



BACCN
**Corporate
Opportunities**

Leading the way in critical care nursing

BACCN Corporate Partnership

Why become a Corporate Partner with BACCN?

With 15 regions spanning the UK and Northern Ireland and over 3000 members, the BACCN is one of the largest and most influential professional organisations within critical care. Annual national and regular international conferences, regional study days and events, an interactive website as well as its own journal 'Nursing in Critical Care' has set BACCN apart as one of the most progressive critical care organisations of its time. A member of the European Federation of Critical Care Nursing Association, and the World Federation of Nurses, the BACCN is also working to build links with other critical care colleagues across Europe and the rest of the world.

To continue to lead the way in critical care nursing, the BACCN wishes to encourage the partnership between medical supply and service companies with the aim of working towards the objectives of BACCN; to advance the art and science of critical care nursing through mutual support, education, research and multi-disciplinary collaboration.

There are a range of companies in the current marketplace who regularly support the BACCN through its annual national and regular international conference exhibitions. To build on this existing relationship, and to increase the value of this relationship to the benefit of all involved; the companies, the BACCN, and its members, the BACCN is working to encourage year long dialogue and projects, alongside mutual financial and publicity benefits as part of its corporate partnership scheme.

With additional resources and funding, renewed emphasis has been placed on the BACCN corporate partnership scheme. The premise that a range of companies in the marketplace with different levels of motivation and funds would need to be catered for, has led to the new tailor-made packages as set out in this information pack. It is hoped that the increased range of options and benefits included in these new packages means that there will be a scheme for everyone wishing to participate.

You could be a company looking to increase its profile and credibility in the critical care arena, a company looking solely for financial and tangible rewards as part of an affordable corporate scheme or an established company looking to contribute to a cause that you consider worthy – why not consider a Corporate Partnership with BACCN?

Should you wish to discuss this opportunity further or perhaps you have another idea that is mutually beneficial, do get in touch.

Kind regards

David Waters

BACCN Corporate Director
baccn@baccn.org

BACCN Corporate Partnership Scheme

Corporate Partner, One Year Package:

£2,000 + vat

Corporate Partner, Two Year Package:

£3,500 + vat

As a Corporate Partner you would work closely with BACCN, receiving regular contact to make sure you're taking advantage of what is available to you.

Corporate Partner Benefits include:

- Attendance at Corporate Partners Meetings (twice per year, one to be high level think tank)
- Annual Subscription to the BACCN official journal 'Nursing in Critical Care'
- Advance notice on new benefits and the opportunity to sponsor professional partnership awards
- Reduced course and delegate fees at BACCN Conference(s) and Events for any registered nursing professionals
- Account manager added to ensure you take advantage of the extra benefits.

Exhibiting Benefits:

- 15% discount on exhibition stands at the annual BACCN national or international conference, (international conference held every 4th year, 2009 international year).

To sign up as a Corporate Partner please find a booking form on page 7.

Advertising Benefits:

- Company profile and logo on the website
- Early notification of conferences and other events
- Annual opportunity to add a promotional insert of your choice to the BACCN annual mailing of 3000 members
- Hyperlink to your company website
- Opportunity for mail-outs twice a year to all BACCN members. Options for sending;
 - BACCN send electronic mail on your behalf, content and artwork to be supplied by your company.
 - Address labels sent to be used with your own postal mail-out.
- Identification as a corporate partner in selected BACCN charity literature and conference programme with a recommendation to visit the stand
- 10% discount on all annual conference opportunities

Additional benefit for Two Year Package:

- Sponsorship of a BACCN Annual Award (subject to availability) plus two tickets to attend the Annual Dinner with the option of presenting the award, (awards subject to approval from BACCN Conference Committee).

For further information on any of the partnership packages / awards please contact

BACCN Administration
c/o Benchmark Communications
14 Blandford Square
Newcastle upon Tyne -NE1 4HZ
Tel: 0844 800 8843
Email: baccn@baccn.org

Other Opportunities

There is also the opportunity for promotion at regional events, for further information please contact your region;

Military

Jason Thomas
c/o membership@bccn.org

East of Scotland

Karen Smith
karen.smith17@nhs.net

West of Scotland

Helen Stirton
helen.stirton@ntlworld.com

Northern

Sally Hodgkiss-Lagan
slagan@nhs.net

Northern Ireland

Paul Caddell
paul.caddell@belfasttrust.hscni.net

Yorkshire and Lincolnshire

Diane Eady
diane.eady@ulh.nhs.uk

North West

Lorraine Burgess
l.m.burgess@ljmu.ac.uk

East Midlands

Salinda Garawal
Salinder.Garawal@derbyhospitals.nhs.uk

West Midlands

Gill Ellson
gillian.ellson@blueyonder.co.uk

Wales

Patricia Delaney
trishdelaney24@aol.com

Central South

Karin Gerber
karingerber@hotmail.com

Anglia

Helen Beard
helen.beard@wsh.nhs.uk

Southern

Catherine Plowright
cplowright@aol.com

Wessex

Heather Muldown
heathermuldown@hotmail.com

South West

Ian Wren
ian.wren@phnt.swest.nhs.uk

BACCN Endorsement Package

Introduction

BACCN provides opportunities and services for its 3000 members that support their personal and professional development and promote the art and science of critical care. Committed to best practice, BACCN has a well developed and respected role providing valuable consultation to the Department of Health, Intensive Care Society and other critical care stakeholders. Our emphasis on education and best practice is focal and remains at the forefront of our aims and objectives. Because of our high profile, we are keen to engage with companies seeking endorsement for educational or promotional products that meet a high quality standard. BACCN Endorsement will provide your company with credible support from the largest critical care nursing organisation in the UK.

What you get

BACCN will examine the quality of the content of material supplied and assess its relevance to critical care nurses. Materials will be reviewed by a panel of clinical and educational experts that include critical care nurse consultants and university lecturers from around the UK.

Using our experience and expertise to ensure quality, we will offer BACCN Endorsement to companies providing educational and promotional materials that meet a standard quality benchmark. Companies who are endorsed providers get the following:

- Use of the BACCN logo on the approved material
- Use of the BACCN logo on all promotion and advertising of material
- Access to and opinion from the BACCN panel of clinical and educational experts
- Marketing support including promotion to over 3000 BACCN members via "Nursing in Critical Care", website and regular email bulletins

Charges

Products accepted for this service will be endorsed for a period of 3 years and will be subject to an annual review fee. A non-refundable administration fee of £500 + VAT will be charged for each application, this will cover the initial assessment for BACCN Endorsement. Material should be re-submitted to the expert panel on an annual basis to ensure that it is still current, relevant and reflects best practice, charges for this annual review will be £250 + VAT.

A minimum fee of £2,000 exists for all applications up to 10 sides of A4 or one full day (8hr) evaluation. Prices for applications outside of these criteria will be subject to an individual quote.

Discounts for non-profit making organisations stand at 25% of the full price.

If you would like to discuss anything specific, or would like more information, please contact BACCN Administration on 0844 800 8843. We are open to negotiation on set fees for particularly large or small projects – if you are unsure please contact us.

Educational Material

BACCN endorsement of educational material, such as, courses, study days, workshops, presentation, booklets and leaflets aims to help ensure a consistent standard of material for critical care nurses.

In order to obtain BACCN endorsement for educational material, providers are required to demonstrate that:

- Publicity material gives an accurate indication of the audience for whom the course or event is intended.
- Content should be relevant to critical care.
- Learning objectives of a course or event are specified and met.
- Presenters/lecturers are suitably qualified to make presentations and to answer questions on the subject matter.
- Teaching methods are appropriate and varied where possible.
- Audio visual and supportive material are of a high standard.
- Up to date evidence is incorporated into sessions.
- Participants are provided with a reference and/ or further reading list.
- Evaluation of the event by participants takes place and is used for continuous improvement.

Promotional Material

BACCN Endorsement will be made available for promotional material, instructions for use leaflets, how to use guides. BACCN will evaluate the content of promotional material for 'best practice' to ensure a consistent standard of promotional and instruction information and that it is in line with the most up to date standards and guidelines.

In order to obtain BACCN endorsement for educational material, providers are required to demonstrate that:

- Content is correct and in line with current guidelines.
- Content is stated clearly and unambiguously, is easy to understand and presented in a logical order.
- Full references are provided for any materials used.
- Diagrams are clear and component parts are labelled.
- Methods of obtaining support and further information are clearly stated.
- Examples of good or innovative practice are stated, where appropriate.
- Contraindications are stated.

'Instructions for Use' material must apply with the conditions above as well as the following:

- A section on how to use the product
- Cleaning/disinfecting/disposal instructions
- Equipment includes a 'trouble shooting' section
- Maintenance requirements are stated
- Storage requirements are stated

Please find Endorsement Application Form on page 8.

Process of Assessment

1. The completed application form should be sent to BACCN Administration
2. All requests should be made a minimum of three months in advance
3. We require a copy of the material being submitted for Endorsement, preferably electronically or alternatively in hard copy three sets to be sent to the address enclosed.
4. We will confirm receipt of the material and your application will be sent to three members of our Expert Panel for a detailed examination prior to endorsement.
5. You will be notified of any essential criteria that have not been met, or any alternations that are required. If your application exceeds the standard limit of 10 A4 pages or one full day evaluation, a quote will be issued.
6. Upon confirmation of intention to proceed, your application will be considered by our Expert Panel.
7. Once your material has been endorsed (approx 8-10 weeks) you will be issued with an invoice less the £500 deposit which must be paid within 30 days. On receipt of the invoice fee we will issue the BACCN logo.
8. We will finally request that a final copy of the accredited material, complete with logo (where appropriate) is sent to our main office for BACCN files.
9. BACCN Endorsement is of the promotional/ education material only. BACCN are not endorsing in any way any particular products or services of a given company.

British Association of Critical Care Nurses Corporate Partnership Application Form

Please fax this form back to: +44 (0)191 245 3802

Name of Organisation: _____

Contact name: _____

Address: _____

_____ Postcode: _____

Tel: _____ Fax: _____

Email: _____

Please give details of the product/service your organisation provides: _____

I wish to be a Corporate Partner for one Year, at £2,000 + vat

I wish to be a Corporate Partner for two Years, at £3,500 + vat

Invoice Address if different from above: _____

Postcode: _____

Purchase Order no: _____ Signature: _____

Please provide contact details of who we should contact for PR stories:

British Association of Critical Care Nurses Corporate Endorsement Application Form

Please fax this form back to: +44 (0)191 245 3802

Name of Organisation: _____

Contact name: _____

Address: _____

_____ Postcode: _____

Tel: _____ Fax: _____

Email: _____

Please give details of how you have met the criteria required for Endorsement: _____

- I enclose a cheque (made payable to BACCN UK Ltd) for the non-refundable deposit of Endorsement £500 + vat
- I wish to be invoiced for the non-refundable deposit of Endorsement £500 + vat
Purchase Order no _____
- I wish to pay by Invoice for the remaining amount of £1,500

Invoice Address if different from above: _____

Postcode: _____

Purchase Order no: _____ Signature: _____



Contact Details

BACCN Administration
c/o Benchmark Communications
14 Blandford Square
Newcastle upon Tyne - NE1 4HZ

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F: 0191 245 3802
E: baccn@baccn.org
W: www.baccn.org.uk
W: www.baccnconference.org.uk