RCN CONGRESS EXHIBITION

THE LARGEST ANNUAL NURSING EXHIBITION IN THE UK

EXHIBITION, SPONSORSHIP AND BRANDING OPPORTUNITIES
Dear Colleague

I am delighted to be announcing our plans for RCN Congress 2015.

RCN Congress is a unique event for everyone in the nursing community; thousands of nurses, midwives, health care assistants and nursing students come together at Congress to debate key issues, hear about latest practice, and take action on hot topics. The exhibition is an integral part of Congress and greatly adds to a delegate’s overall experience of the event. For our members to meet and engage with such a wide ranging profile of exhibitors, including pharmaceutical companies, health care providers, recruitment agencies, charities, publishers, training organisations and universities over three days is a wonderful opportunity. For exhibitors, Congress provides an unrivalled platform for engagement, networking and communication with the nursing community who are all passionate about the commitment to improve practice and patient outcomes.

We were delighted to have welcomed over 5,000 visitors to Congress from across the UK in 2014. In 2015 we will be heading back to Bournemouth from 21-24 June, and we look forward to seeing you there.

“We had a fantastic experience exhibiting at Congress 2014; it surpassed our expectations. We have met with hundreds of delegates and have made some very positive leads within the RCN, acute hospitals and care groups. We are very pleased with how Congress 2014 has worked for Age UK.”

Age UK, Congress Exhibitor 2014

Dr Peter Carter OBE, Chief Executive & General Secretary of the RCN

Visit www.rcn.org.uk/congress to keep in touch with all the latest Congress news.

Contact the sales team:
01442 870143
congressexhibition@rcn.org.uk
RCN Congress is a key event in the UK nursing calendar providing you with an exceptional opportunity to engage with over 5,000 nurses from every grade, specialty, sector and region all in one place for four days. It provides a platform for RCN members to meet, learn, develop professionally and share excellent nursing practice, inspired by colleagues and peers.

**What’s in it for you?**

- Raise your profile.
- Increase your sales of products or services.
- Launch new initiatives.
- Build new relationships.
- Network with nursing professionals whose influence will impact on your business.
- Strengthen existing relationships.

**2014 Exhibitor categories**

Exhibition stands at Congress span a broad cross-section of categories with many repeat bookings year on year.

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lifestyle</td>
<td>10%</td>
</tr>
<tr>
<td>Recruitment agency</td>
<td>19%</td>
</tr>
<tr>
<td>Pharmaceutical company</td>
<td>4%</td>
</tr>
<tr>
<td>Medical devices company</td>
<td>17%</td>
</tr>
<tr>
<td>Charity</td>
<td>15%</td>
</tr>
<tr>
<td>Education provider (including universities)</td>
<td>18%</td>
</tr>
<tr>
<td>NHS organisations and statutory bodies</td>
<td>17%</td>
</tr>
</tbody>
</table>
DELEGATE PROFILE

over 5,000 delegates attending in 2014 from all nursing specialties.

over 60% of nurses attending RCN Congress influence new services for patients.

50% influence decisions on new medical products and equipment.

76% have input on decisions around training and development.

Main areas of nursing practice

<table>
<thead>
<tr>
<th>Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acute and urgent care</td>
<td>25%</td>
</tr>
<tr>
<td>Primary and community care</td>
<td>22%</td>
</tr>
<tr>
<td>Mental health</td>
<td>13%</td>
</tr>
<tr>
<td>Older people</td>
<td>8%</td>
</tr>
<tr>
<td>Children and young people</td>
<td>7%</td>
</tr>
<tr>
<td>Education</td>
<td>6%</td>
</tr>
<tr>
<td>Management and leadership</td>
<td>5%</td>
</tr>
<tr>
<td>Long term conditions</td>
<td>4%</td>
</tr>
<tr>
<td>Others (includes learning disabilities, cancer and aesthetics)</td>
<td>9%</td>
</tr>
</tbody>
</table>

“Exhibiting at Congress 2014 has been a good experience for Barchester. RCN Congress is a valuable event for us to attend every year; it enables us to build awareness of our organisation and attract nurses to come and work with us.”

Barchester, Congress Exhibitor 2014
OPPORTUNITIES FOR 2015

SPONSORSHIP PATHWAYS

Health and Wellbeing Zone package
The Health and Wellbeing Zone will present a holistic programme of workshops, activities and events for the mind, body and soul showing delegates not only how you can incorporate exercise into a busy schedule but also how relaxation and meditation can help with challenging and demanding situations.

Package includes:
• exclusive sponsorship opportunity
• online promotion of your sponsorship
• promotion of your support in the show guide
• opportunity to contribute to the programme by running a series of activities/workshops/events (a maximum of three sessions)
• on-site branding
• web advert on the RCN website for a three-month period.

Price: On application (subject to negotiation). This is a bespoke package and can be fine tuned to your exact requirement.

We are delighted to once again welcome LV= as main sponsor of Congress 2015 and Vauxhall Motors as exhibition partners.

Package includes:
• exclusive sponsorship opportunity
• online promotion of your sponsorship
• promotion of your support in the show guide
• opportunity to contribute to the programme by running a series of activities/workshops/events (a maximum of three sessions)
• on-site branding
• web advert on the RCN website for a three-month period.

Price: On application (subject to negotiation). This is a bespoke package and can be fine tuned to your exact requirement.

1. Partnership package
Stand out from your competitors by becoming an RCN Congress Exhibition Partner. This is a unique opportunity for a maximum of three organisations to align their brands with RCN Congress and provides a three-month platform with pre-show, show days and post-show activity.

This is a bespoke package built to meet your requirements and objectives, ensuring you receive high levels of branding before, during and after Congress.

Price: On application

2. Featured exhibitor package
Be a featured exhibitor and ensure you stand out from your competitors and show your support for Congress 2015.

Package includes:
• company branding featured alongside your show guide listing
• company branding on ‘you are here’ boards
• highlighted stand location on floor plans
• company branding on website.

Price: £500

Only one remaining!

We are delighted to once again welcome LV= as main sponsor of Congress 2015 and Vauxhall Motors as exhibition partners.
OPPORTUNITIES FOR 2015

SPONSORSHIP PATHWAYS

3. Be part of the programme

We are reviewing our platforms for seminars, workshops and demonstrations. If you would like to be part of our events programme please contact the sales team on 01442 870143 to discuss opportunities.

4. Increase your brand awareness

**RCN Congress delegate bags**

Upon arrival at Congress, each delegate receives an official Congress bag. This is a highly visible opportunity to promote your product or service.

**Package includes:**
- prominent branding opportunity on the front of the delegate bags
- promotional insert into each bag
- branded sponsor acknowledgement in the show guide.

**Price:** £5,000

**Delegate bag insert**

Ensure that your key messages reach every delegate by inserting your leaflet into the delegate bag (one insert up to A4 in size).

**Price:** £1,500

**RCN Congress Show Guide advert**

There are a limited number of full colour A4 adverts in the show guide.

**Price:** £1,500

**Internet cafe**

Throughout the duration of RCN Congress (21-25 June) there will be an internet cafe available for all delegates to check in on emails and to find out the latest news. This is an exclusive sponsorship offer.

**Package includes:**
- branded screensaver on all PCs
- onsite display area within the internet cafe
- literature display point within the internet cafe
- onsite branding on signage
- branded acknowledgement in the show guide
- insert into the delegate bag.

**Price:** £5,000

5. Create your own mailing list

Collecting delegate data at busy exhibitions can be a challenge. Why not take advantage of the technology on offer and create your own mailing list, with our user-friendly device. This scanner enables you to collect comprehensive delegate data at a click of a button and leave the exhibition with your very own database of contacts.

**Package includes:**
- hire of data capture device
- all contacts’ data provided on an Excel spreadsheet.

**Price:** £500 for two devices, £350 for a single device.

“RCN Congress 2014 has been a very positive and busy event for NHS England. Exhibiting has helped us to meet more nurses, hear their stories and share our messages.”

NHS England, Congress Exhibitor 2014
EXHIBITION PACKAGES

Shell scheme
Shell scheme is the name given to the pre-erected rows of stands where you simply turn up and dress the stand. This is the simplest and most cost-effective way of exhibiting at Congress.

Package includes:
• a fully carpeted high quality shell scheme stand with a name board
• an electrical package (500 watt socket and two spotlights)*
• a 50-word company entry into the RCN Congress show guide and on the RCN Congress website
• tea and coffee vouchers.


*Stands over 11 square metres receive a double electrical package.

Space only
Space only means you simply get an area of floor within the exhibition and you provide the rest. You will be required to supply and deliver a custom built stand from the ground up. Stand designs must be approved by the RCN. Plans must be submitted at least two months prior to the event. Minimum size for space-only stands is 18 sqm. Stands under this size will be sold as shell-scheme only.

Package includes:
• your stand space within the exhibition hall
• a 50-word company entry on the RCN Congress website
• enhanced exhibitor listing
• tea and coffee vouchers
• an electrical package (500 watt socket and two spotlights)*.


Premium stands
There are a number of premium site stands (highlighted on floor plan). These stands are located in high traffic areas of the exhibition and will guarantee anyone who books a stand maximum exposure to delegates.

Price: 10 per cent premium on stand prices.

Please note these stands do not include flooring which you will need to supply at an additional cost.

Book before 12 January 2015 to secure the early bird discount. All stands are allocated on a first-come, first-served basis. Please book early to secure your first choice of stand size and location.
# BOOKING FORM

<table>
<thead>
<tr>
<th>Company:</th>
<th></th>
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<tbody>
<tr>
<td><strong>(This will be displayed in the website and Congress show guide)</strong></td>
<td></td>
</tr>
<tr>
<td>Exhibitor contact name:</td>
<td></td>
</tr>
<tr>
<td>Contact email:</td>
<td></td>
</tr>
<tr>
<td>Website:</td>
<td></td>
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<tr>
<td><strong>(This will be displayed in the website and Congress show guide)</strong></td>
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<tr>
<td>Telephone:</td>
<td></td>
</tr>
<tr>
<td>Invoice company name: (if different from above)</td>
<td></td>
</tr>
<tr>
<td>Invoice address:</td>
<td></td>
</tr>
<tr>
<td>Finance department contact name:</td>
<td></td>
</tr>
<tr>
<td>Email:</td>
<td></td>
</tr>
<tr>
<td>Telephone number:</td>
<td></td>
</tr>
<tr>
<td>Purchase order number:</td>
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**Essential information. Booking cannot be processed without this. If no PO is required please use name as reference. It is essential that this is completed or N/A if not required.**

<table>
<thead>
<tr>
<th>VAT Reg Number:</th>
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<tbody>
<tr>
<td><strong>(Must be completed for all EU registered companies)</strong></td>
<td></td>
</tr>
<tr>
<td>Company registration number:</td>
<td></td>
</tr>
<tr>
<td>Charity number:</td>
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</tbody>
</table>

I would like to book the following:

<table>
<thead>
<tr>
<th>Stand number</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Price:</td>
<td></td>
</tr>
<tr>
<td>Exhibition stand early bird</td>
<td>£430 per m²</td>
</tr>
<tr>
<td>Exhibition stand standard *</td>
<td>£440 per m²</td>
</tr>
<tr>
<td>Space only</td>
<td></td>
</tr>
<tr>
<td>* Standard prices will apply from 12 January 2015</td>
<td></td>
</tr>
<tr>
<td>Premium stand positions</td>
<td>10% premium on all stands</td>
</tr>
<tr>
<td>Featured exhibitor</td>
<td></td>
</tr>
<tr>
<td>Inserts</td>
<td>£1500</td>
</tr>
<tr>
<td>Data capture</td>
<td>£350 for one scanner</td>
</tr>
<tr>
<td>Advert</td>
<td>£1500</td>
</tr>
</tbody>
</table>

**Grand total**

I have read and acknowledged the attached terms and conditions.

Signed:

Name:

Job title:

Date:
1. DEFINITIONS In these Standard Terms and Conditions the word “Exhibitor” means any company, organisation or person who has applied for space allocation in an exhibition, or their agent, contractor or employee. The word “Organiser” means the Royal College of Nursing.

2. STAND BOOKINGS Exhibitors must complete sign and return the booking form. Provisional bookings can be held for an agreed amount of time; however no application will be considered valid until a signed booking form is received. The Organiser reserves the right to refuse any bookings at any time without stating a reason. A booking is only confirmed when accepted by the Organiser in writing.

3. PAYMENT TERMS 30% of the total charge is payable upon receipt of the Exhibitor’s completed booking form and the balance shall be paid in full within 30 days of the date of the Organiser’s invoice. Where the invoice amount is not paid within the prescribed time, stands may be reallocated and any loss incurred by the Organiser by such non-payment shall be claimed from the defaulting Exhibitor. Where a stand is hired with a value of less than £1,000, or less than 90 days before the beginning of the exhibition, the total invoice amount is payable immediately. Unless payment is received in full prior to the opening day of the exhibition the Exhibitor will be prohibited from exhibiting.

4. CANCELLATION All cancellations must be made in writing and are subject to a 25% administrative cost withheld from the original payment for the stand or package. Cancellations made within 60 days of the opening of the exhibition will be liable to a further 50% cancellation fee. Cancellations made within 30 days will be liable for payment of the total invoice amount for the original booking.

5. AMENDMENT OF FLOORPLAN While every endeavour is made to retain the published plan of the exhibition, the Organiser shall be entitled to vary the layout if it believes such variation to be in the general best interests of the exhibition as a whole.

6. SECURITY AND INSURANCE Neither the Organiser nor its contractors shall be responsible for the safety and security of the exhibit or of any other property of any Exhibitor its agents or employees, or for the loss, damage or destruction by theft or fire, or from any other cause, to such exhibits or other property, or for loss, damage or injury sustained by any Exhibitor or any other person save where proved to be caused by the negligence or breach of duty of the Organiser. The Exhibitor shall indemnify the Organiser and its contractors against any liability incurred by the Organiser or its contractors to third persons, as a result of any act or omission of the Exhibitor, its employees or agents. The Exhibitor shall effect its own insurance against the risk of any loss, damage or injury or liability.

7. POSTPONEMENT OR ABANDONMENT The Exhibitor shall have no claim against the Organiser or its contractors in respect of any loss or damage caused by the prevention, postponement or abandonment of the exhibition, for reasons beyond the control of the Organiser or its contractors. In the event of such prevention, postponement or abandonment of the exhibition, for reasons beyond the control of the Organiser or its contractors. The Organiser shall be entitled to retain such part if the sums paid by the Exhibitor as it shall consider necessary to cover any loss.

8. SUBLETTING AND SHARING OF STANDS The Exhibitor shall not sublet or share with, nor part with possession of the whole or any part of the stand allocated to it, to another organisation, company or person without the written consent of the Organiser.

9. STAND FITTINGS REGULATIONS Under no circumstances may the Exhibitor alter or add to the external structure of the stands. Further interior design fittings, lighting and decoration may be added at the Exhibitor’s expense subject to the compliance with current regulations, and any requirements of the local or other authority at the time. The Exhibitor is deemed to have knowledge of such requirements and regulations and is to be bound thereby, and shall indemnify the Organiser and its contractors against any claim, action, loss or liability occasioned by any breach thereof. The Exhibitor and its contractors may not interfere with the exhibition building in any way whatsoever, and any damage caused by their acts of negligence shall require them to indemnify the Organiser and its contractors against any claim arising from such damage.

10. ACCESS AND STAND DISPLAYS The Exhibitor must ensure that its stand is ready before the opening of the exhibition each day. Stands must be fully staffed and stocked at all times. The Exhibitor must comply with build up, breakdown and delivery times, as set out in the exhibitor manual. Late build up and early breakdown creates problems in exhibition halls, contravenes health and safety regulations and is discourteous to other exhibitors. If late setup is unavoidable, a suitable timeslot will be allocated by the Organiser at its discretion. Exhibits are not to be removed until the exhibition is closed, and any Exhibitors closing the stand before that time without the permission of the Organiser will be liable for an early closing fee of 25% of the total invoice amount. The Exhibitor must vacate its stand, and ensure that all exhibit items are removed from the premises, within the time specified for exhibition breakouts. An Exhibitor failing to do so will be liable for additional rental costs. Deliveries cannot be made under any circumstances during exhibition opening times, as this contravenes health and safety regulations.

11. UNDESIRABLE ACTIVITIES If it appears to the Organiser that the Exhibitor may be engaged in activities which it considers to be contrary to the best interests of the Exhibition or which appear unethical or unlawful, the Organiser may without being under any liability to refund or reduce any costs, cancel any stand booking and require the Exhibitor to vacate the exhibition forthwith and to refuse the Exhibitor the right to participate further in the Exhibition. Canvassing for orders, except by the Exhibitor on his own stand in the normal course of his business is strictly prohibited and in any such case the right to expulsion referred to above will be exercised at once. The distribution or display of printed or other placards, flyers or circulars or other articles except by the Exhibitor on its own display space is prohibited, except by prior written agreement with the Organiser.

12. SAMPLING CONSUMABLES if the Exhibitor wishes to sample consumables it must ensure that it complies with sampling regulations as laid out by the venue’s contracted caterers. Consumables may be subject tocopyright.

13. HEALTH & SAFETY AT WORK ACT It is the responsibility of the Exhibitor to ensure that its contractors’ employees’ and agents’, displays comply with current legislation regarding Health & Safety at Work.

14. DISPOSAL OF WASTE It is the responsibility of the Exhibitor to ensure that all debris and waste material arising from its own stand fitting is completely removed from exhibition area prior to the opening of the exhibition. Failure to comply with this procedure shall render the Exhibitor liable for the cost of clearance by the Organiser.

15. SPECIAL HAZARDS Any exhibit that may be regarded as constituting a special risk or hazard must be notified to the Organiser at least one month in advance of the opening of the exhibition. The Exhibitor must at its own expense, comply with any conditions or safety precautions the Organiser, venue licensor or local authority may impose.

16. EXHIBITOR BADGES Please note that exhibitor badges will not grant the Exhibitor access to any of the conference sessions. Individual employees, agents, or contractors from exhibiting companies or organisations who wish to attend the conference sessions must register as full conference delegates. This can be done by contacting RCN Event Registrations on 02920 546460.

17. DELEGATE NUMBERS Whilst the Organiser will make every effort to secure a high level of attendance of delegates, there can be no guarantee of delegate numbers and no discounts or refunds are available if delegate numbers do not reach the projected levels.

18. AGREEMENT These Standard Terms and Conditions, together with the booking form, printed sales material, letter of confirmation and any subsequent agreed variations in writing and signed by the Organiser shall represent the entire Agreement between the Organiser and the Exhibitor and shall supersede any previous agreements or representations whether written or oral.

19. GENERAL CONDITIONS The Organiser reserves the right to change these Standard Terms and Conditions at any time without prior notice. Any variation to these terms and conditions shall only be valid if set out by the Organiser in writing and delivered to the Exhibitor. These terms and conditions shall be governed by and construed in accordance with the laws of England and Wales. Disputes shall be exclusively subject to the jurisdiction of the courts of England and Wales.

NOTE The Royal College of Nursing upholds the ABPI Code of Practice for the Pharmaceutical Industry in force at the relevant time.
FURTHER INFORMATION

Please contact the sales team on:
01442 870143
congressexhibition@rcn.org.uk

Visit www.rcn.org.uk/congress to keep in touch with all the latest Congress news. We look forward to welcoming you to RCN Congress 2015.