

# 39th Annual BACCN Conference

07 - 08 October 2024 | P&J Live, Aberdeen

## Building Environments to Thrive:

Celebrating Personal & Professional Diversity in Critical Care Nursing



Sponsorship & Exhibition Prospectus 2024



# The British Association of Critical Care Nurses

## 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 2024

The conference titled “**Building Environments to Thrive: Celebrating Personal and Professional Diversity in Critical Care Nursing**” 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, veterinary and military fields

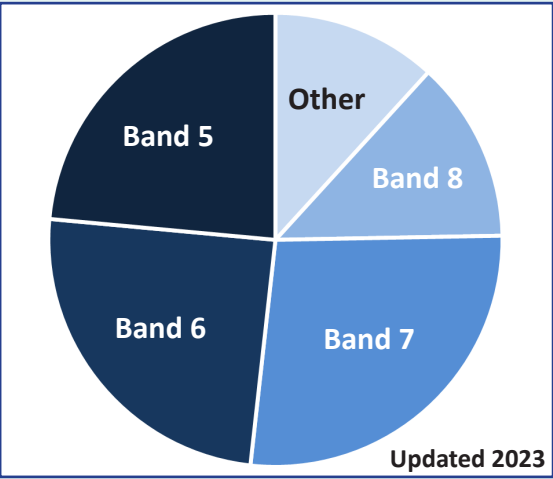
## What makes the BACCN Conference so different?

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

- BACCN Conference Partner
- BACCN Platinum Sponsor
- BACCN Gold Sponsor
- Abstracts Scholarship Sponsorship
- Keynote Speaker Sponsor
- Stationary Sponsor
- Conference Handbook Sponsor
- Name Badge & Lanyard Sponsor
- Delegate Bag Sponsor
- Welcome Reception Sponsor**

## Price

- Price on application
- £8,250
- £6,500
- £4,000
- £2,500
- £1,995
- £1,500
- £1,500
- £1,500
- £2,500**

## Advertising

- Inserts in Delegate Bags

£425

## Exhibition Packages

- 6 x 3m (18m<sup>2</sup>)
- 6 x 2m (12m<sup>2</sup>)
- 3 x 3m (9m<sup>2</sup>) - 2 open sides
- 3 x 3m (9m<sup>2</sup>) - 1 open side
- 3 x 2m (6m<sup>2</sup>) - 2 open sides
- 3 x 2m (6m<sup>2</sup>)\* - 1 open side
- 6ft trestle table (not-for-profits only)
- Space only
- Badge Scanning Device
- Additional Exhibitor Pass

- £5,400
- £4,200
- £3,400
- £3,250
- £2,400
- £2,250
- £1,000
- £300 per m<sup>2</sup>
- price TBC
- £200 per person

\*Not-for-profit organisation discount of 15% available - only on 6m<sup>2</sup> 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 2024
- Conference bag with printed programme for your stand



## BACCN Platinum Sponsor (Limited to 2)

£8,000 + 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 or Session - Duration 1 x 40 minutes inc. Q&A

- You have the opportunity to provide a speaker of your choice to highlight your company's latest educational research/technology (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 session

##### Hospitality Host

- logo featured around all catering and refreshment areas during coffee breaks and lunch
- 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

- 6 x 3 sqm (18sqm) space-only stand
- Badge scanner for use at your exhibition stand

##### Demo Stage Opportunity

- 1 x 15 minute Demo Stage slot - included in main programme during lunch or coffee break
- Our demo stage is prominently positioned within the exhibition to give you the opportunity to engage with delegates and promote your product
- Social Media asset will be provided to assist you in promoting your Demo Stage slot



## BACCN Gold Sponsor (Limited to 2)

£6,500 + 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 or Session - Duration 1 x 40 minutes inc. Q&A**

- You have the opportunity to provide a speaker of your choice to highlight your company's latest educational research/technology (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 session

**Exhibition**

- 3 x 3 sqm (9sqm) space-only stand
- 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
- Standard sponsorship entitlements



## 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
- Standard sponsorship entitlements



## Stationery Sponsor (Exclusive)

£1,995 + VAT

Upgrade your package and increase your exposure to delegates. Sponsor the notebooks given to all delegates on arrival and have your logo in their hand as they take notes onsite to look back on once they return to their place of work, following the conference.

### Entitlements Include:

- Each notebook - your logo displayed alongside the BACCN logo
- Option for sponsor to provide branded pen to accompany notebook
- Conference handbook and App - 50 word description and contact details
- Standard sponsorship entitlements



## 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. Delegates use it as their go-to reference as they navigate the event. It includes all details of the main programme as well as the exhibition floorplan.

### 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 handbook of the conference handbook
- Standard sponsorship entitlements



## Name Badge and Lanyard Sponsor (Exclusive)

£1,500 + 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
- Standard sponsorship entitlements
- 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



## Welcome Reception Sponsor (Exclusive)

£2,500 + VAT

The Welcome Reception is the first delegate experience of each Annual Conference. It is the event where they catch up with friends and colleagues and make new connections in a relaxed, sociable environment. The 2 hour reception is also a key opportunity for exhibitors to connect with delegates before the full conference begins. Sponsorship of the reception will align your brand to this convivial atmosphere.

### Entitlements Include:

- Opportunity to address and welcome delegates formally during the reception
- Conference app advert
- Conference handbook – 50 word description and contact details
- Signage and promotional material displayed during reception
- Programme online/handbook - logo displayed next to reception information
- Standard sponsorship entitlements





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 06 October and upon arrival, during breaks and lunch from Monday 07 October – Tuesday 08 October 2024.

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 06 October 2024  
Welcome Reception (in exhibition area) – Sunday 06 October 2024 (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 up to 4 exhibition staff (stand size dependent) on both conference days
- Attendance at the welcome reception for 2 exhibition staff to network informally with delegates

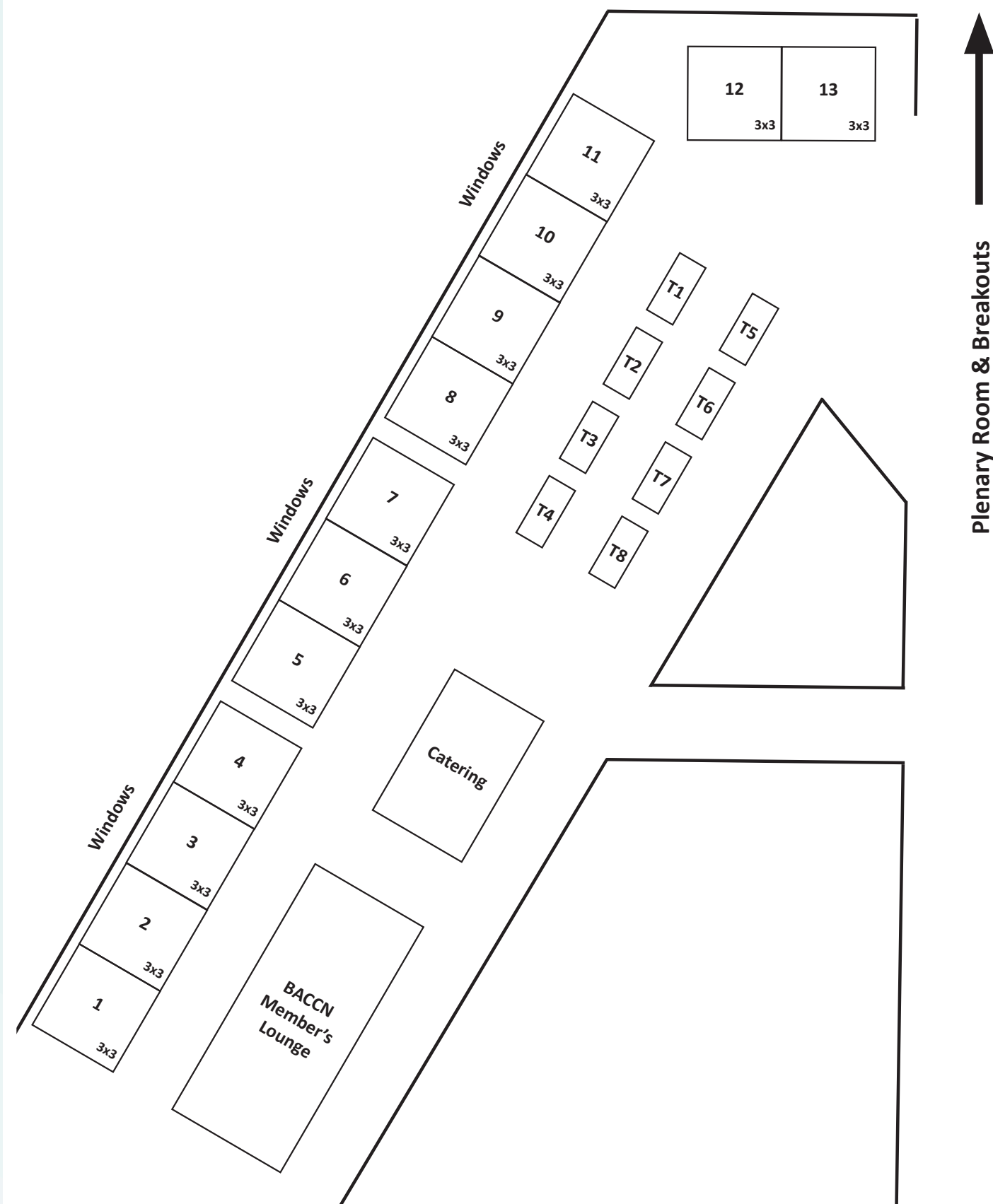


EXHIBITION PACKAGES

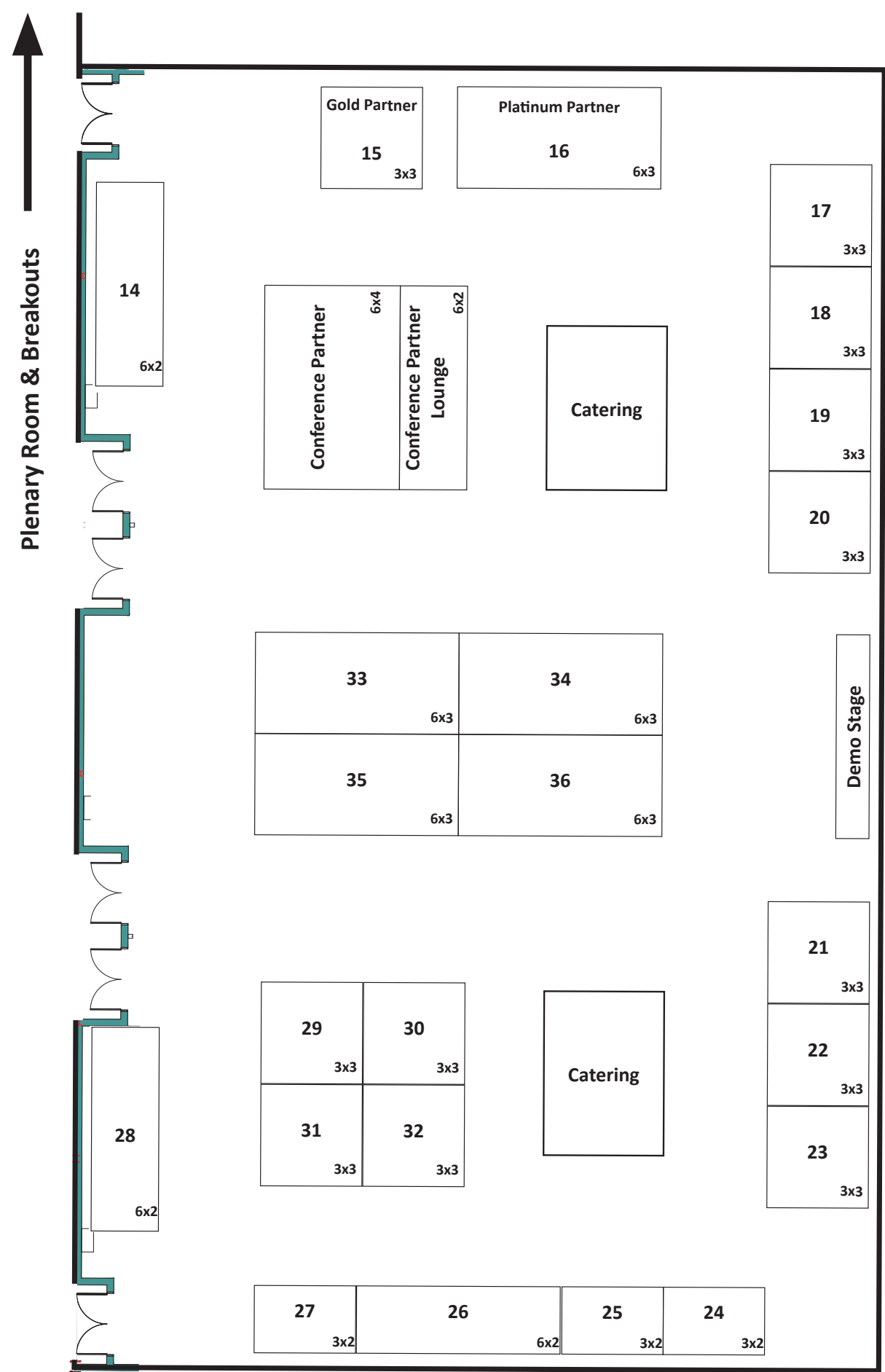
Exhibitor - 6x3m All Inclusive Stand	£5,400 + VAT
<ul style="list-style-type: none"><li>• Available on stands: 33, 34, 35, 36</li><li>• Open sides: 2</li><li>• 18sqm shell scheme, fascia board and stand number, trestle table, cloth and 2 chairs</li><li>• 1 x 500W power socket and 2 x spotlights</li><li>• Badge scanning facility</li></ul>	
Exhibitor - 6x2m Stand	£4,200 + VAT
<ul style="list-style-type: none"><li>• Available on stands: 14, 26, 28</li><li>• Open sides: 1</li><li>• 12 sqm shell scheme, fascia board and stand number, trestle table, cloth and 2 chairs</li></ul>	
Exhibitor - 3x3m Stand - 2 open sides	£3,400 + VAT
<ul style="list-style-type: none"><li>• Available on stands: 1, 4, 5, 7, 8, 11, 12, 13, 17, 20, 21, 23, 29, 30, 31, 32</li><li>• Open sides: 2</li><li>• 9 sqm shell scheme, fascia board and stand number, trestle table, cloth and 2 chairs</li></ul>	
Exhibitor - 3x3m Stand - 1 open side	£3,250 + VAT
<ul style="list-style-type: none"><li>• Available on stands: 2, 3, 6, 9, 10, 18, 19, 22</li><li>• Open sides: 2</li><li>• 9 sqm shell scheme, fascia board and stand number, trestle table, cloth and 2 chairs</li></ul>	
Exhibitor* 3x2m Stand - 2 open sides	£2,400 + VAT
<ul style="list-style-type: none"><li>• Available on stands: 24, 27</li><li>• Open sides: 2</li><li>• 6 sqm shell scheme, fascia board and stand number, trestle table, cloth and 2 chairs</li></ul>	
Exhibitor* 3x2m Stand - 1 open side	£2,250 + VAT
<ul style="list-style-type: none"><li>• Available on stands: 25</li><li>• Open sides: 1</li><li>• 6 sqm shell scheme, fascia board and stand number, trestle table, cloth and 2 chairs</li></ul>	
6ft Trestle Table	£1,000 + VAT
<ul style="list-style-type: none"><li>• Available on stands: T1 - T8</li><li>• Stand number, trestle table, cloth and 2 chairs</li><li>• Available for Not-for-profit organisations only</li></ul>	
Space Only Stand (available on stands 12sqm +)	£300 + VAT per sqm
<ul style="list-style-type: none"><li>• Available on stands: 14, 26, 28, 33, 34, 35, 36</li><li>• Space Only may be available for 9sqm stands upon request</li></ul>	

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

EXHIBITION FLOORPLAN - The View



EXHIBITION FLOORPLAN - Suite 1





# CONFERENCE VENUE



## Venue - P&J Live

P&J Live is the largest event complex in the North of Scotland, boasting world-class conference and exhibition facilities for delegates, all sustainably powered by local, renewable energy sources.

The event complex also comprises two on site hotels including the adjoining 4-star Hilton and the Aloft Hotel. With unrivalled public transport connections, the venue is located right next to Aberdeen International Airport - the UK's most connected regional airport, and in prime position for rail links between Aberdeen and the North of Scotland.

Find out more at: [www.pandjlive.com](http://www.pandjlive.com)

## The Host City - Aberdeen

Aberdeen is a city of big skies and sweeping seascapes, with the freshest air and the friendliest folk. An international energy hub, Aberdeen marries a rich cultural heritage with a contemporary outlook, a city known as much today for its vibrant arts scene, bustling shopping centres and award-winning attractions, as its striking granite architecture and historic maritime roots.

Recently ranked one of the UK's top ten cities in which to live and work, Aberdeen is set to get better still - the city and surrounding region of Aberdeenshire are enjoying a regional renaissance, with billions of pounds being spent, on everything from infrastructure to visitor attractions. Be sure to explore the city while you're here.



# CONTACT US

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



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[jenny@echoevents.org](mailto:jenny@echoevents.org) or visit [www.baccnconference.org.uk](http://www.baccnconference.org.uk)



# BACCN

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of Critical Care Nurses

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