



BACCN
Corporate
Opportunities

Leading the way in critical care nursing

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Why become a Corporate Partner with BACCN?

The British Association of Critical Care Nurses (BACCN) is a leading not for profit organisation dedicated to the promotion of nursing in critical care.

- With 13 regions spanning the UK and Northern Ireland with approximately 2000 members, the BACCN is one of the largest and most influential professional organisations within critical care.
- The BACCN holds annual national conferences, alongside regional study days and events.
- BACCN hosts an interactive website with a dedicated area and resources for members.
- BACCN has its own journal publication - 'Nursing in Critical Care (NICC).

These features have ensured that BACCN is one of the most progressive critical care organisations around.

As a member of the European Federation of Critical Care Nursing Association, the BACCN is also working to build links with other critical care colleagues across Europe.

BACCN Objective:

To advance the art and science of critical care nursing through the following:

- **Mutual support**
- **Education**
- **Research**
- **Multi-disciplinary collaboration**

The BACCN believes it essential to build on current partnerships and develop new links between medical supply and service companies and will continue to lead the way in critical care through three key aims:

- 1. Provide a national voice to shape the strategy for critical care nursing**
- 2. Promote safe, quality evidence-based nursing care to the critically ill patient**
- 3. Provide wide ranging benefits and opportunities to BACCN members**

There are a range of companies in the current marketplace who regularly support the BACCN.

BACCN intend to develop new relationships as well as build on these existing relationships by adding value and benefit to the companies that support us, the BACCN itself and BACCN members.

We would be pleased to hear from you to discuss these opportunities further or if you wish to discuss our bespoke packages, please get in touch.

Kind regards,

David Waters

Commercial Projects & Commercial Lead

BACCN Corporate Partner Packages

Corporate Partner – Platinum

1 year package - £3,100 | 2 year package - £4,995 (excluding VAT)

Benefits include:

- Attendance at Corporate Partner Meetings (including the Commercial Partner Forum at Annual Conference and face to face meetings with your Account Manager when required).
- Annual subscription to the BACCN Journal 'Nursing in Critical Care' (Bi- Monthly).
- Support of an Account Manager to ensure you take advantage of the extra benefits.

Advertising Benefits:

- Company profile and logo on the BACCN website with hyperlink to your website.
- Dedicated company profile page on the BACCN website with access for your marketing team to amend.
- Notification of additional Regional Study events – exhibitor opportunities.
- Opportunity to add two promotional adverts per year to the BACCN newsletter.
- Hyperlink and logo to appear in all BACCN newsletters.
- Social Media Exposure : Twitter, LinkedIn & Facebook - Announcement upon joining and one further campaign per quarter (content required from your company and to be approved by the BACCN Board).
- Rolling banner advert on the home page of the BACCN website and hyperlink link to your page.
- Nursing in Critical Care Journal – logo on internal page of the journal and introduction in the news section.

Exhibiting Benefits:

- 20% discount on Exhibition and Sponsorship packages at the BACCN Annual Conference.

These packages can include Promotional Marketing and Advertising options such as Delegate Bag inserts at BACCN Annual Conference and an electronic advert in the Conference newsletter.

- Two Delegate or additional Exhibitor passes at BACCN Annual Conference.
- FOC attendance as an Exhibitor at BACCN Regional Study Days – Opportunity to exhibit at four Study Days.

Additional benefit for Two Year Package:

- Sponsorship of a BACCN Annual Award (subject to availability. Awards subject to approval from BACCN Conference Committee).
- Four tickets to attend the Annual Conference Dinner.
- Feature in our 'Ask the Expert' Column in the BACCN newsletter. Industry related question picked by Corporate Partner including answer. Profile picture and job title of spokesperson included. Promotion via BACCN website and Social Media.

BACCN Corporate Partner Packages

Corporate Partner – Gold

1 year package - £2,600 | 2 year package - £4,100 (excluding VAT)

Benefits include:

- Attendance at Corporate Partner Meetings (including the Commercial Partner Forum at Annual Conference and face to face meetings with your Account Manager when required).
- Annual subscription to the BACCN Journal 'Nursing in Critical Care' (Bi- Monthly).
- Support of an Account Manager to ensure you take advantage of the extra benefits.

Advertising Benefits:

- Company profile and logo on the BACCN website with hyperlink to your website.
- Dedicated company profile page on BACCN website with access for your marketing team to amend.
- Notification of additional Regional Study events – exhibitor opportunities.
- Opportunity to add one promotional advert per year to the BACCN newsletter.
- Hyperlink and logo to appear in all BACCN newsletters.
- Social Media Exposure: Twitter, LinkedIn & Facebook – Announcement upon joining and one further campaign Bi-Annual (content required from your company and to be approved by the BACCN Board).
- Rolling banner advert on the home page of the BACCN website and hyperlink link to your page.
- Nursing in Critical Care Journal – logo on internal page of the journal and introduction in the news section.

Exhibiting Benefits:

- 15% discount on Exhibition and Sponsorship packages at the BACCN Annual Conference.

These packages can include Promotional Marketing and Advertising options such as Delegate Bag inserts at BACCN Annual Conference and an electronic advert in Conference newsletter.

- 10% discount on attendance as an Exhibitor at Regional Study Days.

Additional benefit for Two Year Package:

- Sponsorship of a BACCN Annual Award (subject to availability and Awards subject to approval from BACCN Conference Committee).
- Two tickets to attend the Annual Conference Dinner.

BACCN Endorsement Package

Introduction

BACCN provides a strategic nursing voice to the Department of Health, Intensive Care Society and other critical care stakeholders. We are keen to engage with companies seeking endorsement for educational or promotional products that meet a high-quality standard. BACCN Endorsement will provide your company with credible support from the largest critical care nursing organisation in the UK. Please note that BACCN do not endorse company products or services.

What's included?

BACCN will examine the quality of the material supplied and assess its relevance and suitability to critical care nursing. Materials will be reviewed by a panel of clinical and educational experts that include critical care nurse consultants and university lecturers from around the UK.

- Use of the BACCN logo on the BACCN approved material.
- Use of the BACCN logo on all promotional materials.
- Access to and opinion from the BACCN panel of clinical and educational experts.
- Marketing support including promotion to approx. 2000 BACCN members via "Nursing in Critical Care", website and regular email bulletins.

Charges

Products accepted for this service will be endorsed for a **period of 3 years** and will be subject to an annual review fee. A non-refundable administration fee of £500 + VAT will be charged for each application, this will cover the initial assessment for BACCN Endorsement. Material should be re-submitted to the expert panel on an annual basis to ensure that it is still current, relevant and reflects best practice, charges for this annual review will be £250 + VAT.

A **minimum fee of £2,000** exists for all applications up to 10 sides of A4 or one full day (8hr) evaluation. Prices for applications outside of these criteria will be subject to an individual quote.

Discounts for non-profit making organisations stand at 25% of the full price.

Educational Material

BACCN Endorsement of educational material, such as, courses, study days, workshops, presentation, booklets and leaflets aims to help ensure a consistent standard of material for critical care nurses.

Providers are required to demonstrate that:

- Content should be relevant to critical care.
- Learning objectives of the course/event are specified and met.
- Presenters are suitably qualified to make presentations and to answer questions on the subject matter.
- Teaching methods are appropriate and varied where possible.
- Audio visual and supportive material are of a high standard.
- Up to date evidence is incorporated into sessions.
- Participants are provided with a reference and/or further reading list.
- Evaluation of the event by participants takes place and is used for continuous improvement.

Promotional Material

Other promotional materials will be considered for endorsement such as, instructions for use leaflets and how to use guides. BACCN will evaluate the content of the promotional material to ensure the content is at an acceptable and up to date standard.

To obtain BACCN Endorsement for other promotional material, providers are required to demonstrate that:

- Content is correct and in line with current published guidelines.
- Content is clear, unambiguous, easy to understand and presented in a logical order.
- Full references are provided for any materials used.
- Diagrams are clear and component parts are labelled.
- Methods of obtaining support and further information are clearly stated.
- Examples of good or innovative practice are stated, where appropriate.
- Contraindications are stated.

'Instructions for Use' material must additionally include the following:

- A section on how to use the product.
- Cleaning/disinfecting/disposal instructions.
- A 'trouble shooting' section for equipment.
- A section on maintenance requirements.
- A section on storage requirements.

Process of Assessment

- A completed application form (see page 9) should be sent to BACCN Administration and should include a copy of all materials to be endorsed.
- All requests take approximately three months to process.
- We will confirm receipt of the material and a £500 deposit will be required. Once payment has been received your application will be sent to three members of our Expert Panel for a detailed examination.
- You will be notified of criteria not met, and/or alternations required.
- Your application should not exceed 10 A4 pages, however if it does exceed the standard limit of 10 A4 pages or one full day evaluation, a quote for additional charges will be issued.
- Upon confirmation of intention to proceed, your application will be considered by our Expert Panel.
- Once your material has been endorsed (approx. 8-10 weeks) you will be issued with an invoice less the £500 deposit which must be paid within 30 days. On receipt of final payment, we will issue the BACCN logo.
- A final copy of the accredited material, complete with logo (where appropriate) should be sent to support@baccn.org for BACCN information.

Please find the Endorsement Application form on page 9.

BACCN Corporate Partner Application Form

Please mail this form back to: support@bccn.org

Name of Organisation: _____

Contact name: _____

Address: _____

_____ Postcode: _____

Tel: _____ Fax: _____

Email: _____

Please give details of the product/service your organisation provides: _____

One Year

Two Year

I wish to be a Platinum Corporate Partner

I wish to be a Gold Corporate Partner

Invoice Address if different from above:

Postcode: _____

Purchase Order no: _____ Signature: _____

Please provide contact details of who we should contact for PR stories:

BACCN Endorsement Application Form

Please mail this form back to support@bccn.org

Name of Organisation: _____

Contact name: _____

Address: _____

_____ Postcode: _____

Tel: _____ Fax: _____

Email: _____

Please give details of how you have met the criteria required for Endorsement: _____

- I enclose a cheque (made payable to BACCN UK Ltd) for the non-refundable deposit of Endorsement £500 + vat
- I wish to be invoiced for the non-refundable deposit of Endorsement £500 + vat
Purchase Order no _____
- I wish to pay by Invoice for the remaining amount of £2,000

Invoice Address if different from above: _____

Postcode: _____

Purchase Order no: _____ Signature: _____

Queries & Return form(s) to:

BACCN Administration
Grainger Suite, Dobson House
Regent Centre
Newcastle upon Tyne
NE3 3PF
Tel: 0844 800 8843
Email: support@bccn.org

