



British Association
of Critical Care Nurses

Leading the way in critical care nursing



BACCN CORPORATE OPPORTUNITIES

baccn.org

baccnconference.org.uk



Ask the experts...

Receive the latest guidance direct from critical care solution providers

Currently featuring:

Dräger

BACN
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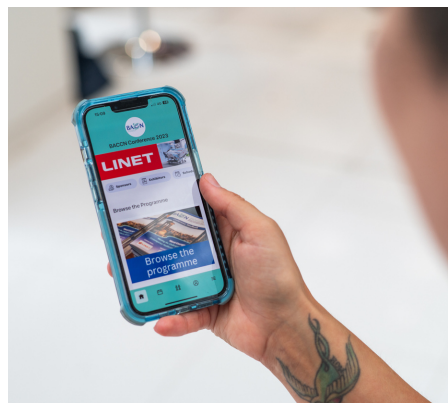


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Empowering Nurses to Effectively Manage Fecal Incontinence



FlexiSeal PROTECT PLUS



Why become a Corporate Member with BACCN?

"3M has been a corporate member of BACCN for a number of years. Membership...allows us to understand the day to day challenges within the ICU and how 3M can support with our solutions and technologies."

3M

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. As one of the largest and most influential professional organisations within critical care we have:

- Around 2000 members split across the region spanning Great Britain and Northern Ireland.
- Representation at annual, national and international conferences.
- A BACCN Annual Conference plus regional study days and events.
- An interactive website with a dedicated area containing resources for members.
- A 'Nursing in Critical Care' BACCN journal published online 6 times per year.
- Links with other critical care organisations across Europe and the rest of the world as a member of the European Federation of Critical Care Nursing Associations (EfCCNa), and the World Federation of Critical Care Nurses.

These features ensure BACCN is one of the most progressive critical care organisations around.

Key BACCN Aim

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

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

It is core to BACCN to build on current corporate membership relationships and develop new links between medical supply and service companies to ensure it continues to lead the way in critical care through three key priorities:

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

A range of companies in the current marketplace already regularly support BACCN.

BACCN intends to develop new relationships as well as build on these existing relationships, by adding value and benefit to the companies, BACCN itself, and its members.

If you would like to discuss these opportunities or any other ideas that might be mutually beneficial, please get in touch: emma@echoevents.org

BACCN Corporate Member Packages Platinum



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

Benefits include:

- Face-to-face meetings with your Account Manager as required.
- Annual subscription to the BACCN Journal 'Nursing in Critical Care' (published on-line 6 times per year) for three company representatives.
- Account Manager support to ensure you take advantage of the extra benefits.

Advertising Benefits:

- Dedicated company profile page and logo on BACCN website with hyperlink to your website.
- Notification of Regional Study events with exhibitor opportunities.
- Two adverts per year in the BACCN newsletter (*BACCN cannot be seen to endorse products*).
- Logo in corporate member banner, hyperlinked to corporate member page, in all BACCN newsletters.
- Social media exposure on Twitter, LinkedIn & Facebook (*BACCN cannot be seen to endorse products*):
 - Announcement upon initial sponsorship
 - One campaign per quarter (content provided by your company to be approved by BACCN Board)
- Scrolling banner corporate member banner, hyperlinked to corporate member page, on BACCN website homepage
- 1 dedicated scrolling banner linking to your dedicated profile page for a period of two months per year.
- Announcement of joining in news section, and regular corporate member acknowledgement, in the online Nursing in Critical Care Journal.

Exhibiting Benefits:

- 15% discount on Exhibition packages at BACCN Annual Conference. (*This discount cannot be applied to Promotional Marketing and Advertising options or delegate/exhibitor passes*).
- Two delegate or additional exhibitor passes at BACCN Annual Conference.
- Free of charge attendance as an Exhibitor at up to four BACCN Regional Study Days.

Additional benefits for Two Year Package:

- Four tickets to attend the Annual Conference Dinner.
- Feature in our 'Ask the Expert' column on the website with a link from one BACCN newsletter and promoted in the scrolling banner on the website homepage for 1 quarter, and one SM campaign. This feature is an industry related question picked by the Corporate Member including an answer. Profile picture and job title of spokesperson included.

BACCN Corporate Member Packages Gold

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

Benefits include:

- Face-to-face meetings with your Account Manager as required.
- Annual subscription to the BACCN Journal 'Nursing in Critical Care' (published on-line 6 times per year) for one company representative.
- Account Manager support to ensure you take advantage of the extra benefits.

Advertising Benefits:

- Dedicated company profile page and logo on BACCN website with hyperlink to your website.
- Notification of Regional Study events with exhibitor opportunities.
- One advert per year in BACCN newsletter (BACCN cannot be seen to endorse products).
- Hyperlinked logo in all BACCN newsletters.
- Social media exposure on Twitter, LinkedIn & Facebook (BACCN cannot be seen to endorse products):
 - Announcement upon initial sponsorship
 - Two campaigns per year (content provided by your company to be approved by BACCN Board)
- Scrolling banner advert on BACCN website homepage linking to your dedicated profile page.
- Nursing in Critical Care Journal - announcement in news section and regular partner acknowledgement.

Exhibiting Benefits:

- 10% discount on Exhibition and Sponsorship packages at BACCN Annual Conference.

This discount cannot be applied to Promotional Marketing and Advertising options or delegate/exhibitor passes.

- Notification and the opportunity to exhibit at BACCN Regional Study Days

Additional benefits for Two Year Package:

- Two tickets to attend the Annual Conference Dinner.

BACCN Corporate Member 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: _____

One Year

Two Year

I wish to be a Platinum Corporate Member

☐☐

I wish to be a Gold Corporate Member

☐☐

Invoice address if different from above:

Postcode: _____

Purchase Order no: _____ Signature: _____

Please provide contact details of who we should contact for advertising and marketing content:

BACCN Endorsement Package



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 does not endorse company products or services.)

What's included:

A BACCN panel of clinical and educational experts will review the material supplied and assess its relevance and suitability to critical care nursing. Once approved this will allow:

- Use of BACCN logo on the BACCN approved material.
- Use of BACCN logo on all related promotional materials.
- Access to, and opinion from, the BACCN panel of clinical and educational experts.
- Marketing support including promotion to around 2000 members via our website and an email to members.

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 resubmitted 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.

All applications are subject to a minimum fee of £2,000 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 organisation stand at 25% of the full price.

Educational Material:

BACCN endorsement of educational materials 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 is 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.
- Audiovisual and supportive material are of a high standard.
- Up to date evidence is incorporated into sessions.
- Participants are approved with a reference and / or further reading list.
- Evaluation of the event by participants takes place and is used for continuous improvement.

BACCN Endorsement Package



Promotional Material:

Other promotional materials will be considered for endorsement such as “instructions for use” leaflets and “how to use” guides. A BACCN panel will review the content of the promotional material

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 (page 9) should be sent to BACCN (baccn@baccn.org) and should include a copy of all materials to be endorsed.
- All requests should take approximately three months to process.
- We will confirm receipt of the material and a £500 deposit will be required. Once payment is 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 alterations 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 for used on the approved material.
- 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 Endorsement 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 how you have met the criteria for endorsement: _____

☐ I enclose a cheque (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

☐ 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 and Return forms to:

BACCN Administration
Unit 14, The Stottie Shed
Baker's Yard
Christon Road
Gosforth
Newcastle upon Tyne
NE3 1XD

Email: support@baccn.org



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