

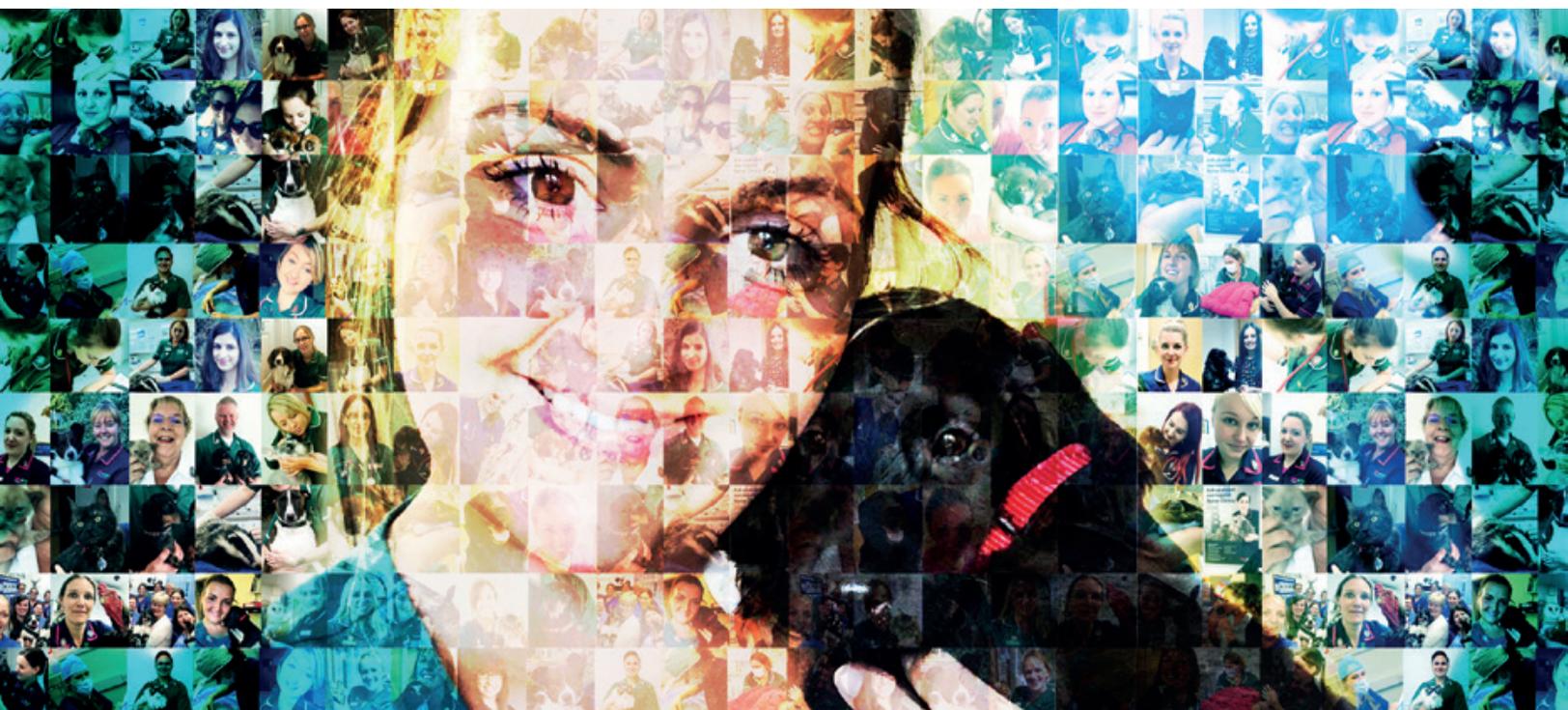


**BVNA**  
British Veterinary  
Nursing Association

# CONGRESS 2022

7-9 October

Telford  
International  
Centre



**EXHIBITOR & SPONSOR PARTNER PROSPECTUS**

Organised by



**BVNA**  
British Veterinary  
Nursing Association

[www.bvnacongress.co.uk](http://www.bvnacongress.co.uk)

## About the event

BVNA Congress is a unique event for veterinary nurses.

Building on the success of the hybrid event that took place in 2021, our 2022 event promises to be bigger and more successful than ever before with more veterinary nurses attending both in person with additional delegates tuning in remotely.

We anticipate that in person delegate numbers will exceed what they have been in previous pre-pandemic years and are looking forward to welcoming more than 1600 veterinary nurses in person with around 300 remote delegates.

This year, we've introduced a new stream especially for you to showcase your products and services. We will be live streaming from every room which means that you also benefit from being viewed by remote delegates with the video being hosted on the remote viewing platform 6 months following the event.

What's more, there are new features and sponsorship opportunities: we're launching the Veterinary Nurse Leadership Summit this year as well as the Student Veterinary Nurse Symposium.

There's also other sections at Congress where you can be involved by sponsoring - providing speakers, promotional items or chairing. See the next page for more details.

Don't miss out - exhibitor and sponsor partner places are limited.

If you want to exhibit only contact [lisa@bvna.co.uk](mailto:lisa@bvna.co.uk) - 01279 969 286.

If you are looking to raise your profile & engage more with the delegates as a sponsor or partner contact [katie@bvna.co.uk](mailto:katie@bvna.co.uk) - 07719 549 216.

## New promotional opportunities for exhibitors and sponsor partners for 2022

### Exhibitor Showcase

There are several sessions available over the 3 days for exhibitors to talk, present, or carry out practical demonstrations. Each session is 35 minutes and includes use of the room with staging, mics, audio visual equipment and seating included. It will also be live streamed to remote delegates and recorded. This is your opportunity to demonstrate your products and talk to a captive audience of veterinary nurses.

### New features & sponsor partnership opportunities

#### Veterinary Nurse Leadership Summit

This one-day event is aimed at VNs moving into a leadership role or currently in a leadership role and looking to learn new skills over 6 sessions. Demand for training and development is high for this under-resourced role in practices and we anticipate around 150 to 200 RVNs attending this Summit.

#### Student Veterinary Nurse Symposium

This one-day event focusses on supporting the learning and development of SVN's. The BVNA recruits SVN's with the aim for them to become life-long members and this Symposium is an opportunity for you to embrace SVN's at the beginning of their career.

#### VN Educators Conference

This event is growing each year with over 30 representatives from HE and FE attending last year. This year we anticipate an increase to at least 50 educators attending an afternoon of 3 sessions dedicated to promoting inter-professionalism.

#### Nursing the Feline Patient

A half-day with 3 sessions dedicated to feline nursing which is always very popular with our delegates.

#### Caring for the Geriatric Patient

A half-day with 3 sessions dedicated to geriatric and palliative care of small animals.

#### Applied Nutrition

This is always a popular topic with veterinary nurses so we've extended it to a one-day event with 5 sessions.

#### Anaesthesia & Analgesia

This is probably the most popular topic for all veterinary nurses at BVNA Congress so it deserves its own stream with 5 sessions.



## NEW EXHIBITOR SHOWCASE

Showcase your products with practical demonstrations, talks or seminars to a captive audience of veterinary nurses.

**Limited availability**

9 sessions × 35 minutes each

**£650 each session**

## New Sponsor Partner Opportunities

### VETERINARY NURSE LEADERSHIP SUMMIT

How can you support up to 200 VN leaders?

**Maximum 2 Partners**

**£1,500 each**

### STUDENT VETERINARY NURSE SYMPOSIUM

Make your mark & show your support for up to 200 SVNs

**Maximum 2 Partners**

**£750 each**

### VETERINARY NURSE EDUCATORS CONFERENCE

An afternoon conference aimed at colleges and universities who carry out veterinary nurse education

**Maximum 3 Partners**

**£350 each**

### NURSING THE FELINE PATIENT

A very popular topic over 3 sessions in one afternoon

**Maximum 2 Partners**

**£750 each**

## CARING FOR THE GERIATRIC PATIENT

Do you have products that are dedicated to geriatric and palliative care of small animals?

**Maximum 2 Partners**

**£750 each**

## APPLIED NUTRITION

This is always a popular topic with veterinary nurses so we've extended it to a one-day event with 5 sessions

**Maximum 1 Partner**

**£1,500**

## ANAESTHESIA & ANALGESIA

This is probably the most popular topic for all veterinary nurses at BVNA Congress so it deserves its own stream with 5 sessions

**Maximum 1 Partner**

**£1,500**

## Q What do we get for sponsoring a featured event?

### Wherever appropriate you can:

- » opt to chair or facilitate sessions
- » proffer suitable speakers from your organisation
- » provide delegates in the room with information about your products and organisation
- » take part in discussions and open forums during that event
- » your branding on slides, room banner and all marketing for that event

# Sponsor Partner Opportunities

## Social, Fun & Entertainment

### Delegate bags

Do you have a product sample or gift\* you'd like to include in the delegate bag? Delegates will have your brand in their hand whether attending in person, or as a remote delegate at home.



### Dinner dance & awards evening

See your branding on all the marketing for the BVNA Awards & on the big screen as the winners are presented their trophies.



### Quiz Night

This is fun time and everyone wants to be part of the fun! Could you take part as one of the quiz masters, set some questions relating to your area of expertise or donate some prizes?



### Competitions & Games

Take advantage of having your target audience referring to the event app. Think of a fun game or competition we can push out through notifications to engage with the audience.



### Exhibition Passport

Delegates are provided with a physical Passport to take around the exhibition. The winner gets a treasure chest of £1,000



### Happy Hour

Spread your message to delegates by being a drinks partner with your branding on drinks vouchers and at the catering points.



## Event App

### Advertise

Delegates refer to the app throughout the event. Place yourself at their fingertips with an interactive or static advertisement.



### Event app partner

Delegates will see your branding throughout the event on the app, reinforcing your message of support to veterinary nurses



## Promotion

### Customer Case Study Video

Nothing sells your product or service better than a customer testimonial or referral. Record a video to send us, where your customer can discuss their journey working with you, providing insights into the initial obstacles and how you solved them. Include an educational reference for attendees who may be experiencing the same obstacles.

Extend your presence long after the event. The video will be available on-demand during the event and for 6 months to BVNA members.



\*Product sample or gift must be under 2kg in weight

# Sponsor Partner Opportunities

## Product Demonstration Video

Engage with delegates and record a compelling product demo video that's informative, educational, and memorable. A great demo shares the value of your offering, showing how it solves a problem, and convinces viewers why they can't live without it!

Extend your presence long after the event. The video will be available on-demand during the event and for 6 months to BVNA members.



## Partner Interview Video

Do you have a member of your team, or founder or CEO who is an industry expert or influencer? Why not record an interview and whilst championing your expert or influencer, champion your brand as well.

Extend your presence long after the event. The video will be available on-demand during the event and for 6 months to BVNA members.



## Fringe Event

### Your own room

Is there something you want to talk about or discuss with a large group of VNs? You can create an event of your own within Congress. Why not hold your own session as part of the Fringe element to the event?



### Your own room

Are you looking for a more intimate environment to relate to a smaller number of VNs?



## Seminars, workshops & lectures

The workshops will be 'live' and interactive with delegates collaborating in 'rooms' and engaging with the facilitators and other delegates. Could you help by being a facilitator? Find out what the topics are for the workshops.



# Exhibit Only

The main exhibition hall at Congress 2022 will include a one-way system for delegates which worked well for the 2021 event. The one-way system guarantees footfall past your stand.

Exhibition stands are available in standard sizes however if you would like to discuss booking a bespoke stand, please let us know.

## Shell Scheme

Package includes carpet, walls, fascia name board and strip lighting

- Due to the floor plan design, the number of open sides is limited and cannot be guaranteed
- Stands are booked on a first come, first served basis

STAND SIZE (frontage x depth)	STAND SIZE (SQ m)	PRICE
3m x 2m	6m <sup>2</sup>	£1,897
6m x 2m	12m <sup>2</sup>	£3,294
4m x 3m	12m <sup>2</sup>	£3,294
9m x 2m	18m <sup>2</sup>	£4,439

## Space Only

Includes carpet

STAND SIZE (frontage x depth)	STAND SIZE (SQ m)	PRICE
3m x 2m	6m <sup>2</sup>	£1,644
6m x 2m	12m <sup>2</sup>	£2,915
4m x 3m	12m <sup>2</sup>	£2,915
9m x 2m	18m <sup>2</sup>	£3,806
6m x 4m**	24m <sup>2</sup>	N/A

\*\*connected to Platinum Partner Package

## Charity Shell Scheme

(Registered charities only)

Package includes carpet, walls, fascia name board and strip lighting

STAND SIZE (frontage x depth)	PRICE
3m x 2m	£604
6m x 2m	£1,110

# Special Sponsor Partner Packages

There is only one Platinum Partnership & four Gold Partnerships.  
Silver & Bronze Partners are limited to six. Bespoke packages available.



	Platinum	Gold	Silver	Bronze
Exhibition stand size in prime location	6m x 4m	4m x 3m	3m x 2m	3m x 2m
Event app partner	✓	✓		
Welcome banners at venue	✓			
Logo, link and blurb on Partners Page	✓	✓	✓	✓
Logo on all advertising	✓	✓	✓	✓
Exclusive partner for remote delegate platform	✓			
Double page advert in digital show guide	✓	✓	✓	
Dinner Dance & Awards	✓			
Delegate Bag	✓	✓		
Competitions & Games	✓	✓	✓	✓
Exhibition Passport	✓	✓	✓	✓
Quiz Night	✓	✓	✓	✓
Bespoke pre-event email to delegates	✓	✓	✓	✓
Product demo/video	✓	✓	✓	
Advert on the event app	✓	✓	✓	
<b>All rates are exclusive of VAT</b>	£14,551	£9,116	£5,998	£4,158

To discuss any of the opportunities listed or any other ideas you may have, please contact:

- Katie Spackman [katie@bvna.co.uk](mailto:katie@bvna.co.uk) or call **07719 549 216** for sponsor or Partner packages
- Lisa Brett [lisa@bvna.co.uk](mailto:lisa@bvna.co.uk) or call **01279 969 286** for Exhibit only