

# 41st Annual BACCN Conference

## 2nd Joint BACCN & IACCN

11 - 13 October 2026 | The ICC, Belfast

### Voices of Change: Shaping the Next Era in Critical Care Nursing



### Sponsorship & Exhibition Prospectus 2026

# BACCN/IACCN - Second Joint Conference

## 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 2026

The conference titled **“Voices of Change: Shaping the Next Era in Critical Care Nursing”** aims to bring together critical care professionals from across the UK and Ireland 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

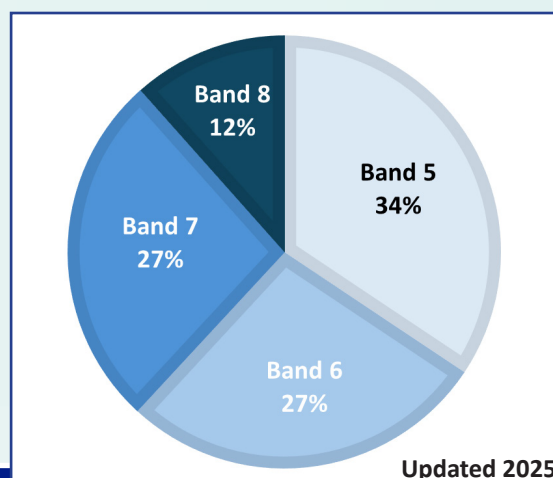
## What sets our conference apart?

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 keynote speakers, interactive workshops provided by national and international 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'll want to return year after year.

## 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
- ...continued on next page...

## SPONSORSHIP & EXHIBITION AT A GLANCE

### Sponsorship Packages

BACCN Conference Partner  
 BACCN Platinum Sponsor  
 BACCN Gold Sponsor  
 Stationary Sponsor  
 Conference Handbook Sponsor  
 Name Badge & Lanyard Sponsor  
 Delegate Bag Sponsor  
 Welcome Reception Sponsor

### Price

Price on application  
 £9,100  
 £7,150  
 £1,995  
 £1,750  
 £1,750  
 £1,750  
 £2,500

### Advertising

Inserts in Delegate Bags

£450

### Exhibition Packages

- 6 x 3m (18m<sup>2</sup>) - 3 open sides  
 - 3 x 3m (9m<sup>2</sup>) - 3 open sides  
 - 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 (commercial companies)  
 - 6ft trestle table (not-for-profits only)  
 Badge Scanning Device  
 Additional Exhibitor Pass

£6,000  
 £3,900  
 £3,700  
 £3,500  
 £2,650  
 £2,550  
 £1,750  
 £1,000  
 £400 per device  
 £210 per person

\*Not-for-profit organisation discount of 15% available - only on 6m<sup>2</sup> Exhibitor packages

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- 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
- 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 sponsorship opportunity, 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 our different platforms - LinkedIn, Instagram and Facebook
- Use of the conference logo until the end of October 2026
- Conference bag with printed programme for your stand



## BACCN Platinum Sponsor (Limited to 2)

**£9,100 + 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 60 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 handbook 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
- Six complimentary tickets to BACCN Conference Dinner (additional tickets available at advertised ticket price)
- 10% discount off full conference delegate tickets
- Insert in the conference bags

### **Exhibition**

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

### **Demo Opportunity**

- 1 x 10 minute Demo slot - included in main programme during lunch or coffee break
- Social Media asset will be provided to assist you in promoting your Demo slot

## BACCN Gold Sponsor (Limited to 3)

£7,150 + 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 handbook 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) 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
- Four complimentary tickets to BACCN Conference Dinner (additional tickets available at advertised ticket price)
- 10% discount off full conference delegate tickets
- Insert in the conference bags





## 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)

£1,750 + 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 conference handbook
- Standard sponsorship entitlements

## Name Badge and Lanyard Sponsor (Exclusive)

£1,750 + 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)

£1,750 + 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 11 October and upon arrival, during breaks and lunch from Monday 12 October – Tuesday 13 October 2026.**

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 11 October 2026**

**Welcome Reception (in exhibition area) – Sunday 11 October 2026 (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 Stand - 3 open sides

**£6,000 + VAT**

- Available on stands: 3, 4, 15, 16, 19, 20, 23, 28
- Open sides: 3
- 18sqm shell scheme, fascia board and stand number, trestle table, cloth and 2 chairs

### Exhibitor - 3x3m Stand - 3 open sides

**£3,900 + VAT**

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

### Exhibitor - 3x3m Stand - 2 open sides

**£3,700 + VAT**

- Available on stands: 6, 7, 11, 13, 18, 21, 27
- Open sides: 2
- 9 sqm shell scheme, fascia board and stand number, trestle table, cloth and 2 chairs

### Exhibitor - 3x3m Stand - 1 open side

**£3,500 + VAT**

- Available on stands: 5, 8, 9, 10, 14, 17, 22, 26
- Open sides: 1
- 9 sqm shell scheme, fascia board and stand number, trestle table, cloth and 2 chairs

### Exhibitor\* 3x2m Stand - 2 open sides

**£2,650 + VAT**

- Available on stands: 24, 25, 29, 31, 32, 34
- Open sides: 2
- 6 sqm shell scheme, fascia board and stand number, trestle table, cloth and 2 chairs

### Exhibitor\* 3x2m Stand - 1 open side

**£2,550 + VAT**

- Available on stands: 30, 33
- Open sides: 1
- 6 sqm shell scheme, fascia board and stand number, trestle table, cloth and 2 chairs

### 6ft Trestle Table - commercial companies

**£1,750 + VAT**

- Available on stands: T1 - T6
- Trestle table, cloth and 2 chairs

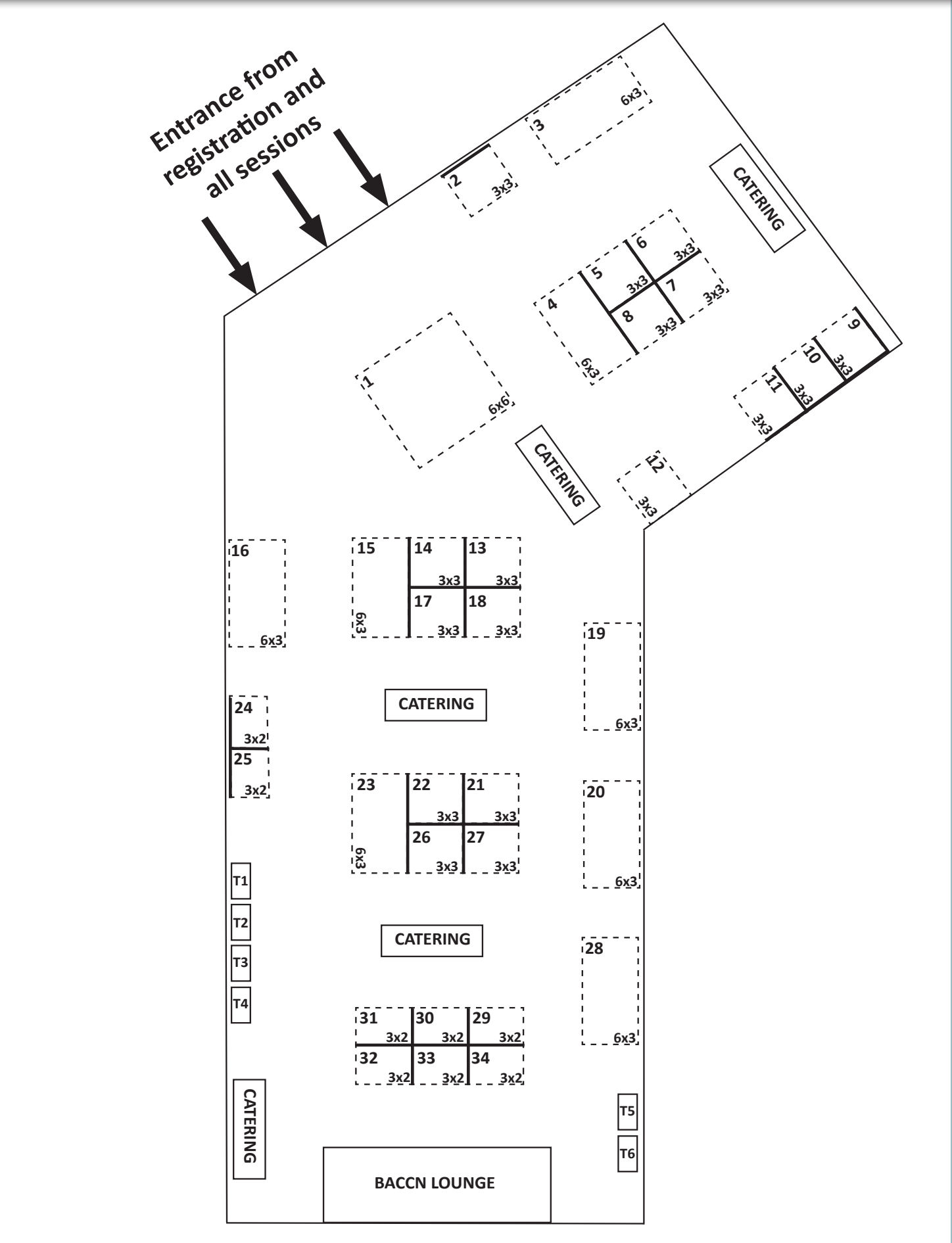
### 6ft Trestle Table - not-for-profit organisations

**£1,000 + VAT**

- Available on stands: T1 - T6
- Trestle table, cloth and 2 chairs
- Available for Not-for-profit organisations only

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

## EXHIBITION FLOORPLAN - The ICC, Belfast - Hall 1





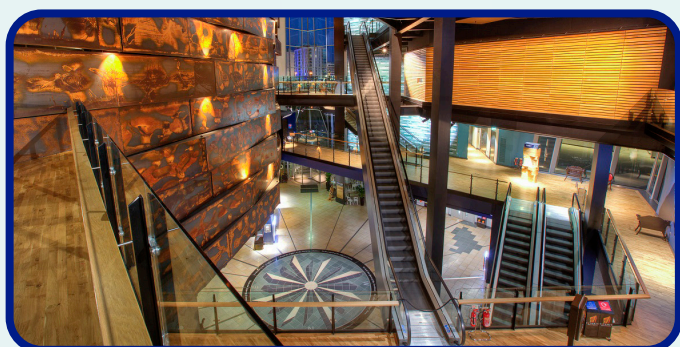
## CONFERENCE VENUE



### Venue - ICC

The ICC is located in the heart of Belfast, within walking distance of all major city attractions. Located on the river, it is Northern Ireland's only purpose-built international convention centre.

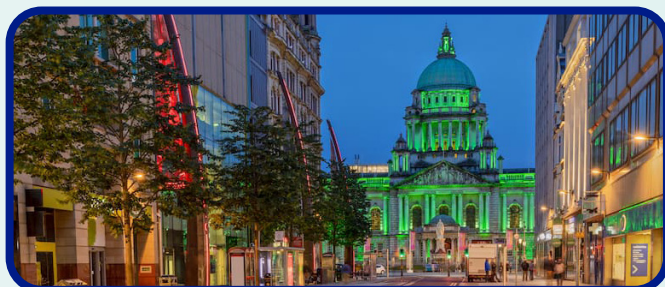
Find out more at [www.iccbelfast.com](http://www.iccbelfast.com).



### The Host City - Belfast

Belfast, a dynamic and culturally rich city in Northern Ireland, is known for its fascinating history, renowned landmarks, and warm hospitality. This thriving destination is home to the iconic Titanic Belfast, a world-class visitor attraction that tells the story of the city's shipbuilding heritage. Its rejuvenated waterfront, historic quarters, and vibrant food and arts scene draw visitors from around the globe.

Belfast's bustling city centre is filled with shops, cafés, markets, and entertainment venues, offering something for everyone. With its blend of historical charm and modern innovation, Belfast continues to shine as one of the UK and Ireland's most engaging city destinations.



## CONTACT US

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



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# BAcN

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