

Sponsorship & Exhibition Prospectus 2023

38th Annual BACCN Conference



Recovery, Restoration and Sustainability

11 - 12 September 2023
NTU Events and Conferencing
Nottingham

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.

BACCN Annual Conference 2023

The conference titled **“Recovery, Restoration and Sustainability”** 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

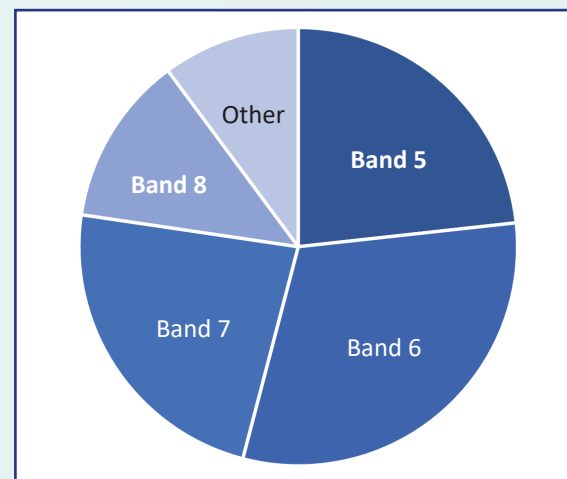
What makes the BACCN Conference so different?

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



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	£7,700
BACCN Gold Sponsor	£6,000
Abstracts Scholarship Sponsorship	£4,000
Keynote Speaker Sponsor	£2,500
Stationary Sponsor	£1,995
Conference Handbook Sponsor	SOLD
Name Badge & Lanyard Sponsor	SOLD
Delegate Bag Sponsor	SOLD

Advertising

Inserts in Delegate Bags	£425
Electronic Advert in Conference Newsletter	£400 for 2 campaigns

Exhibition Packages

- 6 x 3m (18m ²)	£5,250
- 5 x 3m (15m ²)	£4,200
- 3 x 3m (9m ²)	£3,200
- 3 x 2m (6m ²) - 2 open sides	£2,300
- 3 x 2m (6m ²)* - 1 open side	£2,100
- 6ft trestle table (not-for-profits only)	£995
- Space only	£280 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 September 2023
- Conference bag with printed programme



BACCN Platinum Sponsor (Limited to 3)

£7,700 + 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

BACCN Gold Sponsor (Limited to 2)

£6,000 + 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 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
- 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
- Four Exhibitor passes
- 10% discount off conference tickets for additional staff or guests
- Four 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

£1,995 + VAT

Upgrade your package and increase your exposure to delegates - 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)

SOLD

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)

SOLD

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)

SOLD

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



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 10 September and upon arrival, during breaks and lunch from Monday 11 September – Tuesday 12 September 2023.

The Welcome Reception is a great opportunity for Exhibitors to make an initial connection with delegates in a relaxed, informal atmosphere - all are encouraged to attend.

Set up day for exhibitors – Sunday 10 September 2023

Welcome Reception (in exhibition area) – Sunday 10 September 2023 (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
- Electrical package



EXHIBITION PACKAGES

Packages Available:

Exhibitor - 6x3m All Inclusive Stand

£5,250 + VAT

- Available on stands: 4,5,6,7,11
- 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

£4,200 + VAT

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

Exhibitor - 3x3m Stand

£3,200 + VAT

- Available on stands: 2,3,8,9,10,13,14,15,16,17,18
- Open sides: 2
- 9 sqm shell scheme, fascia board and stand number, trestle table, cloth and 2 chairs

Exhibitor* 3x2m Stand - 2 open sides

£2,300 + VAT

- Available on stands: 19,22,23,25,26,29,30,32
- Open sides: 2
- 6 sqm shell scheme, fascia board and stand number, trestle table, cloth and 2 chairs

Exhibitor* 3x2m Stand - 1 open side

£2,100 + VAT

- Available on stands: 20,21,24,27,28,31
- 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 - T8
- Stand number, trestle table, cloth and 2 chairs
- Available for Not-for-profit organisations only

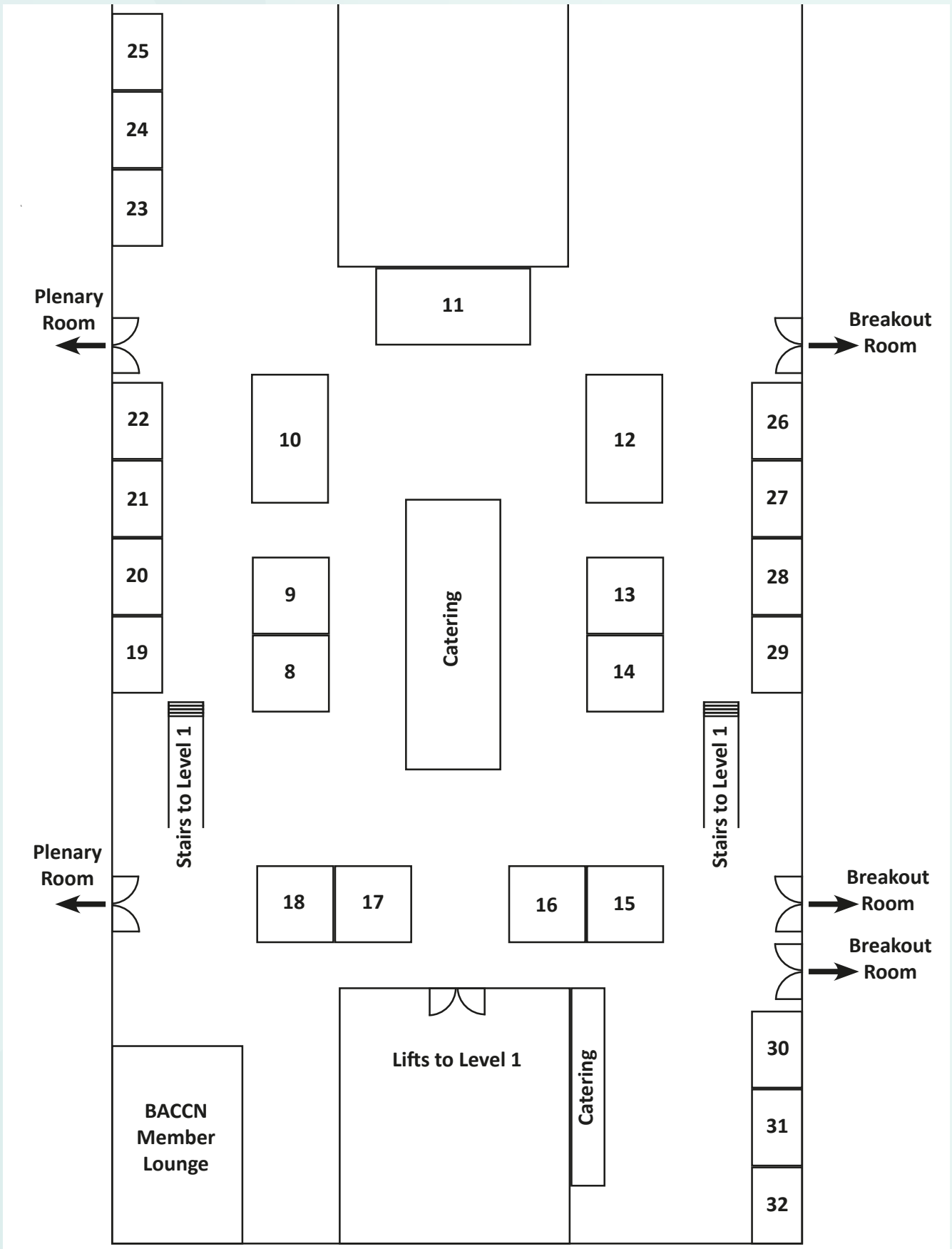
Space Only Stand (available on stands 15sqm +)

£280 + VAT per sqm

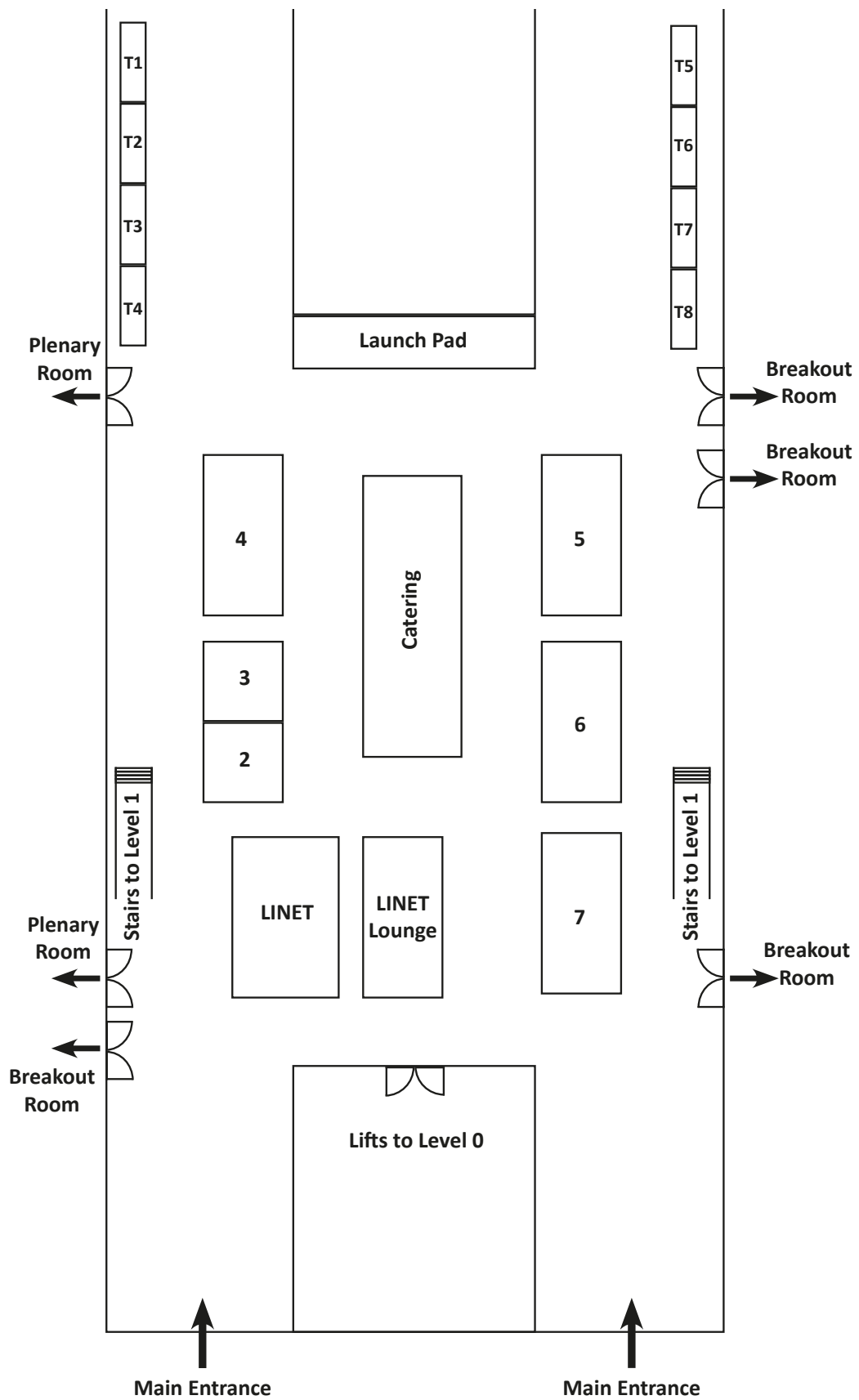
- Available on stands: 4,5,6,7,10,11,12
- Space Only may be available for 9sqm stands upon request

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

EXHIBITION FLOORPLAN - Level 0



EXHIBITION FLOORPLAN - Level 1



CONFERENCE VENUE



Venue - Nottingham City Campus

Right in the heart of one of the UK's most vibrant cities, Nottingham City Campus offers a range of historic and contemporary spaces which will provide a stunning and interesting background to our conference. With ease of access by rail, road and air, getting to conference has never been so easy!

Find out more at:
www.ntueventsandconferencing.co.uk/

The Host City - Nottingham

Home of legendary outlaw Robin Hood, dynamic culture, rich history and sporting glory - Nottinghamshire is one of the UK's top destinations, and a warm welcome always awaits.

Nottingham is packed with rousing stories of rebellion and virtue – whilst visiting BACCN try and visit the enchanting Sherwood Forest and walk in the footsteps of Robin Hood, learn of castles torn apart by civil war, or enjoy a cocktail in one of the city's cave bars. You can even trace the daring footsteps of the Mayflower Pilgrims from Nottinghamshire to the Americas, before learning how Nottinghamshire innovations like MRI scanners have helped change the world for the better.



CONTACT US

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



Jenny Lowrey, Sponsorship Manager, 0191 241 4523
jenny@echoevents.org or visit www.baccnconference.org.uk



BACCN

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of Critical Care Nurses

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