



BACCN Corporate Opportunities

Leading the way in critical care nursing

www.baccn.org
www.baccnconference.org.uk

BACCN Corporate Partnership

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 and international conferences, alongside regional study days and events.
- BACCN hosts an interactive website with a dedicated area and resources for members.
- BACCN has its own 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 Aims:

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 to discuss other ideas that might be mutually beneficial, so do, please get in touch.

Kind regards,

David Waters

Commercial Projects & Commercial Lead

BACCN Corporate Partnership Scheme

Corporate Partner, One Year Package:
£2,500 + VAT

Corporate Partner, Two Year Package:
£4,000 + VAT

As a Corporate Partner you would work closely with BACCN, receiving regular contact to make sure you're taking advantage of what is available to you.

Corporate Partner Benefits include:

- Attendance at Corporate Partners Meetings (twice per year, one to be high level think tank)
- Annual Subscription to the BACCN official journal 'Nursing in Critical Care'
- Advance notice on new benefits and the opportunity to sponsor professional partnership awards
- Reduced course and delegate fees at BACCN Conference(s) and Events for any registered nursing professionals
- Account manager added to ensure you take advantage of the extra benefits

Advertising Benefits:

- Company profile and logo on the website
- Early notification of conferences and other events
- Opportunity to add one promotional advert banner to the BACCN Newsletter
- Hyperlink to your company website
- Identification as a corporate partner in selected BACCN charity literature and conference programme with a recommendation to visit your company stand within the conference exhibition area
- 10% discount on all annual conference opportunities

Exhibiting Benefits:

- 15% discount on exhibition and sponsorship packages at the annual BACCN national or international conference, (international conference held every 4th year)
- 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) plus two tickets to attend the Annual Dinner with the option of presenting the award, (awards subject to approval from BACCN Conference Committee)

To sign up as a Corporate Partner please complete an application form on page 7 (appendix I).

BACCN Endorsement Package

Introduction

BACCN provides a strategic nursing voice to the Department of Health, Intensive Care Society and other critical care stakeholders. BACCN 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 creditable support from the largest critical care nursing organisation in the UK.

What you get with an Endorsement package

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.

Using our experience and expertise to approve quality, we will offer BACCN Endorsements to companies providing educational and promotional materials that meet an acceptable standard. Companies who receive endorsements will allow the following benefits:

- Use of the BACCN logo on the BACCN approved material
- Use of the BACCN logo on all promotion and advertising of BACCN approved 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.

If you would like to discuss anything specific, or would like more information, please contact BACCN Administration on 0844 800 8843. We are open to negotiation on set fees for particularly large or small projects – if you are unsure please contact us.

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.

In order to obtain BACCN endorsement for educational material, providers are required to demonstrate that:

- Publicity material gives an accurate indication of the audience for whom the course or event is intended.
- Content should be relevant to critical care.
- Learning objectives of a course or event are specified and met.
- Presenters/lecturers 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

1. A completed application form (appendix II) should be sent to BACCN (baccn@baccn.org) and should include a copy of all materials to be endorsed
2. All requests should take approximately three months to process
3. We will confirm receipt of the material and a £500 deposit will be required. Once payment received your application will be sent to three members of our Expert Panel for a detailed examination
4. You will be notified of criteria not met, and/or alternations required

5. 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
6. Upon confirmation of intention to proceed, your application will be considered by our Expert Panel
7. 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
8. A final copy of the accredited material, complete with logo (where appropriate) should be sent to support@baccn.org for BACCN information

Please note: BACCN do not endorse company products or services.

Please find the Endorsement Application form on page 8 (appendix II).

Other Opportunities

We also have opportunities for promotion at regional events, for further information please contact the BACCN Membership Administrator - support@baccn.org

For details of our scheduled regional study events, please visit - www.baccn.org/events

For further information on any of the packages/ opportunities available please contact:

BACCN Administration
Grainger Suite, Dobson House
Regent Centre
Newcastle upon Tyne
NE3 3PF

Tel: 0844 800 8843
Email: support@baccn.org

BACCN Corporate Partnership Application Form

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

Name of Organisation: _____

Contact name: _____

Address: _____

Postcode: _____

Tel: _____ Fax: _____

Email: _____

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

I wish to be a Corporate Partner for one year, at £2,500 + vat ☐

I wish to be a Corporate Partner for two years, at £4,000 + vat ☐

Invoice Address if different from above: _____

Postcode: _____

Purchase Order no: _____ Signature: _____

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

BACCN Corporate 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: _____

Return form(s) to:

BACCN Administration
Grainger Suite, Dobson House
Regent Centre
Newcastle upon Tyne
NE3 3PF

Contact Details

BACCN Administration
Grainger Suite, Dobson House
Regent Centre
Newcastle upon Tyne - NE3 3PF

T: 0844 800 8843
E: support@baccn.org
W: www.baccn.org
W: www.baccnconference.org.uk