

# Annual Conference 2010



## Sponsorship & Exhibition Pack

Taking Pride in Practice  
Celebrating 25 years of the BACCN

13<sup>th</sup> – 14<sup>th</sup> September 2010  
**Southport Theatre  
and Convention Centre**



BACCN Conference Office

Benchmark Communications  
14 Blandford Square  
Newcastle upon Tyne  
NE1 4HZ – UK

T: +44 (0)191 241 4523  
F: +44 (0)191 245 3802  
E: [info@baccnconference.org.uk](mailto:info@baccnconference.org.uk)

[www.baccnconference.org.uk](http://www.baccnconference.org.uk)

"I enjoyed the whole event. Fantastic selection of speakers. As usual, a great chance for networking, looking forward to 2010!"

Delegate feedback, 2009

This year BACCN will be celebrating their 25<sup>th</sup> Anniversary!  
Come and join the party!

## About BACCN...

The British Association of Critical Care Nurses is the largest critical care organisation in the UK and the annual Conference now has a reputation for delivering imaginative Conference programmes that are educationally stimulating and informative. The Conference welcomes all professionals within the critical care field regardless of level or grade.

This initiative celebrates the development and advances of the management of those people in need of critical care hospitals or communities and creates a great opportunity to bring a wide range of skills, techniques and debate for the advancement of this speciality, to improve the quality of care and quality of life for patients.

Celebrating 25 years of BACCN, this year's Conference will take place at the Southport Theatre and Convention Centre, which is located on Southport's elegant Promenade. The convention centre is one of the largest in Merseyside and has recently seen a £40million redevelopment.

[www.baccn.org.uk](http://www.baccn.org.uk)

## 2009 Sponsors & Exhibitors Included:

204 (North Irish) Field Hospital (Volunteers)  
Air Products Ireland  
Barts & The London NHS Trust  
Cincinnati Sub-Zero  
ConvaTec  
Draeger Medical UK Ltd  
Enturia Ltd  
Fisher & Paykel Healthcare  
Flexicare  
Fresenius Medical Care  
Fukuda Denshi UK  
Gambro Lundia AB  
GlaxoSmithKline  
Health Match BC, Canada  
Hill-Rom  
Hollister Ltd  
Inspiration Healthcare Ltd  
Intersurgical Ltd  
Kapitex Healthcare Ltd  
L.I.N.C. Medical Systems Ltd  
LISCLARE LTD  
METI  
Organ Donation Taskforce Implementation  
Philips Respironics  
Royal Navy  
The Complete Group  
Vapotherm Inc



### What makes BACCN different?

At the Conference we believe in the Mars Bar approach, work, rest and play...

To get the most from our delegates we believe they need to be given the chance to shine in their own environment. For some, sessions and workshops are their desired arena, for others the Conference Dinner is a true networking opportunity absorbing all manner of information and advice from colleagues and peers.

### Why should you get involved?

The BACCN Annual Conference is one of the largest of critical care conferences in the UK.

The BACCN Conference homepage received 5000 hits in the time leading up to conference.

The conference attracts a specialist audience of over 350 critical care practitioners, nurse consultants, senior managers, educational professionals, clinical experts and research staff. BACCN is committed to reducing the environmental impact of its events.



“Event organisation at venue very impressive, very personable events staff, and good ideas to get delegates to exhibitors”

Exhibitor feedback 2009

## Sponsorship Opportunities 2010

There are lots of great sponsorship and exhibition opportunities available at the BACCN Conference 2010, providing excellent possibilities for networking and communicating directly to a targeted group of delegates covering mainly the high dependency and critical care private and public sectors.

2010 is a great year to get involved, with BACCN celebrating their **25<sup>th</sup> Birthday**. The conference will be held at the Southport Conference Centre on 13–14 September 2010. The conference and exhibition will officially open with a welcome reception with a twist from 18.00 on Sunday 12 September. All delegates are invited to attend and exhibitors will benefit from extra networking time in a more relaxed atmosphere.

The following packages and costs are an outline guide. Individual packages can also be tailored to suit specific requirements, subject to availability. Please do not hesitate to contact the conference office if you would like further information or wish to discuss ideas you may have.

Please note all prices EXCLUDE VAT.

## Conference Sponsor £14,000 + VAT

Becoming a conference sponsor gives you a high level of exposure with the unique opportunity to have your brand displayed throughout the conference and network with key decision makers.

- Name, logo and link to sponsor's website on conference website
- Logo on all pre-conference emails sent to over 3000 specialist contacts, from the time of the sponsorship agreement
- High profile exhibition space of up to 4m x 3m (space only or shell-scheme can be provided)
- Five full conference places reserved for the sponsoring organisation (to include exhibition staff)
- Logo on lectern in main hall (opening and closing keynotes)
- Full-page colour advert on inside front cover or outside back page of the printed event programme given to all delegates at the conference
- Pre-conference interview of a senior figure in your organisation, recorded as a podcast and posted on the conference website
- Four places at the exclusive 25th Birthday Gala dinner
- Free registration for two delegates
- Exhibition Space plus two exhibition staff
- Conference Bag Inserts
- Conference Handbook
- Sponsor Acknowledgement in Conference Handbook
- Website link from **[www.baccnconference.org.uk](http://www.baccnconference.org.uk)**
- Conference Pack

## Internet Café £8,000 + VAT

The WiFi Lounge – your company will have the option to rename this room, eg. ABC's WiFi Lounge. Laptops will be set up with constant internet access. Delegates will also be able to access the complementary WiFi from their own laptops. The home page will go straight through to your chosen company url address.

- Free registration for two delegates
- Exhibition Space plus two exhibition staff
- Conference Bag Inserts
- Conference Handbook
- Sponsor Acknowledgement in Conference Handbook
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- Conference Pack



## Conference Dinner Sponsor £4,500 + VAT

The 2010 Conference dinner will be a fabulous event, taking place in the stunning floral hall of the Southport Theatre and Convention Centre. We intend to celebrate in style for 25 years of excellence.

### Benefits Include:

- Conference Dinner Table
- Welcome Speech
- Company Logo displayed on Dinner Menus
- Display space in Welcome Area
- Gifts/literature for each Dinner Guest
- Half page advert in Conference Handbook
- Acknowledged in Conference Handbook
- Exhibition Space plus two exhibition staff
- Website link from **[www.baccnconference.org.uk](http://www.baccnconference.org.uk)**
- Delegate List
- Conference Handbook
- Conference Pack

## Parallel Session £4,000 + VAT

This provides an opportunity for a speaker of your choice to promote your company's latest research.

### Benefits Include:

- Session naming rights and session branding
- Full page advert in Conference Handbook
- Acknowledged in Conference Handbook
- Exhibition Space plus four exhibition staff
- Website link from **[www.baccnconference.org.uk](http://www.baccnconference.org.uk)**
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Sponsor our  
Conference Dinner, and  
join us in celebrating  
25 years of BACCN!



## Chill Out Zone £3,000 + VAT

The Chill Out Zone is unique, a place to show case your product/service in a relaxed environment. A place to go for a short pamper, a massage, a cool drink. Somewhere for the delegates to escape to and refresh themselves, ready for the next 'leg' of the Conference.

### Benefits Include:

- Banners & signage
- Company literature distributed to every delegate
- 20% discount on an exhibition stand
- 10% discount on delegate registrations (up to a maximum of 3)
- Half page advert in Conference Handbook
- Acknowledged in Conference Handbook
- Acknowledged in Chair opening and closing throughout Conference
- Website link from **[www.baccnconference.org.uk](http://www.baccnconference.org.uk)**
- Delegate List
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## 25 Year Delegate Bag Sponsor £3,000 + VAT

### Benefits Include:

- Company logo - (Mono) on front of Conference Bag
- Long lasting branding to take BACCN through to the next 25 years
- Company literature distributed to every delegate
- 20% discount on an exhibition stand
- 10% discount on delegate registrations (up to a maximum of 3)
- Half page advert in Conference Handbook
- Acknowledged in Conference Handbook
- Website link from **[www.baccnconference.org.uk](http://www.baccnconference.org.uk)**
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## Conference Handbook Sponsor £2,500 + VAT

### Benefits Include:

- Company logo in colour on front page of Conference handbook
- Full back page advert in Conference Handbook
- Sponsorship acknowledgement
- 20% discount on an exhibition stand
- 10% discount on delegate registrations (up to a maximum of 3)
- Acknowledged in Conference Handbook
- Website link from **[www.baccnconference.org.uk](http://www.baccnconference.org.uk)**
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## Gift Sponsor £2,500 + VAT

We would like to give every delegate attending the 2010 conference a gift to take away and serve as a useful reminder of the event. This is a unique opportunity to get your branding on this gift and have a say in what the gift is. (Negotiation available if you are providing the gift.)

### Benefits Include:

- Gift Branding
- 10% discount on an exhibition stand
- 10% discount on delegate registrations (up to a maximum of 3)
- Half page advert in Conference Handbook
- Acknowledged in Conference Handbook
- Website link from **[www.baccnconference.org.uk](http://www.baccnconference.org.uk)**
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## Other Sponsorship Opportunities include:

Type (prices exclusive of VAT)	Description of Benefits
Name Badges £1,000	<ul style="list-style-type: none"> <li>• Company Logo printed on all name badges – all delegates, exhibitors/sponsors and organisers of the BACCN Conference will wear name badges.</li> <li>• Website - Your company logo and description listed alphabetically under event sponsors on our website.</li> </ul>
Welcome Reception £2,000	<ul style="list-style-type: none"> <li>• Banners &amp; signage at welcome reception</li> <li>• Short Welcome Speech from a representative of your company</li> <li>• Website – Your company logo and description listed alphabetically under event sponsors on our website.</li> </ul>
Advertising in Conference Handbook Full page: £400 Half page: £250	<ul style="list-style-type: none"> <li>• Colour advert to appear in the Conference handbook.</li> <li>• Distributed to every delegate.</li> <li>• Art work to be supplied by your organisation.</li> </ul>
Inserts - Literature in delegate bags £250	<ul style="list-style-type: none"> <li>• Literature of up to 5 printed pages (A4) to be included inside the Conference bag.</li> <li>• Distributed to every delegate.</li> <li>• Literature to be supplied by your organisation.</li> </ul>

**20% discount for advert and insert bundle booking**

**Does your organisation have branded pads and pens?**  
Get in there first, if you can provide pads and/or pens for all BACCN delegates we will hand them out at the Conference and even give you a supporters mention in the handbook...

# Exhibitor Packages

## Exhibition Space

### 2009 Prices Held

Book your exhibition stand before 01 April 2010 and we'll offer the same price as 2009.

Catering will be located within the exhibition, so all breaks and lunch will be taken in and around the exhibition stands.

The exhibition will be held over the 2 days of the Conference, Monday 13th - Tuesday 14th September.

Please visit [www.baccnconference.org.uk](http://www.baccnconference.org.uk) for an updated floor plan, programme timings and further details.

### Other Exhibitor Benefits:

- Link to your company website from the main Conference website.
- Company name and stand number on the main Conference website.
- Company contact details and 50-word company description in Conference handbook.
- During the Conference we hold an exhibitor feedback meeting. This is your chance to give us your feedback and help us enhance the event.

	Package Includes	Cost + VAT
All Inclusive	Stand space, shell scheme with fascia board and stand number, 1 x 500w power socket, 2 x spotlights, table and 2 chairs. This package also includes lunch and refreshments for 2 exhibition staff.	£245 per m <sup>2</sup> 2009 price!  e.g. 3m x 2m Stand £1,470
Space Only	Exhibition Space This package includes lunch and refreshments for 2 exhibition staff.	£220 per m <sup>2</sup> 2009 price!  e.g. 3m x 2m Stand £1,320

Book your exhibition space before the 1st of May and receive a **free** half page ad in the Conference Handbook.

## BACCN Sponsorship and Exhibition booking form

Sponsorship Package	Cost (plus VAT)	Please tick one or more of the following	
Conference Sponsor	£14,000	<input type="checkbox"/>	
Internet Café	£8,000	<input type="checkbox"/>	
<b>Conference Dinner Sponsor 25<sup>th</sup> Anniversary Celebration</b>	<b>£4,500</b>	<input type="checkbox"/>	
Parallel Session	£4,000	<input type="checkbox"/>	
Chill Out Zone	£3,000	<input type="checkbox"/>	
Delegate Bay Sponsor	£3,000	<input type="checkbox"/>	
Conference Handbook Sponsor	£2,500	<input type="checkbox"/>	
Gift Sponsor	£2,500	<input type="checkbox"/>	
3 x 2m Exhibition Stand (Space only) (Larger stands available priced £220 per m <sup>2</sup> )	£1,320	<input type="checkbox"/>	
3 x 2m Exhibition Stand (All Inclusive) (Larger stands available priced £245 per m <sup>2</sup> )	£1,470	<input type="checkbox"/>	
Delegate Bag Inserts	£250	<input type="checkbox"/>	<i>20% discount for advert &amp; insert bundle booking</i>
Half page ad	£250	<input type="checkbox"/>	
Full page ad	£400	<input type="checkbox"/>	

Title	
First name	
Surname	
Organisation	
Address	
City	
Postcode	
Telephone	
Fax	
Email	

Invoice Address (if different from above):	
Post Code:	Purchase Order no:
Signature:	

Further details will be sent to you upon receipt of your payment

## **BACCN SPONSORSHIP & EXHIBITION TERMS AND CONDITIONS**

In these terms and conditions the term 'Exhibitor / Sponsor' means any company, firm or person who has been allocated space in the exhibition, or Sponsorship, or any agent, representative or employee of the exhibitor. The term 'Exhibition / Sponsorship' refers to the event detailed in the enclosed literature and where the term 'Organisers' appears it refers solely to the BACCN Conference Secretariat, Benchmark Communications Ltd.

### **1. INFORMATION SUPPLIED**

Information supplied by the organisers in relation to any exhibition is accurate to the best of their knowledge and belief but shall not constitute any warranty or representation by the organisers and any inaccuracy or mistake therein or omission there from shall not entitle the exhibitor to cancel his space booking.

### **2. APPLICATION FOR SPACE**

(A) Application for space must be made on the official booking form and must contain information on the exhibits / sponsors to be displayed. The organisers may accept applications by purchase order, in writing, or by facsimile, or accept a deposit payment in lieu of written application, at their sole discretion, and on the understanding that the terms and conditions contained herein fully apply.

(B) Any application for space or sponsorship, or any acceptance thereof or by the organisers shall not be conditional on the presence or location of any other exhibitor / sponsor at the same or any other exhibition/sponsor and any reference to such conditionality shall not apply to any contract between the organisers and the exhibitor / sponsor for exhibition stand space / sponsorship.

### **3. CANCELLATION OF SPACE**

(A) If the exhibitor sponsor wishes to cancel, then written notice of such wish must be forwarded to and received by the organisers by recorded delivery post not later than the dates referred in the table below. For the avoidance of doubt the organisers shall not be obliged to accept the exhibitors/sponsors wish to cancel his space booking.

(B) In the event that the exhibitor/ sponsor either:

(I) Wishes to cancel his space booking after acceptance by the organiser or:

(II) Fails to meet any of the payment obligations (whether as to the amounts or dates of payment) Detailed overleaf.

Then the organisers reserve the right (But without being obliged to do so) to apply the following cancellation charges and to re-allocate the space booked:

Cancellation Occurring Cancellation Charge

On or before 30th April 10 25%

1st May 09– 31st July 10 50%

On or after 1st August 10 100%

(C) Notwithstanding that the organisers may re-sell or re-allocate the cancelled space/sponsorship after payment of the above cancellation charges the organiser shall be under no obligation to reimburse all or any part of such cancellation charges.

### **4. SPACE REDUCTION**

Where an exhibitor/sponsor wishes to reduce the size of his space booking after allocation of space, notification must be received in writing. The organisers reserve the right to apply the scale of cancellation charges outlined above to the total cost of the area by which the original stand has been reduced on a pro rata basis, and to re-allocate the area in question.

### **5. LOCATION OF SPACE**

For the avoidance of doubt any contract between the organisers and the exhibitor/sponsor for exhibition stand space/sponsorship is only for an amount of such space and no acceptance by the organisers of the exhibitors space booking form or allocation of the exhibitors name to any particular part of any exhibition floor plan will constitute any agreement warranty or representation by the organisers that the exhibitor is entitled to exhibit at the exhibition in such particular location and the organisers reserve the right without being required to give notice to the exhibitor to alter the layout of any exhibition floor plan at any time.

### **6. UNOCCUPIED SPACE**

Every exhibitor/sponsor must occupy the space allotted to him by opening time on the first day of the Conference. Any exhibitor failing to do so will be deemed to have cancelled his space booking. In this event, the terms and conditions relating to cancellation will apply and space maybe offered to a new or existing exhibitor/sponsor.

### **7. FIRE PRECAUTIONS AND DANGEROUS MATERIALS**

All materials used for building, decorating or to cover stands must be of non-flammable material. Exhibitors/sponsors must comply with all instructions given by the organisers to avoid the risk of fire or any other risk.

The following are excluded from the exhibition; explosives; detonating or fulminating compounds, and all dangerous or harmful substances, including priming, fireworks, etc. Priming, fireworks, matches and similar objects can only be exhibited in the form of imitations, and on condition that they contain no inflammable matter. Only goods described at the time of application may be displayed on stands, and any goods not approved by the organisers must be removed from the building.

### **8. EXCLUSION OF PERSON**

9. The organisers reserve the right to exclude or remove from the exhibition any persons whose presence at the absolute discretion of the organisers is or is likely to be undesirable and the organisers may exercise such rights notwithstanding that any person is a servant or agent of the exhibitor or otherwise any way connected or associated with the exhibitor.

### **9. POSTPONEMENT OR ABANDONMENT**

The exhibitor/sponsor shall not have any claim against the organisers in respect of any loss or damage consequent upon the failure for whatever reason of the exhibition being held or of the building becoming wholly, or partially unavailable for the holding

of the exhibition for reason beyond the organisers' control. If by re-arrangement or postponement of the period of the exhibition, or by substitution of another hall for the exhibition, or by means of any other reasonable matter of thing, the exhibition can be carried through, the contracts for space shall be binding upon all parties, except as to the size and position, as to which any modification, substitution, or re-arrangement considered necessary by the organisers shall be substituted for the original.

#### **10. STAND LETTING**

Is deemed personal to the exhibiting company contracting and is in no way assignable to any other person, company or organisation. The under letting or sharing possession of any part of the stand is absolutely prohibited without the prior written consent of the organisers provided always that consent will not be forthcoming in any circumstances for an assigning or under letting or sharing of possession of a stand with any exhibition organising company.

#### **11. PROHIBITION OF TRANSFER**

Exhibitors/sponsors may not assign, sublet, or grant licenses in respect of the whole, or any part of the space allocated to them, or assigned or otherwise deal with their rights and obligations hereunder nor may any cards, advertisements, or printed matter of firms who are not bona fide exhibitors be exhibited or distributed on any stand. This does not apply to firms being associated with, subsidiaries, agents or principals of the exhibitor/sponsor, which are duly listed on the official space booking form at the time of booking.

#### **12. LICENSOR AND LICENSEE**

On the acceptance of this application for space by the organisers there is a contract between the organisers and the exhibitor/sponsor including these terms and conditions, subject to amendments as mentioned below, and as regards any space so allotted, the relationship of licensor and licensee shall exist between the organisers and the exhibitors, from the date of the exhibitor occupying the space. In case of non-payment of any sum due from the exhibitor/sponsor, whether legally demanded or not, or of a breach, or non-observance, by the exhibitor/sponsor or any of the terms and conditions herein contained, or any regulations to be observed by him, the organiser shall have the right to revoke his licence and re-enter upon the allocated space to remove and exclude the exhibitor/sponsor, all persons there from without prejudice to the right to recover all sums payable by the exhibitor/sponsor and all other claims against him, and damages sustained by the organisers.

#### **13. INSURANCE**

The organisers are not responsible for the safety of any exhibit or other property of the exhibitor/sponsor or other person, or for the loss, damage or destruction by theft, or fire or any cause, or for the loss, damage, or injury sustained by any exhibitor or other persons. This is whether by reason of any default in the exhibition building caused by fire; storm; tempest; lightning; explosion; national emergency; war; labour disputes; strikes; lock-outs; civil disturbances; inevitable accident; force majeure or for any other

cause not within the direct control of the organisers whether of the same kind or not. No responsibility can be accepted for any consequences of prevention, postponement or abandonment of the exhibition. Exhibitors/sponsors should secure their own insurance to cover all liabilities and risks.

#### **14. ATTENDANCE**

The exhibitor/sponsor acknowledges that the organisers shall not be held responsible for the failure of all or any other contracted exhibitions to attend the exhibition or the failure of any number of attendees to attend the exhibition for any reason beyond the reasonable control of the organisers.

#### **15. EXHIBITION OPENING HOURS**

Details of exhibition opening hours will be given in the Conference programme, during these times stands must be manned by exhibitor's staff.

#### **16. SIGNATORIES**

The person or persons signing the space application form on behalf of the exhibitor/sponsor shall be deemed to have full authority to do so on behalf of the exhibitor/sponsor and the exhibitor/sponsor shall have no right to claim as against the organisers that such person or persons did not have such authority.

#### **17. EXHIBITORS' BANKRUPTCY**

In the event of an exhibitor/sponsor becoming bankrupt, committing any act of bankruptcy, going to liquidation, having a receiver appointed in respect of any of its assets the organiser's reserve the right to terminate the contract with the exhibitor/sponsor and the terms and conditions relating to cancellations shall apply.

#### **18. ERECTION OF STANDS**

No exhibitor/sponsor will be permitted to display his goods in such a manner as, in the opinion of the organisers, obstructs the light or impedes the view along the open spaces or gangways, or to occasion inconvenience or otherwise effect the display of other exhibitors.

#### **19. SERVICE / PRODUCT EXHIBITED**

NB The BACCN reserves the right to disallow any product / service from the exhibition that is deemed as inappropriate.

#### **20. THE TERMS AND CONDITIONS**

Shall be construed in accordance with English law and any disputes resulting from an interpretation of these terms and conditions shall be settled by the English court.