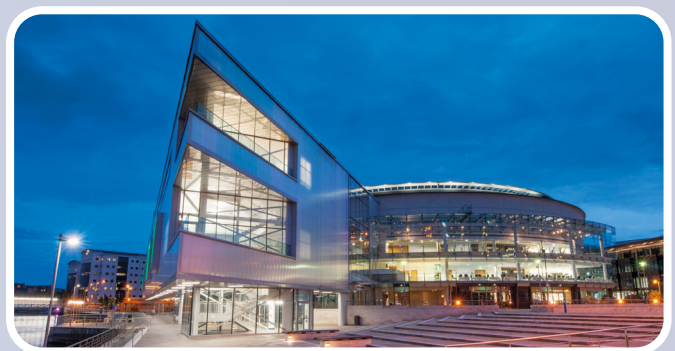
The Host City - Belfast

Belfast, Northern Ireland's capital, is the birthplace of the RMS Titanic and was known as a major

commercial and industrial centre throughout its modern history. Thriving as a merchant town, the docks were the heart of the city, importing and exporting goods from around the world.

From literary hero, C.S Lewis to sporting legend George Best, Belfast is a city steeped in a variety of history. This is evident at every turn in the city with its historical buildings and artist murals.

Belfast has seen significant expansion throughout the years and has a booming tourism industry offering attractions like no other. Home to the Game of Thrones® experiences, Titanic Belfast and multiple tourist hotspots, there is always something to do in the city.



CONTACT US

For further information on sponsorship and exhibition opportunities at the BACCN Conference please contact:



Nicole Dixon, Sponsorship Manager, 0191 241 4523
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