29th Annual BACCN Conference

Sponsorship & Exhibition Pack

Developing a Leading Edge in Critical Care:
Front line leadership, innovation and practice

8th – 9th September 2014
Royal Welsh College of Music & Drama, Cardiff

www.baccnconference.org.uk
About BACCN…

The British Association of Critical Care Nurses is the largest critical care organisation in the UK and the annual Conference 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.

The 29th Annual BACCN Conference Developing a Leading Edge in Critical Care: Front line leadership, innovation and practice, takes place on 8th – 9th September 2014 at the Royal Welsh College of Music & Drama, Cardiff.

www.baccnconference.org.uk
2013 Sponsors & Exhibitors Included:

Alpha Solway Limited
Amputees in Action
ASPiH
Athrodax Healthcare International Ltd
B. Braun Medical Ltd
Bard Limited
Baxter Healthcare Ltd
Central Medical Supplies Ltd
Charter Kontron Ltd
Code Blue Nurses
Convatec
Distinctive Medical
Draeger Medical UK Ltd
Education Management Solutions
Edwards Lifesciences UK & Ireland
ETHICON BIOPATCH
Fannin (UK) Ltd
Fraser Health
Fresenius Medical Care
Fukuda Denshi
Gambro
Guy’s & St Thomas’ Critical Care
Hamilton Medical UK
HCA Hospitals
Healthcare 21 UK Ltd
Henleys Medical Supplies Limited
Hollister Ltd
Intersurgical
Kapitex Healthcare Ltd
KwickScreen
LINET UK
Medstrom Healthcare
Medtronic UK Ltd
Orion UK
Queen Alexandra’s Royal Army Nursing Corps
Secco FMS
SP Services (UK) Ltd
Starkstrom
The Intensive Care Society
Thornbury Nursing
Trudell Medical International
Your World Healthcare

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 conference attracts a specialist audience of over 250 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.
63% of exhibitors from 2013 had previously exhibited at the BACCN Conference.

Sponsorship Opportunities 2014

There are lots of great sponsorship and exhibition opportunities available at the BACCN Annual Conference 2014, 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 £12,000 + VAT

Becoming a conference title 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. Package includes exhibition stand (6 x 2m) for both days in the Blue Zone, full branding, conference places and the opportunity to run a workshop session.

Workshop Session £4,000 + VAT

Your company will have session naming rights and session branding (subject to organisers approval). This provides an opportunity for a speaker of your choice to promote your company’s latest research. Package includes branding, emails to delegates promoting the session, plus exhibition stand (3 x 2m) for both days in the Blue Zone.

Simulation Lab Sponsor £3,500 + VAT

By sponsoring our simulation lab you will have the full branding of the simulation room, logo and weblink included on all simulation promotional materials as well as an exhibition stand (3 x 2m) for both days. This package also allows you the opportunity to showcase your products through the simulation demonstrations (if relevant)

Conference Dinner £3,500 + VAT

The Conference Dinner is the key social event during the conference. This package includes a display space in welcome reception area, branding on dinner menus and welcome speech. You will also have an opportunity to provide each guest with literature and gifts. Your company will have a reserved table for you to invite your own guests. Package includes exhibition stand (3 x 2m) during the main conference days.

Pre-Conference Masterclass £3,000 + VAT

Masterclass will take place on Sunday afternoon prior to the Welcome Reception. The Masterclass sponsor will get the opportunity to have branding of the room. Package includes exhibition stand (3 x 2m) for both days plus branding and inclusion on pre event masterclass marketing.

Welcome Reception Sponsor £2,500 + VAT

Your company has the opportunity to give a short speech during the welcome reception on the Sunday evening. As well as branding of the welcome area giving you a chance to network in an informal manner with the delegates prior to the conference. Package includes, exhibition stand (3 x 2m) in the Blue Zone plus branding opportunities.

Conference Bag Sponsor £2,500 + VAT

Conference bag sponsorship offers immediate visual recognition for your company. The conference bag design will be seen by every delegate and by hundreds of others for months and sometimes years to come. It will be one of the first chances that you get to make an impression on the delegates, speakers and attendees at the conference. Package includes exhibition (3x2m) stand.

Chill Out Zone £2,000 + VAT

The Chill Out Zone is unique 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. You will have full branding exposure in this area.

Conference Handbook £1,500 + VAT

The conference handbook is given out to every delegate on arrival. This includes all conference information and is used as a reference point for planning the two days. Your company logo will feature on the front page, and advertisement on the back cover.

Name Badge Sponsor £1,000 + VAT

Your company logo will be printed on all conference name badges – all delegates, exhibitors/sponsors, speakers, committee and organisers of the BACCN Annual Conference will wear name badges.

Business Card Sponsor £1,000 + VAT

Your company logo will be printed on each of the delegate business cards given to delegates when the register. The purpose of these cards is to allow the delegates to pass their details to exhibiting companies and peers during the conference. Each delegate will be provided with approximately 40 cards each.

Exhibition Card Sponsor £500 + VAT

Your company logo will be printed on the exhibition cards provided to delegates as part of their exhibition pack. These cards are part of a competition encouraging delegates to visit every exhibition stand to complete their card and submit it to win a prize.

Competition Prize Donation

If you have attended the BACCN Conference in the past, you will be aware that several competitions take place throughout the conference as an incentive for delegates to get fully involved. You have the opportunity to donate a prize of your choice and receive acknowledgement within the handbook and on stage during the prize draw. Previous sponsored prizes have included iPods, Online Vouchers and Away Days.
<table>
<thead>
<tr>
<th>Value</th>
<th>Quantity</th>
<th>Sponsorship Packages</th>
<th>Pre-Conference interview used for promotion</th>
<th>Blue Zone All Inc exhibition space</th>
<th>Full conference places (FOC)</th>
<th>Welcome reception speech</th>
<th>Welcome reception logo on lectern in main hall</th>
<th>Welcome reception logo on event holding slide</th>
<th>Welcome reception Full conference places (FOC)</th>
<th>Welcome reception Branding in simulation lab</th>
<th>Welcome reception Branding in chill out zone area</th>
<th>Welcome reception Logo &amp; website link on sponsors page of website</th>
<th>Welcome reception 50 word description on sponsorship page of website</th>
<th>Welcome reception 10% Discount on delegate places</th>
<th>Welcome reception Dedicated email to delegates promoting session/masterclass</th>
<th>Welcome reception Branding on delegate business cards</th>
<th>Welcome reception Logo on exhibition card</th>
<th>Welcome reception Logo on all name badges</th>
</tr>
</thead>
<tbody>
<tr>
<td>£500</td>
<td></td>
<td>§ Sponsor Benefits</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>£1,000</td>
<td></td>
<td>§ Sponsor Benefits</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>£1,500</td>
<td></td>
<td>§ Sponsor Benefits</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>£2,000</td>
<td></td>
<td>§ Sponsor Benefits</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>£2,500</td>
<td></td>
<td>§ Sponsor Benefits</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>£3,500</td>
<td></td>
<td>§ Sponsor Benefits</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>£4,000</td>
<td>4</td>
<td>§ Sponsor Benefits</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>£12,000</td>
<td></td>
<td>§ Sponsor Benefits</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Exhibitor Packages

Exhibition Space
This year’s exhibition will be made up of two areas; Blue Zone and Green Zone:

BLUE ZONE – SPONSORS ONLY - located at the entrance to the venue and adjacent to the main conference room. Also includes the option to exhibit during the welcome reception (subject to availability)

GREEN ZONE – the main exhibition area where the main catering points will be located, so all breaks and lunch will be taken in and around the exhibition stands

The main exhibition will be held over the 2 days of the Conference, Monday 8th - Tuesday 9th September. Stands in the Blue Zone will also have the option to exhibit on Sunday 7th September during the Welcome Reception.

<table>
<thead>
<tr>
<th>Package Includes</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Space Only</strong> 3m x 2m exhibiting space. This package includes lunch and refreshments for 2 exhibition staff. Please note that no electrical sockets are included within this package but can be purchased at an additional cost of £50+VAT.</td>
<td>Green Zone - £1,550 + VAT</td>
</tr>
<tr>
<td><strong>All Inclusive</strong> 3m x 2m 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.</td>
<td>Green Zone - £1,750 + VAT</td>
</tr>
<tr>
<td><strong>Premium</strong> Same as All Inclusive but with a full page advert, delegate bag insert and 2 conference dinner tickets</td>
<td>Green Zone - £2,150 + VAT</td>
</tr>
</tbody>
</table>

ADVERTISING
Advertising in Conference Handbook
Full page £500 + VAT
Half page £300 + VAT
Delegate Bag Inserts £250 + VAT

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.
# BACCN Sponsorship and Exhibition booking form

<table>
<thead>
<tr>
<th>Sponsorship Package</th>
<th>Cost (exc. VAT)</th>
<th>Please tick one or more of the following</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Sponsor</td>
<td>£12,000</td>
<td></td>
</tr>
<tr>
<td>Workshop Session</td>
<td>£4,000</td>
<td></td>
</tr>
<tr>
<td>Simulation Lab Sponsor</td>
<td>£3,500</td>
<td></td>
</tr>
<tr>
<td>Conference Dinner Sponsor</td>
<td>£3,500</td>
<td></td>
</tr>
<tr>
<td>Masterclass</td>
<td>£3,000</td>
<td></td>
</tr>
<tr>
<td>Welcome Reception</td>
<td>£2,500</td>
<td></td>
</tr>
<tr>
<td>Conference Bag Sponsor</td>
<td>£2,500</td>
<td></td>
</tr>
<tr>
<td>Chill Out Zone</td>
<td>£2,000</td>
<td></td>
</tr>
<tr>
<td>Conference Handbook Sponsor</td>
<td>£1,500</td>
<td></td>
</tr>
<tr>
<td>Name Badges Sponsor</td>
<td>£1,000</td>
<td></td>
</tr>
<tr>
<td>Business Card Sponsor</td>
<td>£1,000</td>
<td></td>
</tr>
<tr>
<td>Exhibition Card Sponsor</td>
<td>£500</td>
<td></td>
</tr>
<tr>
<td>Premium Exhibition Stand (Green Zone)</td>
<td>£2,150</td>
<td></td>
</tr>
<tr>
<td>All Inclusive Exhibition Stand (Green Zone)</td>
<td>£1,750</td>
<td></td>
</tr>
<tr>
<td>Space only Exhibition Stand (Green Zone)</td>
<td>£1,550</td>
<td></td>
</tr>
<tr>
<td>Delegate Bag Inserts</td>
<td>£250</td>
<td></td>
</tr>
<tr>
<td>Half page advert</td>
<td>£300</td>
<td></td>
</tr>
<tr>
<td>Full page advert</td>
<td>£500</td>
<td></td>
</tr>
</tbody>
</table>

20% discount for advert & insert bundle booking

<table>
<thead>
<tr>
<th>Title</th>
<th>First name</th>
<th>Surname</th>
<th>Organisation</th>
<th>Address</th>
<th>City</th>
<th>Postcode</th>
<th>Telephone</th>
<th>Fax</th>
<th>Email</th>
</tr>
</thead>
</table>

**Invoice Address (if different from above):**

<table>
<thead>
<tr>
<th>Post Code:</th>
<th>Purchase Order no:</th>
</tr>
</thead>
</table>

Signature:

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

Return form to: sonia@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:

<table>
<thead>
<tr>
<th>Cancellation Occurring</th>
<th>Cancellation Charge</th>
</tr>
</thead>
<tbody>
<tr>
<td>On or before 30th April 2014</td>
<td>25%</td>
</tr>
<tr>
<td>1st May 11 – 31st July 2014</td>
<td>50%</td>
</tr>
<tr>
<td>On or after 1st August 2014</td>
<td>100%</td>
</tr>
</tbody>
</table>
(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
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, an 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 it’s 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
N8 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.