

# BAUN Annual Conference

Educate, inspire, innovate, improve.

ACC, Liverpool  
3-5 November 2024



**BAUN**  
BRITISH ASSOCIATION  
of UROLOGICAL NURSES

[www.baun.co.uk](http://www.baun.co.uk) #BAUN24

# Exhibitor Prospectus



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# Welcome

Dear Exhibitor and Industry partner,

As BAUN President and on behalf of the BAUN Trustees we would love for you to join us for our BAUN Conference which will be in Liverpool once again this year.

We had a fantastic event in Liverpool last year, a venue which is always extremely popular from both a delegate and exhibitor perspective. Our exhibition space sold out fully so we hope that you can secure your place for 2024 in good time.

This year we anticipate attendance to be better than ever at BAUN Conference with our theme...  
**'Educate, inspire, innovate, improve'**

Our theme will stimulate lively discussions about the exciting possibilities the world of urology nursing has to offer with delegates taking home a wealth of new ideas about improvement, technologies and products.

It has been yet another testing year for our nurses and this will certainly be a much anticipated opportunity for our members to come together with you to reflect and explore the next steps in the future development of urological services and care. For this reason please do encourage your clients to attend as your support may make all the difference to them. Please speak to your sales team and ensure all available funding opportunities are discussed in the clinical area with nurses. As President I am happy to publicise any funding opportunities you offer nurses to ensure maximum uptake and messaging to all our 800+ (nearly 1000) members. Please feel free to contact me.

(Our membership is continuing to grow despite the challenges all urology nurses face and this year we anticipate attendance to be even better than ever.)

Why not also join us at our Gala Awards Dinner to relax and unwind along with the nation's best urological nursing talent. Our corporate sponsors and charity partners are welcome to book tickets to join the fun and celebrate all that our members have achieved.

The Conference programme is currently being finalised with our experienced BAUN conference organising group and as you will expect from BAUN, we will include topical discussions, presentations and papers related to both benign and oncological conditions. With over 25 years' experience we ensure it is relevant to ALL nurses and associated healthcare professionals working within the field of Urological care. Full details will be available soon.

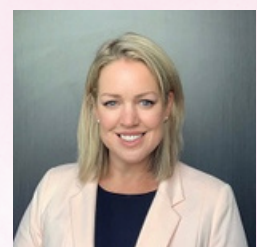
Year on Year we attract over 250 of the leading professionals working in the field of urological nursing, from the most senior lead and specialist nurses to our more junior colleagues. It is the most important event in the Urological Nurses calendar and we want you to be part of it.

Your contribution enables continued collaboration to provide high quality education and training to our delegates.

I'd like to take this opportunity to thank you for your ongoing support of our organisation, our nurses and their patients. By working with us we can continue to provide the important and valued opportunities that BAUN offers our members. Thank you for your loyalty and we look forward to welcoming you in Liverpool.

*Sarah Hillery*

**BAUN President Lead Nurse Urology & Advanced Nurse Practitioner  
York & Scarborough Teaching Hospitals NHS Foundation Trust**





# Highlights from 2023 in Liverpool

***'It was my first time at the BAUN conference and definitely not the last time. Excellent presentations'***

***'Great event which covered great spectrum of information'***

***'Fantastic, relevant, educational and informative conference. Thoroughly enjoyed and would love to come back'***

***'Just a wonderful experience for my first (of hopefully many) BAUN conference'***

***'First time at BAUN. Thought it was very well organised for the amount of people attending. All speakers were really good , got a lot of very useful information which i will share with the urology team'***

***'So enjoyable and the speakers were fantastic'***

***'Exceeded, every speaker taught me something'***

***'All round an amazing 2 days. Super friendly and informative'***

***'Considerations for transgender and gender diverse patients in uro-oncology was a fantastic and informative session. Both speakers were so engaging, I could have listened to them for hours'***

***'Amazing exhibition, great networking with delegates and exhibitors, i was very well looked after by Sarah Hillary and felt valued and welcomed -thank you so much and very well done to the BAUN trustees'***



# Who attended BAUN 2023?

Urology Nurse Specialist  
ACP Chair/Clinical Lead Bladder and Bowel Service  
Advanced Clinical Practitioner  
Advanced Practitioner Sonographer  
AHP  
ANPs  
Assistant Practitioner  
Assistant Professor (Adult Nursing)  
Associate Clinical Nurse Specialists Urology  
BAUN President  
Benign Specialist Nurse  
Bladder and Bowel Nurse Specialist  
Bladder Cancer CNS  
Cancer Nurse Specialists  
Chief Clinical & Regulatory Officer  
Chief Commercial Officer  
Children's Urology Nurse Specialist  
Clinical Fellow  
Clinical Nurse Advisor  
Clinical Nurse Manager  
Clinical Nurse Specialists  
Clinical Trial Manager/PhD Student  
Commercial Director  
Commercial Manager  
Company Nurse  
Consultant Nurses  
Continenence Nurse  
Continenence/Urology Clinical Nurse Specialist  
Deputy sister  
Developmental Urology Nurse Specialist  
Director of Marketing  
FDS CNS / Senior Sister  
Functional Urology Nurse  
GU Nurse Practitioner  
Head of Innovation  
Head of Medical Affairs  
Key Oncology Account Managers  
Lead Benign Urology Specialist Nurses  
Lead Macmillan Urology CNS  
Lead nurses  
Lead Prostate Cancer Clinical Nurse Specialist  
Lead Urology Oncology CNSs  
Macmillan CNS Urology  
Macmillan Urology CNS  
Managers  
Marketing Director  
Marketing Manager  
Medical Affairs - Oncology  
Medical Affairs Associate  
Medical Market Manager  
Medical Science Liaisons  
Men's Health Practitioner  
MISS  
MS Specialist Nurse/Clinical lead  
National Support and Development Manager  
New Product Development Manager  
Nurses  
Nurse advisors  
Nurse Cystoscopist /Practitioner  
Nurse Manager/Sister  
Nurse Specialist  
Nursing Services Manager  
Oncology Specialist Nurse  
Outpatient Sister  
Patient Support Manager  
Patient Support Nurse  
Principle Engineer R&D  
Product Manager  
Project Coordinator  
Prostate Cancer Practitioner  
Prostate Cancer Specialist Nurses  
Prostate Pathway Specialist Nurse  
Psychosexual Therapist  
R&D Engineers  
Registered Nurses  
Renal CNS  
Research Advisor  
Research Assistants  
Research Nurses  
RGN  
Robotic Surgery Team Leader  
Sales and Commercial director  
Senior Advanced Nurse Practitioner  
Senior Clinical Fellow  
Senior Coloplast Nurse  
Senior Manager, Technical Projects  
Senior New Product Development Specialist  
Senior Nurse Manager  
Senior R&D Engineers  
Senior R&D Scientist  
Senior Research Nurse  
Sister  
Specialist Continenence Nurse  
Specialist Nurses  
Staff Nurses  
Surgical Care Practitioner in Urology  
Team Lead Uro-oncology Cns  
Technical Project Leader  
Trainee Urology ACPs  
Unit manager  
UNP  
Uro Onco CNS  
Uro Oncology Support Worker  
Uro/oncology CNS  
Urodynamics Nurse  
Urology Cancer Nurse Specialist  
Urology & Transplant Medical Affairs Manager  
Urology ACP  
Urology Advanced Nurse Practitioners  
Urology Centre Manager  
Urology Clinical Nurse Specialists  
Urology CNS Macmillan  
Urology Macmillan Clinical Nurse Specialist  
Urology Nurses  
Urology Nurse Clinicians  
Urology Nurse Practitioners  
Urology Nurse Specialists  
Urology Nurse Specialist Team Leader  
Urology Oncology Clinical Nurse Specialist  
Urology Oncology CNS  
Urology OPD Sister  
Urology Specialist Core Trainer  
Urology specialist nurses  
Urology Specialist Nurse/Clinical Lead  
Urology Surgical Care Practitioner  
Urology Trainee Advanced Nurse Practitioner  
Urology/Oncology clinical nurse specialist  
Urology/Oncology CNS Nurse  
Urology/Vascular Sister  
Uro-Oncology Clinical Nurse Specialists  
Vyne nursing team



# Who exhibited at BAUN 2023?

Platinum Sponsor



Gold Sponsors



Abbvie
Accord Healthcare Ltd
Action Bladder Cancer UK
Ambu Ltd
Aspire Pharma Ltd
Astellas
AstraZeneca UK Ltd
B Braun UK Ltd
BAUN
BD
BJN
Bladder Health UK
Boston Scientific
Bullen Healthcare
BXTA
Class Medical Ltd
CliniMed Ltd
Clinisupplies
Coloplast Ltd
Combat Medical Ltd
Consilient Health LTD (UK)
Convatec Ltd
Creo Medical UK Ltd
de Smit Medical
Eisai LTD
Evolan Pharma AB
Ferring UK
Fight Bladder Cancer
Fittleworth Medical
Flexicare Medical Limited

Healthcare Supply Solutions
Hollister Limited
iMEDicare LTD
Ipsen Ltd
JEB Technologies Ltd
KARL STORZ Endoscopy (UK) Ltd
Kebomed UK
Key Health Solutions
Manfred Sauer UK Ltd
Medac Pharma UK
Medicina Limited
Mediplus Ltd
Medtronic
Merck Sharpe & Dohme (UK) Limited
Mitrofanoff Support
Optimum Medical Solutions Ltd
Peak Medical Ltd
Prostate Cancer UK
Prostate Cancer Research
SYNER-MED (PP) LTD
Teleflex
The Urology Foundation
Trion Pharma
Verathon Medical UK Ltd
Viatrix
Viveca Biomed
Well Healthcare Supplies
Wellspect Limited
Win Health Medical Ltd



# 2024 Programme

The 2024 programme will be available on the website soon:  
<https://www.baun.co.uk>

## Marketing

The marketing campaigns undertaken by BAUN will be geared towards:

### 1. Attracting the BAUN core membership

This was successfully achieved in 2023 and will focus on the key benefits of attending, including:

- Strong urological content on the educational programme
- Updating knowledge and skills
- Linking BAUN competences to the programme content to make it easier for delegates to secure their attendance
- Recognised CPD activity
- Unrivalled networking opportunity

### 2. Attracting colleagues by:

- Having a strong urology educational programme
- Advertising for oral papers and poster presentations
- Advertising Award Nominations

### 3. Maximising exposure to a wider delegate audience

The successful marketing to delegates in 2023 will be continued for the 2024 event. This will involve:

- Targeted email marketing to all members on a regular basis with incentives to register early
- Use of social networks such as Twitter, Facebook, LinkedIn and Instagram
- Partnering with related websites
- Viral marketing to members of other associations
- Attending other events to promote the BAUN Conference (if permitted)
- Inserting programmes and application forms in delegate wallets for other events (if permitted)
- Joint marketing initiatives with exhibiting partners
- Identification of association or charity partners to promote the event



# BAUN 2024 Sponsorship Opportunities

## Platinum Sponsorship (x2 available) - £24,985 + VAT

### Standard Exhibitor Package+

- Stand (up to 6x6m)
- Symposia slot in programme
- Verbal mention at opening session
- Logo on conference holding slide
- Logo on delegate bags
- Logo on all conference signage
- Logo next to 200 word editorial on conference App
- Logo and website link on promotional emails
- Delegate bag insert
- Your pop-up banner in prominent position
- Website link on BAUN conference website
- Table reserved at Gala Dinner + 4 tickets
- Banner ad on conference App
- App alert during conference
- 2 free delegate places for full Conference
- Lead management badge scanning
- 10% of all other sponsorship opportunities

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## Gold Sponsorship (x4 available) - £12,485 + VAT

### Standard Exhibitor Package+

- Stand (up to 3 x 6m)
- Logo on conference holding slide
- Logo on delegate bags
- Logo on all conference signage
- Logo next to 100 word editorial on conference App
- Delegate bag insert
- Website link on BAUN conference website
- 2 Gala dinner tickets
- Banner ad on conference App
- Lead management badge scanning
- 10% of all other sponsorship opportunities



# Exhibition Stand Rates

Stand Size	Price
2 x 3m	£3,585 + vat
3 x 3m	£4,775 + vat
3 x 5m	£7,605 + vat
3 x 6m	£9,100 + vat
4 x 5m	£10,175 + vat
6 x 6m	£17,425 + vat

## Charity Stands

If your organisation is a registered charity and wish to exhibit at BAUN, please complete the stand booking form with your company details and indicate on a cover sheet that you are a charity. Charity stands are allocated on a first come first served basis and will be table top only.

**Cost: £575 + vat**

## Included in your stand rate:

### Shell Scheme Stand:

- Shell scheme
- Name fascia board
- Carpeting
- Catering for 1 company representative per 3m<sup>2</sup> of space booked
- 1 x general-purpose spotlight
- 1 x 500W socket outlet
- Conference banner for inclusion on your email signature
- Lead management badge scanning available for £175 + VAT

### Space Only Stand:

- Catering for 1 company representative per 3m<sup>2</sup> of space booked
- Conference banner for inclusion on your email signature
- Lead management badge scanning available for £175 + VAT

# Ways to Exhibit

## 1. SPACE WITH SHELL SCHEME

If you have a pop up stand, banner stand, tabletop stand, display cabinets or literature racks, this is the method for your Company. The majority of exhibiting companies will use this method. Stand sizes range from 6m<sup>2</sup> to 36m<sup>2</sup>.

If a shell scheme stand is situated on a corner or at the end of a row of stands, it will normally be left open on two sides unless other instructions are received from the exhibiting company.

### PRICE INCLUDES

- Shell scheme
- Name fascia board
- Carpeting
- Catering for 1 company representative per 3m<sup>2</sup> of space booked
- 1 x general-purpose spotlight based on m<sup>2</sup>
- 1 x 500W socket outlet
- Conference banner for inclusion on your email signature

Price does not include water and waste supply, furniture, display equipment and floral displays. All these services can be hired from the official exhibition contractor. Further details will be sent once your stand booking has been confirmed.

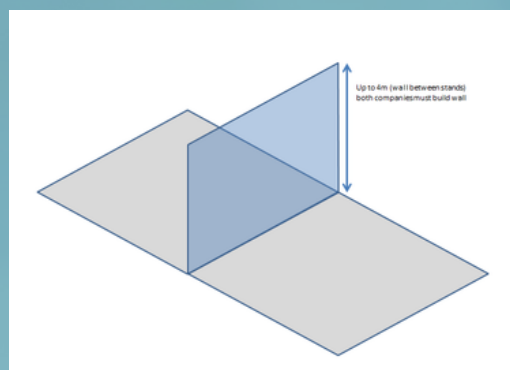
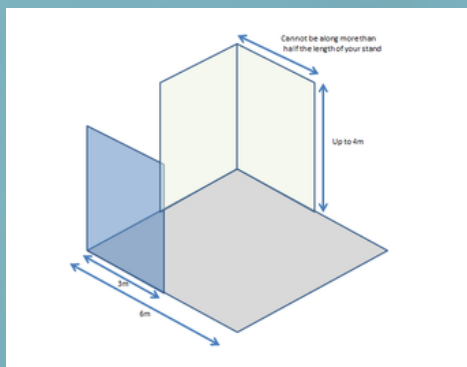
## 2. SPACE WITHOUT SHELL SCHEME (Custom build)

This is for companies who wish to build their own bespoke stand only. The recommended minimum size for this method of exhibiting is 15m<sup>2</sup>.

A scaled (1:200) floor plan, design visuals, method statement and risk assessment will need to be provided 8 weeks before the start of build. Catering will be provided for 1 company representative per 3m<sup>2</sup> of space booked. Sockets, lighting, carpeting and shell scheme are not included in the cost.

Please note that where the space opens onto a common corridor or walkway, only 50% of any one side of your stand may be built up to 4m.

Where the space backs onto another stand, dividing walls will need to be built by both parties.





# Additional Sponsorship Opportunities

## LEAD MANAGEMENT BADGE SCANNING

£175 + VAT

## INSERT IN DELEGATE BAG

Cost per single insert for putting a flyer or sampler into the delegates' bags at conference

£340 + vat

## COMPANY SYMPOSIUM

An opportunity for a company to design its own programme and present to a specialist audience (includes room hire, standard AV provision, promotional email and details in conference programme)

£4,600+ vat

## POSTER AREA SPONSOR

Logo and link to website on Conference Programme, App and Website.  
Acknowledgement of support at beginning of the reception

£865 + vat

## WORKSHOP SPONSORSHIP

There will be workshops held on the 19th November with the opportunity to sponsor in return for recognition in the conference programme and app and a display table within the workshop room:

- Flexible Cystoscopy
- LATP Biopsy Workshop
- Essential Skills

£585 + vat

## EDUCATIONAL SESSION ON YOUR STAND

To be held during breakout times  
Promoted on conference app and at a glance programme  
Provision of 10 headphones for your stand

£575 + vat

## UROLOGY TEAM OF THE YEAR AWARD

Opportunity to recognise and sponsor urology team of the year  
(Sponsoring company may wish to consider offering a prize but not compulsory)

£625 + vat

## BANNER ON CONFERENCE APP

Banner displayed on conference app

£485 + vat

## WRITING PADS FOR DELEGATES

Up to 350 to be supplied by sponsoring company

FOC

## PENS FOR DELEGATES

Up to 350 to be supplied by sponsoring company

FOC



# Event details

## Venue

The Arena and Convention Centre Liverpool (ACC)  
[www.accliverpool.com](http://www.accliverpool.com)

Arrive by land, air, or sea. Two international airports, 20 minutes from the UK motorway network, and closer still to trains and ferries, ACC Liverpool is a venue that's easy to reach.

Address is Kings Dock, Liverpool Waterfront, Liverpool, Merseyside, L3 4FP.



## Car parking

There are many car parks in close walking distance to the ACC. For full details click [HERE](#).

## Accessibility

The ACC is fully accessible. For full details click [HERE](#)

## Organisers

Adele Brodie, BAUN Trustee and Conference Organising Lead



## Exhibition/Sponsorship Sales:

Catriona Rice  
Fitwise Management Ltd  
T: 01506 292039  
E: [catriona.rice@fitwise.co.uk](mailto:catriona.rice@fitwise.co.uk)



## Exhibition open hours *(may be subject to change)*

Provisional open times	Opening	Closing
Monday 4th Nov 2024	07:00	17:00
Tuesday 5th Nov 2024	08.00	14:00

In line with the provisional programme in this prospectus, delegates will have a 60 minute lunch break, a 30 minute morning and afternoon break. During these times, there will be no lectures. Delegates will also be able to view the exhibition first thing on the Tuesday morning for 1 hour, during the tea break and final lunch break.

## Attendance at Conference Sessions

Conference sessions are open to all exhibiting company representatives as part of the exhibition stand fee. (as long as space allows as priority given to delegates)



# Social Programme

The BAUN Annual Awards Social Evening will take place on Monday 4th November. More details will be available soon

We kindly request that Companies refrain from holding their own social event that evening.

## Flow of delegates around the exhibition

Much consideration goes into encouraging delegates to move easily and freely around all areas of the exhibition with social distancing in mind and to gain access to all stands. Catering and water cooler points are placed strategically to draw delegates to the corners of the exhibition hall and seating areas are designed to allow delegates somewhere to enjoy their refreshments but not to linger. Thus, every effort is made to facilitate the successful flow of delegates around the exhibition.



# How to book?

## **Make a provisional booking**

Stands will be allocated on a first come, first served basis. Bookings can be made by the following methods and will be held for 7 days:

Phone Fitwise on

+44 (0) 1506 292 039

E-mail [catriona.rice@fitwise.co.uk](mailto:catriona.rice@fitwise.co.uk)

## **Confirm your provisional booking**

Send us the completed stand booking form within 7 days by email or post to: Catriona Rice, Fitwise Management Ltd, Blackburn House, Redhouse Road, Seafield EH47 4AQ

**For full terms and conditions please refer to your booking form**



# What happens next?

When Fitwise have received your completed booking form with payment or a copy of an official purchase order we will e-mail you confirming your space allocation and we will then forward a vat invoice or receipted vat invoice as appropriate.

Around the beginning of July 2024 we will email the main contact a link to the exhibitor website that will contain further details and forms such as badge name form, company editorial form, additional catering form, maps, information about getting your packages to the venue and information about exhibition services (name fascia's, electrics, furniture, foliage etc.). These forms will have return deadlines which will be clearly marked on the home page of the website. Your assistance in meeting these deadlines would be appreciated.

# Cancellations

**Refunds for stands, which are cancelled, will only be made in the event of the exhibition being sold out. Every effort will be made to re-sell all stand space.**



# Essential dates, times and further details

## Set up times (may be subject to change)

Sunday 3rd November 2024

Space only exhibitors and their contractors

09.00 – 20.00

Exhibitors with shell scheme stand

15.00 – 20.00

## Exhibition opens (may be subject to change)

Monday 4th November 2024 at 07:00

## Breakdown time (may be subject to change)

Tuesday 5th November 2024: 1400 – 20.00

All exhibitors must have cleared the premises by 20.00 on the 5th November 2024. Any additional charges levied by the venue as a result of missing this deadline will be passed onto the exhibiting company.

## Stand restrictions for SPACE ONLY stands

Maximum construction height 4m. Please note that where the space opens onto a common corridor or walkway, only 50% of any one side of your stand may be built up to 4m. Where the space backs onto another stand, dividing walls will need to be built by both parties.

## Floor plans

Detailed floor plans must be submitted to the organisers by 4th September 2024. They will then be forwarded to the venue for a health and safety check and for compatibility with adjacent stands.

## Risk Assessment

All custom build stands must submit a risk assessment for their stand. A risk assessment template will be forwarded on confirmation of booking.

When booking stand space, it is the responsibility of the exhibitor to ensure that there is adequate and suitable access to all services including water and waste supply.

We strongly recommend that a site survey is undertaken.

## Insurance

On the rare occasion of a Conference being cancelled only the value of your stand will be refunded. Travel accommodation and any other expenses must be covered by your own insurance. We can provide you with details of an Insurance Broker if required.

## Conference and Exhibition App

Each delegate will receive a copy of the conference app, which will include full details of the conference / programme / exhibition plan / exhibiting company details. Exhibiting companies are invited to submit a free editorial entry of up to 75 words for inclusion. Further information and deadlines will be sent to you once your booking form has been received.

## Catering

All daytime catering for delegates will be served in the exhibition areas. Tables and chairs will be available in the exhibition areas for delegates use during these breaks. Coffee/tea and lunch for one exhibiting representative per 3m<sup>2</sup> of exhibitor stand space per day is included in the cost of both the shell stands and space only stands.

Further requirements for catering are available to exhibiting company representatives directly from the official venue caterers. An order form will be provided in your exhibitor manual in July 2024. Corkage charges will apply to all food and beverages brought onto the premises by exhibiting companies for delegate consumption. Both the official caterers and the organisers must be informed of any intention to supply delegates with food or beverages on your stand during the event.

## DELEGATE LISTS

### Important Information

You will receive a full delegate list post conference to include name, job title, organisation, location and email address however, it will be your responsibility to obtain unambiguous and positive consent from delegates to use this data for direct marketing purposes.

