

## Sponsorship & Exhibition Prospectus



### 34th Annual Conference

## Moral Courage: Meeting the Challenges of a Contemporary Healthcare System

## SPONSORSHIP & EXHIBITION AT A GLANCE

### Sponsorship Packages

BACCN Conference Partner

BACCN Premium Partner

Hospitality Host (including Conference Dinner)

Welcome Reception Sponsor

Pre-Conference Masterclass Sponsor

Educational Workshop Partner

Simulation Lab Sponsor

Keynote Speaker Sponsor

Conference Handbook Sponsor

Electronic Poster Sponsor

Name Badge & Lanyard Sponsor

Conference App Sponsor

Delegate Bag Sponsor

### Price

Price on Application

Price on Application

£3,200

£2,000

£1,500

£2,350

£1,895

£2,995

£1,895

£1,750

£2,200 (£1,500 without lanyard)

£2,100

£2,195

### Advertising

Inserts in Delegate Bags

£375

Electronic Advert in Conference Newsletter

£400 for 2 campaigns

### Exhibition Packages

All Inclusive Exhibition Stand

- 1 open side, 3 x 2m<sup>2</sup> (6m<sup>2</sup>)

£1,995

- 2 open sides, 3 x 2m<sup>2</sup> (6m<sup>2</sup>)

£2,295

- 3 open sides, 12m<sup>2</sup>

£3,990

- Space only, custom build, (min. 8m<sup>2</sup>)

£350 per m<sup>2</sup>

Table Top Exhibition Stand\*

£1,500

### Additional extra:

Launch Pad Demo area (limited spaces available)

£450 per day

£800 for 2 days

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 package then please don't hesitate to speak to us as we are able to create a bespoke package tailored to your business needs and budget.

**All prices in this document exclude VAT**

*\*Only available to not-for-profit organisations*

## 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.

## BACCN Annual Conference 2018

The conference titled “**Moral Courage: The Challenges of a Contemporary Healthcare System**” aims to bring together critical care professionals from across the UK to discuss, share and debate best practice, research and issues from across the critical care field. We have a thriving membership consisting of the following:

- Clinical practitioners
- Nurse managers
- Nurses in education posts
- Nurses in research posts
- Nurses practicing in the industrial and military fields



## What makes the BACCN Conference so different?

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 key note speakers, interactive workshops provided by international and national 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 won't ever want to miss out.

## Delegate Profile

The BACCN Annual Conference is one of the largest critical care conferences in the UK. The Edinburgh event will attract a specialist audience of around **350 critical care practitioners, nurse consultants, senior managers, educational professionals, clinical experts and research staff.**

## 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
- 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

## 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 different platforms such as Twitter, LinkedIn, Instagram and Facebook
- Use of the conference logo until the end of September 2019
- Conference bag with printed programme

## Hospitality Host - Including Conference Dinner (Exclusive)

The Hospitality & Conference Dinner Host will have branding present during all coffee breaks and lunch throughout the event, as well as visibility at the Conference Dinner. The Dinner takes place at the end of the first day of conference and is the key themed social event for the BACCN Conference where our hardworking delegates get to network informally and enjoy the evening entertainment.

### Entitlements Include:

- Acknowledgment of your company as the Hospitality Host on the BACCN Conference 2019 website.
- **'We're sponsoring at' banner** for you to use on your website, signature and social media
- **A5 table talkers** displayed on high tables around the catering area during the day
- **Company name mentioned alongside any refreshment breaks** in the conference programme and the write up in the conference handbook
- **Welcome speech** by a representative from your organisation prior to first course (max. 2 minutes)
- A table of 10 tickets at the dinner for staff or guests.
- **Company logo** included on the conference dinner tickets
- Company logo included on the dinner menus
- Pull up banners positioned in the dinner venue (Maximum of 4, provided by sponsor)
- Insert in the conference bags
- Company logo and 100-word description on the sponsor page of the conference programme
- Standard Sponsorship entitlements

### Additional Benefit for Dinner Host:

- Raffle gift sponsor

The delegates enjoy taking part in a raffle where the proceeds will be distributed between the



participating charities. Delegates can make a donation by using the charity envelopes that will be left on dinner tables and collected during the meal.

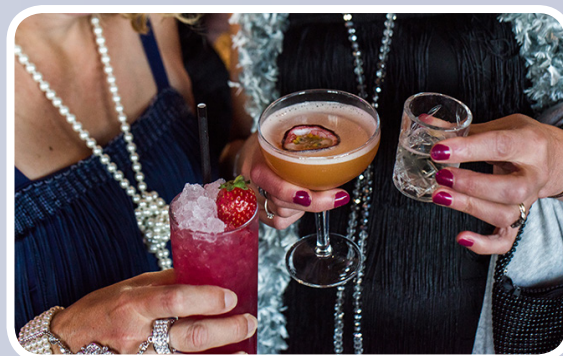
The 3 winner names will be called out just prior to the teas & coffees being served. The prize fund will be called out during the closing session of conference and presented to the charities.

Prizes will include (for example)

- Afternoon Tea for 2
- Spa Day for 2
- Bottle of Champagne
- Luxury Chocolates

Optional extra entertainment ideas (an additional cost will be incurred):

- Fun photo booths displaying sponsor logo
- Magic selfie mirrors displaying sponsor logo
- Up close table magician (during aperitifs and before Main Course is served - duration 1 hour)



## Welcome Reception Sponsor (Exclusive)

The welcome reception takes place in the early evening of Sunday 15 September in the main exhibition area and offers the chance to network in a relaxed and informal setting with the conference delegates. There will be around 200 delegates attending to enjoy a glass of wine and your staff are welcome to mingle at their leisure.

### Entitlements Include:

- **Table top stand** at welcome reception to display your company literature and welcome delegates
- **Four places** for your staff to attend the welcome reception
- **Five-minute speech** to open the welcome reception by a representative of your company
- **Pop up banners** to be displayed during the reception (maximum of 4 provided by sponsor)
- **Pop up banner** to be displayed in registration area during the afternoon of Sunday 3 September
- **Conference handbook** - 50 word description and contact details
- **Conference handbook** - your logo next to the welcome reception description
- **Main programme online** - your logo displayed next to the welcome reception information
- **Delegate bag insert**
- Standard sponsorship entitlements

## Pre-Conference Masterclass

The pre-conference masterclass(es) take place on the **Sunday** prior to the welcome reception. It is an excellent way of supporting the BACCN educational programme whilst placing your brand in a prominent position.

### Entitlements Include:

- **Signage and promotional material displayed** during the masterclass (supplied by sponsor)
- **Conference handbook** - your logo next to the masterclass description
- **Conference handbook** - 150 word description and contact details
- **Conference app** – advert
- **Delegate bag insert**
- **Holding slide in masterclass** – your logo displayed
- Verbal acknowledgement as the masterclass sponsor at the beginning and end of the session
- Standard sponsorship entitlements

## Educational Workshop Partner - max 4 available

This package is an ideal opportunity to provide a workshop which complements and enhances the conference programme and provides important educational content for the delegates. (The topic will be in line with the BACCN conference theme and must be approved by the BACCN organising committee).

### Entitlements Include:

- Naming rights to the workshop
- The opportunity to provide a workshop speaker and choice of topic
- **Conference handbook** - your logo next to the workshop description
- **Main programme online** – your logo displayed next to the workshop information
- **Holding slide in workshop** – your logo displayed
- **Signage and promotional material displayed** during the workshop (supplied by sponsor)
- **1 x dedicated marketing email** to conference delegates to promote your workshop
- **Conference handbook** - 150 word description and contact details
- **Conference app** – advert
- **Delegate bag insert**
- **2 tickets** to the conference dinner
- Verbal acknowledgement as the workshop sponsor at the beginning and end of the session
- Standard sponsorship entitlements

## Sim Lab Sponsor (Exclusive)

The sim lab is an imitation set-up of a hospital room with a training mannequin to demonstrate a real-life scenario. It is an excellent way for your company to provide important support to the educational programme of the conference.

### Entitlements Include:

- Naming rights to the sim lab
- **Signage and promotional material displayed** in simulation area (supplied by sponsor)
- **Conference handbook** - your logo next to the sim lab description
- **Main programme online** – your logo displayed next to the sim lab information
- **Holding slide in sim lab** – your logo displayed
- **Conference handbook** - 100 word description and contact details
- **Conference app** – advert
- **Delegate bag insert**
- Verbal acknowledgement as the Sim Lab sponsor at the beginning and end of the session
- Standard sponsorship entitlements

## Keynote Speaker Sponsor (Exclusive)

Sponsorship of a keynote speaker who is selected and invited by the BACCN Conference Director. This sponsorship gives you the opportunity to have your logo aligned with one of the most well-attended sessions of the conference. Each keynote presentation is generally 40 minutes long, is chaired by a member of the BACCN Board and is held in the plenary room of the conference.

### Entitlements Include:

- Naming rights to the presentation
- Name & Logo on session slides
- 1x dedicated marketing email
- Promotional banner to use on social media channel
- **Conference app** – advert
- **Conference handbook** – 100 word description and contact details
- **Signage and promotional material displayed** next to the keynote information
- **Main programme online** - logo displayed next to the keynote information
- 2 tickets to the conference dinner



## Conference Handbook Sponsor (Exclusive)

The conference handbook is given out to all delegates on arrival and contains important information about the conference. It is used as the main reference point for delegates to plan their day.

### Entitlements Include:

- **Conference handbook front page** – your logo displayed
- **Conference handbook** - 100 word description and contact details
- **Full page advert** - on the outside back cover of the conference handbook
- Standard sponsorship entitlements

## Electronic Poster Sponsor (Exclusive)

Throughout the conference programme we have scheduled dedicated poster presentations where delegates are guided to each of the electronic poster boards. Each poster presenter is invited to talk to delegates about their research. In addition, all posters are viewable on electronic poster screens situated within the exhibition area throughout the event.

This is an excellent opportunity to be involved with supporting the important work being carried out in the critical care industry.

### Entitlements Include:

- **Company logo** on each electronic poster display screen
- **Company advert** to be included in rotating loop of posters on every screen
- **Conference handbook** - 50 word description and contact details
- Standard sponsorship entitlements

## Name Badge and Lanyard Sponsor (Exclusive)

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
- **Conference handbook** - 50 word description and contact details
- Standard sponsorship entitlements



## Conference App Sponsor (Exclusive)

The app is a fantastic addition to help provide the delegates with the information they need to effectively navigate the conference. It is an important and informative tool and will offer your company interactive branding.

Provide your marketing team with the networking tool pre-conference, and take advantage of the delegate contact details prior to the conference.

### Entitlements Include:

- Acknowledgement of your company as Conference App sponsor on the BACCN Conference website
- A button on the app home page with your logo. When clicked this will take you to a page with information about your company
- Ability to pre-arrange meetings with conference app registered users in the private networking area
- A banner on the app home page with your company logo and link to website
- Twitter style live feed, promoting company news
- Your logo on the app login
- Your logo as a watermark in the background of the app
- Conference handbook 50 word description and contact details

## Delegate Bag Sponsor (Exclusive)

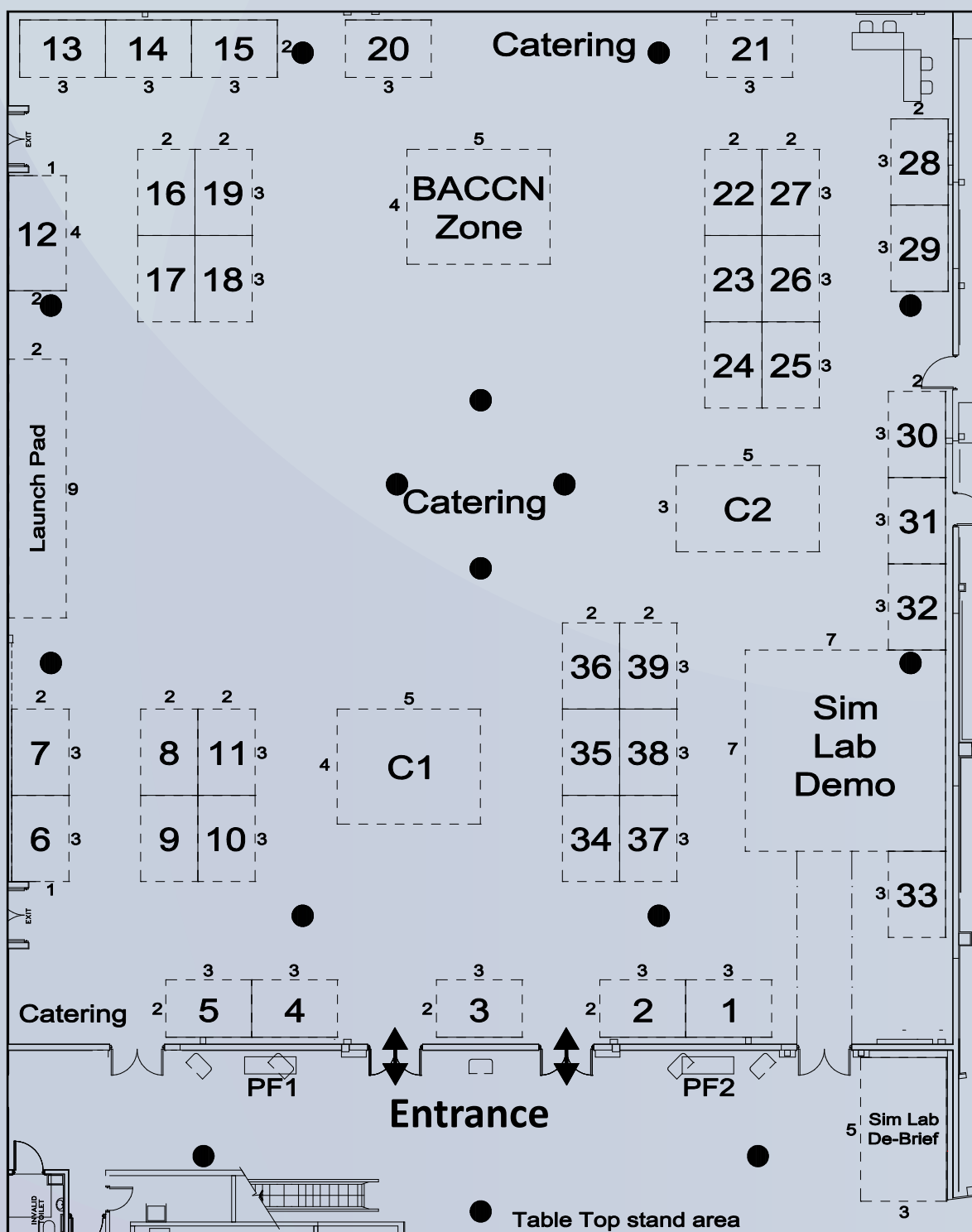
This sponsorship offers your company immediate visual recognition of your brand during and long after the conference has finished. The delegate bag containing conference materials is given out to every delegate at registration. (Bags will be chosen and sourced by the Organisers and the BACCN Conference 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



## EXHIBITION FLOORPLAN



### 2019 Pricing Structure:

1 open side 3x2m (6m <sup>2</sup> )	2 open sides 3x2 (6m <sup>2</sup> )	3 open sides 3x4 (12m <sup>2</sup> )	Space Only (Custom Build) min. 8m <sup>2</sup>	Table Top Stand 4ft Trestle Table
£1,995	£2,295.00	£3,990.00	£350 per m <sup>2</sup>	£1,500

## 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 upon arrival, during breaks, lunch and the Welcome Reception and it takes place from Monday 17 September – Tuesday 18 September 2019.**

**Set up day for exhibitors – Sunday 15 September 2019**

**Welcome Reception (in exhibition area) – Sunday 15 September 2019 (approx 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 so that we can listen to your thoughts
- Lunch and refreshments for 2 exhibition staff on both conference days
- Attendance at the welcome reception for 2 exhibition staff to network informally with delegates

### All Inclusive Exhibition Stand

These stands are in the main exhibition room

- shell scheme, fascia board and stand number
- 1 x 500W power socket
- 2 x spotlights
- Table & 2 chairs
- Delegate bag per stand

### Table Top Stand\*

- Trestle table, cloth and 2 chairs
- Power



*\*Only available to not-for-profit organisations*

## Launch Pad @BACCN 2019

In addition to the 'All Inclusive' Exhibitor Package

Product demonstrations provide visual support to enhance the quality of your exhibition stand.

Delegates who are more visual or hands on learners often need to see your product in action to fully grasp its value and potential. The ability to see and feel your product or treatment is generally more appealing to purchasing staff than simply listening to your pitch.



Launch Pad 2018

### Launch Pad @BACCN 2019 - Limited Availability

The Launch Pad @ BACCN 2019 is a unique platform specifically designed to help key medical personnel to discover the latest innovation and product developments available in the industry.

Featuring bite sized and highly focused presentations within the Launch Pad area, exhibitors are given the opportunity to have a captive audience and introduce new products to the delegates in order to achieve enhanced business growth.

- Dedicated area with set times for demonstrations illustrated in the conference programme
- 1 x 15 minute demo presentations including Q & A allowance (discount if booking for both days)
- 40" TV including HDMI cable for duration of presentation
- Microphone for duration of presentation
- Removable Company graphics on 1 panel wall display (company to provide)

\*Ensure your display is set up before the conference opens and dismantled at the end of the day. This will allow the demonstrations to run smoothly and provide maximum exposure



## CONFERENCE VENUE



### The Host City - Edinburgh

When it comes to inspirational cities, few can rival Edinburgh. The blend of UNESCO World Heritage architecture and world-class entertainment makes Edinburgh a breath-taking city to visit.

### Venue - EICC

The Edinburgh International Conference Centre (EICC) is an impressive venue for hosting events. It is located in the heart of Edinburgh City Centre. The facilities include adaptable auditoria, break-out suites and spacious exhibition and reception areas. Every space is complemented by the latest technologies and extensive branding opportunities.



## CONTACT US

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



**Nicole Dixon, Sponsorship Manager, 0191 241 4523**  
**[nicole@echoevents.org](mailto:nicole@echoevents.org) or visit [www.baccnconference.org.uk](http://www.baccnconference.org.uk)**





British Association of Critical Care Nurses  
 The Grainger Suite, Dobson House, Regent Centre, Newcastle upon Tyne, NE3 3PF  
[www.baccnconference.org.uk](http://www.baccnconference.org.uk)