



**BVNA**  
British Veterinary  
Nursing Association

# CONGRESS 2024

**11-13 October | Telford International Centre**

## **EXHIBITOR & SPONSOR PROSPECTUS**



[www.bvna.org.uk/congress](http://www.bvna.org.uk/congress)

Find out more



## About the event

BVNA Congress is a unique event for veterinary nurses. In 2024, our theme is **‘Progression’**, which we’ll be embracing throughout the event and programme. We’ll be celebrating how far the veterinary nursing profession has come, as well as holding some blue-sky conversations for ideas of where it could go in the future.

Building on the success of BVNA Congress 2023, our delegates will once again be joining us in-person only in 2024. We know the real strength of the veterinary nursing community comes from being together under the same roof. We welcomed over 1,600 visitors through the doors of Telford International Centre in 2023 and we’re looking to grow this figure in 2024.

Veterinary nurses are highly influential on decisions surrounding the purchase of products and equipment within the practice and beyond, so BVNA Congress provides an ideal audience to be able to showcase your company’s services.

We have also introduced a new practical zone in the exhibition. The ‘BVNA Veterinary Centre’ will enable exhibitors to run sessions to demonstrate their products in a practical way, see page 5 for more information.

There are a wide variety of sponsorship opportunities available across our exhibition and scientific programme. From sponsored streams and workshops, to joining us as a sponsor for our popular Dinner Dance – there are lots of ways to get involved and increase engagement with our delegates.

For more information, contact:

[lisa@bvna.co.uk](mailto:lisa@bvna.co.uk)

**01279 969286**

## Scientific Programme – An introduction to partnership opportunities in 2024

### **‘The Hub’**

Taking place in the Exhibition Hall, the Hub offers an ideal opportunity for exhibitors and partners to present directly to delegates. We’re increasing the capacity of The Hub in 2024, and sessions can take the form of:

- Panel discussions and debates
- Live Q&A
- Product demonstrations
- ‘Fringe’ events

### **Progression**

This headline stream takes place each morning across the event, incorporating eight sessions in total on a range of topics aiming to encourage delegates to consider where their career in veterinary nursing can take them. Each morning encompasses a different area of ‘Progression’:

- Making veterinary nursing a sustainable and progressive career
- Leadership
- Finance and business

### **‘In Conversation’**

We’ll be providing an afternoon of discussion panel format sessions, to hear directly from leaders within the veterinary profession about the most pressing welfare and legislative issues. Relevant to all our delegates, and with opportunities to interact directly with the panel, this collaborative stream will be sure to attract a large audience.

### **Referral Nursing**

New for 2024, this full-day stream aims to provide more specialised CPD for VNs working in a referral setting. We’ll cover a range of nursing disciplines including surgery, internal medicine, oncology and neurology.

### **Primary Care Nursing and Advanced Nursing for the General Practitioner**

Another new stream for 2024, we’ll be delivering a full-day stream to champion the importance of VNs working in first opinion/general practice. Lectures include nursing management of osteoarthritic and diabetic patients, dental nursing, and nursing care for neurologic patients in a GP setting.

### **Student**

Join us as we support the next generation of veterinary nursing. Aimed at those on their journey into the VN profession, we have a dedicated full-day stream for SVNs.

### **Anaesthesia & Analgesia**

This stream is usually at full capacity at BVNA Congress, so we’re looking forward to offering another popular full-day A&A stream in 2024.

### **Any other sessions or streams caught your eye?**

As always, BVNA Congress offers a wide range of streams from ECC to Exotics. We are happy to discuss other partnership opportunities across the programme, so please do get in touch if there are any other lectures, workshops or streams you’d like to get involved in.

### **What do we get for sponsoring a stream or session?**

Wherever appropriate you can:

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

# SPONSORSHIP OPPORTUNITIES

<b>£1,000</b> <b>Max. 10 sponsors</b>	<b>£600 or FREE on supply</b> <b>Max. 1 sponsor</b>	<b>£600 or FREE on supply</b> <b>Max.2 sponsors</b>
<b>Delegate Bag Sample</b> Do you want to put 'Your Brand in Their Hand'? You can include a product sample or gift in every bag handed out to delegates at the registration desk.	<b>Note Pads</b> Include a branded notepad in every delegate bag, so your details are seen during the event and afterwards.	<b>Pens</b> Such an important part of a Congress and every nurse's day to day work, include a pen in every delegate bag.
<b>£350</b> <b>Max. 20 participants</b>	<b>£630</b> <b>Maximum 5 sponsors</b>	<b>£600</b> <b>Maximum 2 sponsors</b>
<b>Exhibition Hunt</b> Drive traffic to your stand! Using our app, delegates will travel around the exhibition visiting stands that are taking part to scan a code and enter the prize draw. Your logo, stand number and location will appear on the app.	<b>Happy Hour</b> Entertain our delegates by being a drinks partner with your branding at the catering points.	<b>Dinner Dance &amp; Awards</b> See your branding on all the marketing for the BVNA Awards & on the big screen as the winners are presented with their trophies. Branding will also be included on the dinner tables.
<b>£780</b> <b>Max. 6 sponsors</b>	<b>£750 per session</b>	<b>£525 per session</b>
<b>Event App</b> Delegates will be able to refer to the app throughout the event, adverts can direct delegates to your website link at the touch of a finger! £750 Maximum 6 partners	<b>Exhibition Hub</b> The Hub offers an ideal opportunity for exhibitors and sponsors to present directly to delegates.	<b>Lectures &amp; Workshops</b> Options can be found on page 3 of this document. Discounts can be negotiated for those wishing to sponsor a whole stream or more than 1 lecture or workshop

## VNJ Advertising

Why not enhance your exhibiting presence by advertising in the VNJ. Please contact our VNJ Sales Manager, Kevan Bowen for more details:

Email: [kevan@bvna.co.uk](mailto:kevan@bvna.co.uk)  
Tel: 07768 880410

This year BVNA are introducing a new practical zone within the exhibition hall.

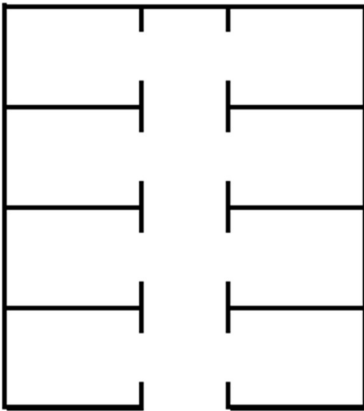
The BVNA Veterinary Centre will provide the opportunity for you to demonstrate your products, equipment or services to the delegates in a more practical way.

Areas covered could be:

- Cat-friendly waiting or consult room
- Dog-friendly waiting or consult room
- Diagnostic imaging suite
- Pharmacy
- Dental suite
- Consulting room
- Operating room
- Laboratory
- Post-operative care e.g. wound care, bandaging

Or if you have your own ideas, we are open to suggestions!

The layout will be based on the image below with a maximum of 8 rooms:



## Shell Scheme Room

Package includes carpet, walls, fascia name board and lighting. Price is negotiable if you are exhibiting or sponsoring more than one room.

STAND SIZE (frontage x depth)	STAND SIZE (Sqm)	PRICE
4m x 4m	16m <sup>2</sup>	£2,000 +VAT

# EXHIBITING OPPORTUNITIES

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

Due to the floorplan design, the number of open sides is limited and cannot be guaranteed  
Stands are booked on a first come, first served basis (please be aware that some exhibitors have already pre-booked their stand based on their 2023 package)

## Space Only

Includes carpet

STAND SIZE (frontage x depth)	STAND SIZE (Sqm)	PRICE (excludes VAT)
3m x 2m	6m <sup>2</sup>	£1,899
6m x 2m	12m <sup>2</sup>	£3,630
4m x 3m	12m <sup>2</sup>	£3,630
9m x 3m	18m <sup>2</sup>	£4,395

## Shell Scheme

Package includes carpet, walls, fascia nameboard and strip lighting

STAND SIZE (frontage x depth)	STAND SIZE (Sqm)	PRICE (excludes VAT)
3m x 2m	6m <sup>2</sup>	£2,192
6m x 2m	12m <sup>2</sup>	£3,804
4m x 3m	12m <sup>2</sup>	£3,804
9m x 3m	18m <sup>2</sup>	£5,126

## Charity Shell Scheme

(Registered charities only)  
Package includes carpet, walls, fascia nameboard and strip lighting

STAND SIZE (frontage x depth)	PRICE (excludes VAT)
3m x 2m	£698
6m x 2m	£1,280

BVNA introduced its Makers Market for the first time in 2023 and it was a great success!

This area is for those Veterinary Nurse's or industry professionals that have a sideline to their career. In 2023 we had infused glass, wax melts and candles, scrub caps and nurse pockets plus many more.

Why not come along and promote your business here and sell your wares to our delegates! You can choose to attend one day, two days or the whole event, giving you ultimate flexibility.

Location of stands will be confirmed nearer to the event, but will be located either in the exhibition hall or the foyer.

### Makers Market

Package includes carpet, 6ft trestle table, 2 chairs and a tablecloth.

ONE DAY	TWO DAYS	WHOLE CONGRESS
£35	£60	£80

All rates are exclusive of VAT



## SPECIAL SPONSOR PACKAGES

There is only one Platinum Sponsorship package and four Gold Sponsorship packages. Silver & Bronze Sponsors are limited to six. Bespoke packages are available.

	Platinum	Gold	Silver	Bronze
<i>Exhibition stand size</i>	6m x 4m	4m x 3m	3m x 2m	3m x 2m
<i>Event app including welcome advert</i>	✓			
<i>Welcome banners at venue &amp; exhibition hall</i>	✓			
<i>Logo, link and text on sponsors website page</i>	✓	✓	✓	✓
<i>Logo on all advertising</i>	✓	✓	✓	✓
<i>Dinner Dance &amp; Awards</i>	✓			
<i>Delegate bag including an insert</i>	✓	✓		
<i>Exhibition Hunt</i>	✓	✓	✓	✓
<i>Friday Social Event</i>	✓	✓	✓	✓
<i>Bespoke pre or post event email to delegates</i>	✓	✓	✓	✓
<i>Pop up advert on event app</i>	✓	✓	✓	
	£16,000	£10,500	£6,500	£4,500

**All rates are exclusive of VAT**

To discuss any of the opportunities listed, wish to have a bespoke sponsorship or exhibition package or if you have any other ideas or suggestions, please contact:

**Lisa Brett**

**Email:** [lisa@bvna.co.uk](mailto:lisa@bvna.co.uk)

**Tel:** 01279 969286