

# Annual Conference 2011

**BAcN**  
British Association  
of Critical Care Nurses

12<sup>th</sup> – 13<sup>th</sup> September 2011

**Newcastle Racecourse**

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

## Sponsorship & Exhibition Pack

First class  
critical care:  
Using evidence to  
create the future



*Photograph courtesy of Richard Bryant*

## 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.

This year's Conference, "First Class Critical Care: Using Evidence to Create the Future" is happening in Newcastle upon Tyne. The Conference will be held at Newcastle Racecourse, one of the North East's leading conference centres.

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

## 2010 Sponsors & Exhibitors Included:

Henleys Medical Supplies  
Starkstrom  
Intersurgical  
Merck Serono  
Solus Medical  
Hamilton Medical  
Lilly UK  
Masimo  
Western Australia Health Department  
Central Medical Supplies Ltd  
Fisher & Paykel Healthcare  
Intavent Direct Ltd  
Fukuda Denshi  
Gambro  
Kapitex Healthcare Ltd  
Inspiration Healthcare  
Draeger Medical UK Limited  
Fannin UK Ltd  
Philips Healthcare  
M&K Update Ltd  
Hill-Rom  
Fresenius Medical Care  
Bard Limited  
GBUK Healthcare  
Pulse  
Code Blue Nurses  
Fresenius Kabi  
Synergy Health  
ConvaTec  
Hollister Ltd  
Linet UK  
Health Match BC  
British Journal of Nursing



### 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 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.



“Fantastic event! Really looking forward to Newcastle next year.”

Exhibitor feedback 2010

## Sponsorship Opportunities 2011

There are lots of great sponsorship and exhibition opportunities available at the BACCN Conference 2011, 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.

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.

## 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.

- High profile exhibition space of up to 4m x 3m (space only or shell-scheme can be provided) plus two exhibition staff
- Five full conference places reserved for the sponsoring organisation (to include exhibition staff)
- Pre-conference interview of a senior figure in your organisation, recorded as a podcast and posted on the conference website
- Logo on all pre-conference emails sent to over 3000 specialist contacts, from the time of the sponsorship agreement
- Full-page colour advert on inside front cover or inside back cover of the printed event programme given to all delegates at the conference
- Logo on lectern in main hall (opening and closing keynotes)
- Conference Bag Inserts
- 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 complimentary WiFi from their own laptops. The home page will go straight through to your chosen company url address.

- Two full conference places reserved for the sponsoring organisation
- Exhibition Space plus two exhibition staff
- Conference Bag Inserts
- Sponsor Acknowledgement in Conference Handbook
- Website link from [www.baccnconference.org.uk](http://www.baccnconference.org.uk)
- Conference Pack



## Conference Dinner Sponsor £4,500 + VAT

The 2011 Conference dinner will be a fabulous event, taking place in the stunning venue of Hilton Newcastle Gateshead, celebrating in style!

### 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
- Sponsor acknowledgement in Conference Handbook
- Exhibition Space plus two exhibition staff
- Website link from **[www.baccnconference.org.uk](http://www.baccnconference.org.uk)**
- 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
- Sponsor acknowledgement in Conference Handbook
- Exhibition Space plus two exhibition staff
- Website link from **[www.baccnconference.org.uk](http://www.baccnconference.org.uk)**
- Conference Pack

BACCN's conference dinner is renowned for being an enjoyable, unforgettable night!



*Photograph courtesy of Richard Bryant*

## Chill Out Zone £3,000 + VAT

The Chill Out Zone is unique, a place to showcase 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:

- Opportunities to brand the Chill Out Zone
- Conference bag inserts
- 20% discount on an exhibition stand
- 10% discount on delegate registrations (up to a maximum of 3)
- Half page advert in Conference Handbook
- Sponsor acknowledgement in Conference Handbook
- Acknowledged in Chair opening and closing throughout Conference
- Website link from **[www.baccnconference.org.uk](http://www.baccnconference.org.uk)**
- Conference Pack

## Conference Handbook Sponsor £2,500 + VAT

### Benefits Include:

- Company logo in colour on front page of Conference handbook
- Full back cover advert in Conference Handbook
- 20% discount on an exhibition stand
- 10% discount on delegate registrations (up to a maximum of 3)
- Sponsor acknowledgement in Conference Handbook
- Website link from **[www.baccnconference.org.uk](http://www.baccnconference.org.uk)**
- Conference Pack



## Other Sponsorship Opportunities include:

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 supporter's mention in the handbook...

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>
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>• Artwork 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

# Exhibitor Packages

## Exhibition Space

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 12th - Tuesday 13th 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 (3x2m)	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.	£1,495
Space Only (3x2m)	Exhibition Space This package includes lunch and refreshments for 2 exhibition staff.	£1,350

Larger stands available, please enquire for costs: [amy@benchcom.co.uk](mailto:amy@benchcom.co.uk) - 0191 241 4523

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"/>
Conference Dinner Sponsor	£4,500	<input type="checkbox"/>
Parallel Session	£4,000	<input type="checkbox"/>
Chill Out Zone	£3,000	<input type="checkbox"/>
Conference Handbook Sponsor	£2,500	<input type="checkbox"/>
Name Badges Sponsor	£1,000	<input type="checkbox"/>
3 x 2m Exhibition Stand (All Inclusive) (Larger stands available)	£1,495	<input type="checkbox"/>
3 x 2m Exhibition Stand (Space only) (Larger stands available)	£1,350	<input type="checkbox"/>
Delegate Bag Inserts	£250	<input type="checkbox"/>
Half page ad	£250	<input type="checkbox"/>
Full page ad	£400	<input type="checkbox"/>

*20% discount for advert & insert bundle booking*

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.

Return form to: amy@benchcom.co.uk - Fax: 0191 245 3802

Post: BACCN Conference Exhibition, c/o Benchmark Communications, 14 Blandford Square, Newcastle upon Tyne, NE1 4HZ

## 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 11	25%
1st May 11– 31st July 11	50%
On or after 1st August 11	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.