



BACCN  
**Corporate Partner &  
Endorsement Opportunities**

**Leading the way in critical care nursing**

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# 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 2500 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.
- Hosts an interactive website with additional member area.
- Publication of 'Nursing in Critical Care' BACCN journal.

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 Associations (EfCCNa), and the World Federation of Critical Care Nurses, the BACCN is also working to build links with other critical care organisations across Europe and the rest of the world.

The Aims are:

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

A range of companies in the current marketplace already 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, the BACCN, and its 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

### **Exhibiting Benefits:**

- 15% discount on exhibition stands at the annual BACCN national or international conference, (international conference held every 4th year)

### **Advertising Benefits:**

- Company profile and logo on the website
- Early notification of conferences and other events
- Annual opportunity to add a promotional insert of your choice to the BACCN annual mailing of 2500 members
- Hyperlink to your company website
- Opportunity for mail-outs twice a year to all BACCN members. Options for sending;
  - BACCN send electronic mail on your behalf, content and artwork to be supplied by your company
  - Address labels sent to be used with your own postal mail-out
- 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

### **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 8 (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. 2500 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

Courses, study days, workshops, presentation, booklets and leaflets will be considered for endorsement. To obtain BACCN endorsement for educational material, providers are required to demonstrate that the following:

- Publicity material provides an accurate indication of the audience for whom the course or event is intended
- Content is relevant to critical care
- Learning objectives of a course or event are specified and it is clear how they will be met
- Presenters/lecturers are suitably qualified to deliver presentations and to answer questions on the subject matter
- Teaching methods are appropriate and varied where appropriate
- Audio visual and supportive materials 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 is included 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 of Endorsements

- A completed application form (appendix II) should be sent to BACCN ([baccn@baccn.org](mailto: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 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 [baccn@baccn.org](mailto:baccn@baccn.org) for BACCN information

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

**Please find the Endorsement Application form on page 9 (appendix II).**

## Other Opportunities

We also have opportunities for promotion at regional events, for further information please contact the BACCN Membership Administrator - [membership@baccn.org](mailto:membership@baccn.org)

For details of our scheduled regional study events, please visit - [www.baccn.org.uk/events/events.asp](http://www.baccn.org.uk/events/events.asp)

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

BACCN Administration  
c/o Echo Events and Association Management  
Grainger Suite, Dobson House  
Regent Centre  
Newcastle upon Tyne  
NE3 3PF

Tel: 0844 800 8843  
Email: [baccn@baccn.org](mailto:baccn@baccn.org)

## Appendix I

### BACCN Corporate Partnership Application Form

Name of Organisation	
Contact Name	
Address	
Postcode	
Telephone	
Fax	
Email	

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

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

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I wish to be a Corporate Partner for one Year, at **£2,500 + VAT**

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I wish to be a Corporate Partner for two Years, at **£4,000 + VAT**

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Invoice Address (if different from above):

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Post Code:

Purchase Order no:

Signature:

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Return form to:

Email: [baccn@baccn.org](mailto:baccn@baccn.org)

Fax: +44 (0) 191 245 3802

Post: BACCN Corporate Partnership, c/o Echo Events and Association Management,  
Grainger suite, Dobson House, Regent Centre, Newcastle upon Tyne, NE3 3PF



## Appendix II

### BACCN Corporate Endorsement Application Form

Name of Organisation	
Contact Name	
Address	
Postcode	
Telephone	
Fax	
Email	

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

To confirm your Corporate Endorsement application, a non-refundable deposit of **£500 + VAT** is required:

I enclose a cheque (made payable to BACCN UK Ltd) for the non-refundable deposit	<input type="checkbox"/>
I wish to be invoiced for the non-refundable deposit	<input type="checkbox"/>

I wish to pay by Invoice for the remaining amount of £2,000	<input type="checkbox"/>
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Invoice Address (if different from above):	
Post Code:	Purchase Order no:
Signature:	

Return form to:

Email: [baccn@baccn.org](mailto:baccn@baccn.org)

Fax: +44 (0) 191 245 3802

Post: BACCN Endorsement, c/o Echo Events and Association Management, Grainger Suite, Dobson House, Regent Centre, Newcastle upon Tyne, NE3 3PF