

40th Annual BACCN Conference

07 - 08 October 2024 | The Winter Gardens, Blackpool

Celebrating 40 years of Advocating for Critical Care Nursing



BACCNTM
British Association
of Critical Care Nurses

Sponsorship & Exhibition Prospectus 2025

The British Association of Critical Care Nurses

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 2025

The conference titled **“Celebrating 40 Years of Advocating for Critical Care Nursing: Adapting to a Changing Landscape”** 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 conference attendee community consisting of the following:

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

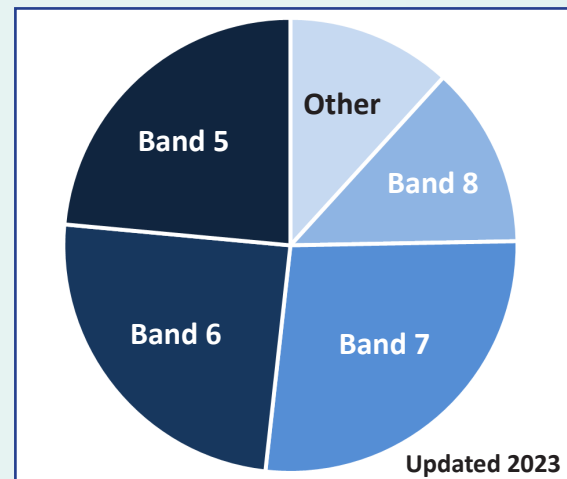
What makes the BACCN Conference so different?

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



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

SPONSORSHIP & EXHIBITION AT A GLANCE

Sponsorship Packages

BACCN Conference Partner	Price on application
BACCN Platinum Sponsor	£8,700
BACCN Gold Sponsor	£6,800
Stationary Sponsor	£1,995
Conference Handbook Sponsor	£1,750
Name Badge & Lanyard Sponsor	£1,750
Delegate Bag Sponsor	£1,750
Welcome Reception Sponsor	£2,500

Advertising

Inserts in Delegate Bags	£425
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Exhibition Packages

- 6 x 3m (18m ²) - 3 open sides	£5,800
- 6 x 3m (18m ²) - 2 open sides	£5,650
- 3 x 3m (9m ²) - 3 open sides	£3,700
- 3 x 3m (9m ²) - 2 open sides	£3,550
- 3 x 3m (9m ²) - 1 open side	£3,400
- 3 x 2m (6m ²) - 2 open sides	£2,550
- 3 x 2m (6m ²) - 1 open side	£2,400
- 6ft trestle table (not-for-profits only)	£1,000
Badge Scanning Device	£350 per company
Additional Exhibitor Pass	£200 per person

*Not-for-profit organisation discount of 15% available - only on 6m² Exhibitor package

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.

SPONSORSHIP

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 our different platforms - LinkedIn, Instagram and Facebook
- Use of the conference logo until the end of October 2025
- Conference bag with printed programme for your stand



BACCN Platinum Sponsor (Limited to 2)

£8,700 + VAT

Our Platinum Sponsor package gives fantastic opportunities for brand exposure and networking at the event. **Entitlements Include:**

Pre-event:

- Acknowledgment of your company as Platinum Sponsor on the BACCN Conference website.
- 'We're sponsoring at' banner for you to use on your website, signature and social media
- 50-word description on the BACCN Conference website with contact details and a link to your company home page
- Your logo included on all marketing emails

During Event:

Facilitate an Educational Workshop or Session - Duration 1 x 40 minutes inc. Q&A

- You have the opportunity to provide a speaker of your choice to highlight your company's latest educational research/technology (subject to approval of Conference Director)
- Logo in the conference handbook associated with the session
- Opportunity to display signage during the session
- Logo placement on session holding slide
- Inclusion in a conference marketing email to promote session

Hospitality Host

- logo featured around all catering and refreshment areas during coffee breaks and lunch
- A full page advert in the conference handbook in a prime position
- Six Exhibitor passes
- Six complimentary tickets to BACCN Conference Dinner (additional tickets available at advertised ticket price)
- 10% discount off delegate conference tickets
- Insert in the conference bags

Exhibition

- 6 x 3 sqm (18sqm) stand
- Badge scanner for use at your exhibition stand

Demo Opportunity

- 1 x 10 minute Demo slot - included in main programme during lunch or coffee break
- Social Media asset will be provided to assist you in promoting your Demo slot

BACCN Gold Sponsor (Limited to 2)

£6,800 + VAT

Our Gold Sponsor package gives fantastic opportunities for brand exposure and networking at the event. Entitlements Include:

Pre-event:

- Acknowledgment of your company as Gold Sponsor on the BACCN Conference website.
- 'We're sponsoring at' banner for you to use on your website, signature and social media
- 50-word description on the BACCN Conference website with contact details and a link to your company home page
- Your logo included on all marketing emails

During Event:

Facilitate an Educational Workshop or Session - Duration 1 x 40 minutes inc. Q&A

- You have the opportunity to provide a speaker of your choice to highlight your company's latest educational research/technology (subject to approval of Conference Director)
- Logo in the conference handbook associated with the session
- Opportunity to display signage during the session
- Logo placement on session holding slide
- Inclusion in a conference marketing email to promote session

Exhibition

- 3 x 3 sqm (9sqm) space-only stand
- Prime location in the exhibition/catering area
- Badge scanner for use at your exhibition stand
- A half page advert in the conference handbook in a prime position
- Four Exhibitor passes
- Four complimentary tickets to BACCN Conference Dinner (additional tickets available at advertised ticket price)
- 10% discount off delegate conference tickets
- Insert in the conference bags



Stationery Sponsor (Exclusive)

£1,995 + VAT

Upgrade your package and increase your exposure to delegates. Sponsor the notebooks given to all delegates on arrival and have your logo in their hand as they take notes onsite to look back on once they return to their place of work, following the conference.

Entitlements Include:

- Each notebook - your logo displayed alongside the BACCN logo
- Option for sponsor to provide branded pen to accompany notebook
- Conference handbook and App - 50 word description and contact details
- Standard sponsorship entitlements



Conference Handbook Sponsor (Exclusive)

£1,750 + VAT



The conference handbook is given out to all delegates on arrival and contains important information about the conference. Delegates use it as their go-to reference as they navigate the event. It includes all details of the main programme as well as the exhibition floorplan.

Entitlements Include:

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

Name Badge and Lanyard Sponsor (Exclusive)

£1,750 + VAT

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



Delegate Bag Sponsor (Exclusive)

£1,750 + VAT

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
- Conference App advert



Welcome Reception Sponsor (Exclusive)

£2,500 + VAT

The Welcome Reception is the first delegate experience of each Annual Conference. It is the event where they catch up with friends and colleagues and make new connections in a relaxed, sociable environment. The 2 hour reception is also a key opportunity for exhibitors to connect with delegates before the full conference begins. Sponsorship of the reception will align your brand to this convivial atmosphere.

Entitlements Include:

- Opportunity to address and welcome delegates formally during the reception
- Conference app advert
- Conference handbook – 50 word description and contact details
- Signage and promotional material displayed during reception
- Programme online/handbook - logo displayed next to reception information
- Standard sponsorship entitlements



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 during the Welcome Reception on Monday 06 October and upon arrival, during breaks and lunch from Tuesday 07 October – Wednesday 08 October 2025.

The Welcome Reception is a great opportunity for Exhibitors to make an initial connection with delegates in a relaxed, informal atmosphere - all are encouraged to attend.

Set up day for exhibitors – Monday 06 October 2025

Welcome Reception (in exhibition area) – Monday 06 October 2025 (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 where we listen to you
- Lunch and refreshments for up to 4 exhibition staff (stand size dependent) on both conference days
- Attendance at the welcome reception for 2 exhibition staff to network informally with delegates



EXHIBITION PACKAGES

Exhibitor - 6x3m Stand - 3 open sides

£5,800 + VAT

- Available on stands: 14, 15, 28, 29
- Open sides: 3
- 18sqm shell scheme, fascia board and stand number, trestle table, cloth and 2 chairs

Exhibitor - 6x3m Stand - 2 open sides

£5,650 + VAT

- Available on stands: 16, 18, 31, 33
- Open sides: 2
- 18 sqm shell scheme, fascia board and stand number, trestle table, cloth and 2 chairs

Exhibitor - 3x3m Stand - 3 open sides

£3,700 + VAT

- Available on stands: 12, 13
- Open sides: 3
- 9 sqm shell scheme, fascia board and stand number, trestle table, cloth and 2 chairs

Exhibitor - 3x3m Stand - 2 open sides

£3,550 + VAT

- Available on stands: 1, 2, 3, 4, 5, 6, 7, 8, 9, 11, 17, 19, 32, 34
- Open sides: 2
- 9 sqm shell scheme, fascia board and stand number, trestle table, cloth and 2 chairs

Exhibitor - 3x3m Stand - 1 open side

£3,400 + VAT

- Available on stands: 10
- Open sides: 1
- 9 sqm shell scheme, fascia board and stand number, trestle table, cloth and 2 chairs

Exhibitor* 3x2m Stand - 2 open sides

£2,550 + VAT

- Available on stands: 20, 21, 22, 24, 25, 27
- Open sides: 2
- 6 sqm shell scheme, fascia board and stand number, trestle table, cloth and 2 chairs

Exhibitor* 3x2m Stand - 1 open side

£2,400 + VAT

- Available on stands: 23, 26
- Open sides: 1
- 6 sqm shell scheme, fascia board and stand number, trestle table, cloth and 2 chairs

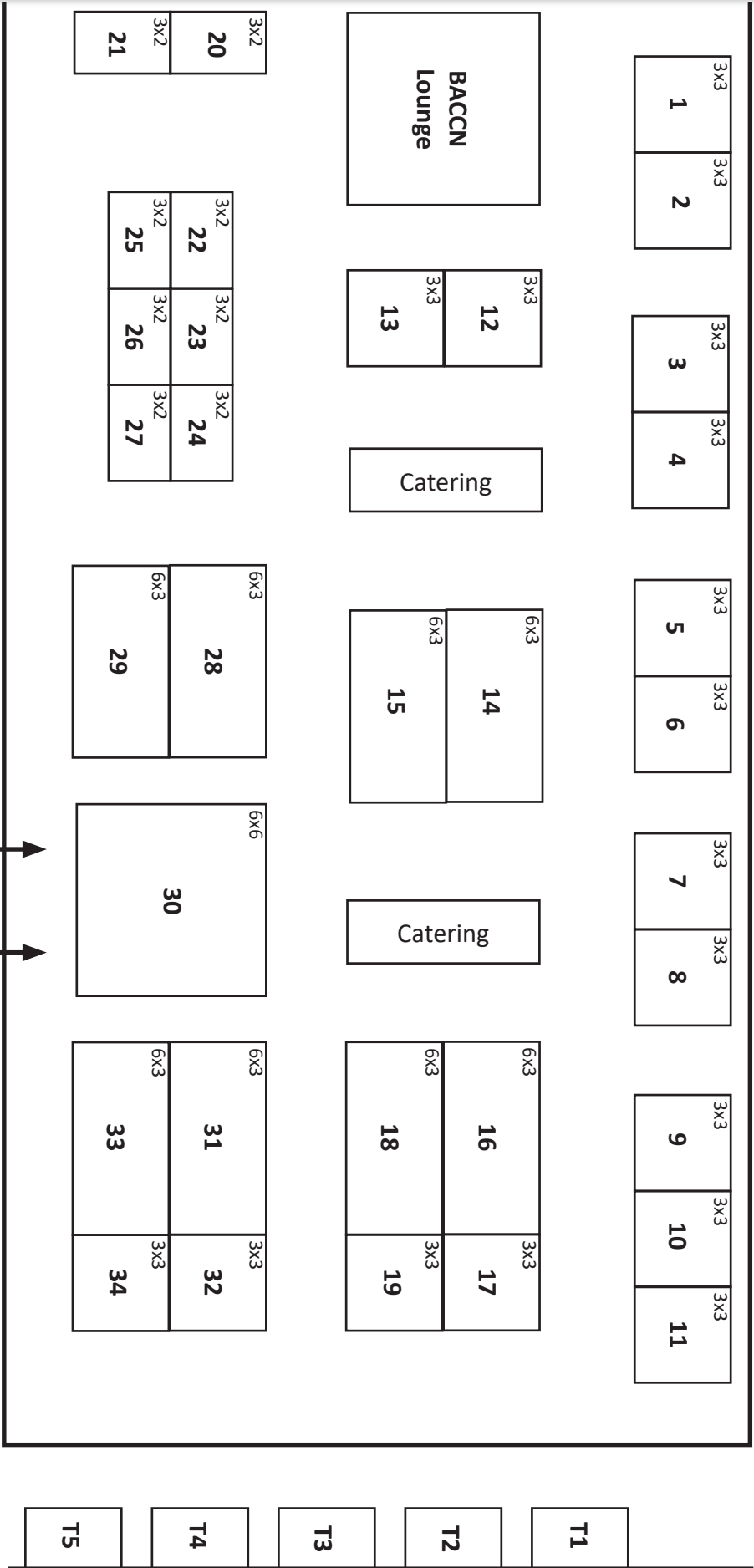
6ft Trestle Table

£1,000 + VAT

- Available on stands: T1 - T5
- Stand number, trestle table, cloth and 2 chairs
- Available for Not-for-profit organisations only

**Not-for-profit organisations are eligible for a 15% discount on the 3x2 shell scheme stands*

EXHIBITION FLOORPLAN - The Empress Ballroom



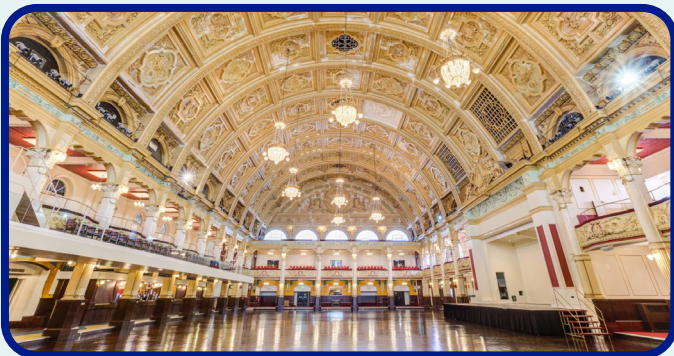
CONFERENCE VENUE



Venue - Winter Gardens

We're benefitting from the best of two worlds in Blackpool. The new, sophisticated conference centre will host all of the plenary and breakout sessions, while the exhibition and catering will take place within the Empress Ballroom (below).

Find out more on [their website](#)



The Host City - Blackpool

Blackpool, a vibrant seaside resort on the northwest coast of England, is renowned for its rich history, iconic attractions, and lively atmosphere. This popular tourist destination boasts the famous Blackpool Tower, a Victorian marvel offering breathtaking views. Its sandy beaches, the historic Pleasure Beach amusement park, and the dazzling annual Illuminations draw millions of visitors each year.

Blackpool's bustling promenade is lined with arcades, piers, and entertainment venues, catering to families and thrill-seekers alike. With its blend of traditional charm and modern attractions, Blackpool remains a cherished destination for a quintessential British seaside experience.

Be sure to explore the city while you're here.



CONTACT US

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



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BACCN

British Association
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