I am delighted to announce our plans for RCN Congress Exhibition, which will be held from 13–16 May 2017 in Liverpool, where we will welcome thousands of nurses, midwives, health care assistants and nursing students to learn, develop and share nursing practice. The exhibition is an integral part of Congress and greatly adds to the overall experience of the event. For our members to meet, network and engage with such a broad portfolio of exhibitors including health care providers, NHS Trusts, training organisations, medical device companies, publishers and universities over three days is a fantastic opportunity.

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. With the increasing drive for health care efficiencies, engaging with a nursing audience is more important than ever. At Congress 2016 we saw a growing number of nurses involved in procurement initiatives, with over half of our delegates confirming that current or anticipated involvement would increase.

Your support is very much valued and I look forward to meeting with you in Liverpool.

At Congress 2016 we saw a growing number of nurses involved in procurement initiatives, with over half of our delegates confirming that current or anticipated involvement would increase.
We return to Liverpool in 2017. For exhibitors this offers one large exhibition hall right across the corridor from the Congress debating hall, ensuring maximum traffic and delegate interaction. And when you have a bit of time off, there’s the lively Merseyside Maritime Museum and Tate Liverpool on the doorstep as well as many restaurants and bars.

In the last ten years our highest delegate numbers have been recorded in Liverpool and we are building on this strong base for Congress 2017. The RCN has a high percentage of members in the Liverpool and surrounding areas and this makes for fantastic local support of the event.

Join over 100 exhibitors, many of whom are coming back to Liverpool.

Contact the sales team on 01442 870143 or email congressexhibition@rcn.org.uk
RAISE YOUR PROFILE.

WHY GET INVOLVED?

RCN Congress is a key event in the UK nursing calendar, providing you with an exceptional opportunity to engage with over 4,000 nurses from every grade, specialty, sector and region all in one place for three days.

It provides a platform for RCN members to meet to learn, develop professionally and share excellent nursing practice, inspired by colleagues and peers.

What do our exhibitors say?
Following the 2016 event:

- **98%** of all Congress exhibitors rated their overall exhibiting experience as positive.

- **61%** stated that their overall experience was very good/excellent.

- **66%** of exhibitors confirmed they had met or exceeded their objectives within one week of the show.

Source: 2016 exhibitor exit survey

Increased sales of products or services.

Build new relationships.

Direct networking with nursing professionals whose influence will impact on your business.

Strengthen existing relationships.

Educate and inform nursing professionals on new services, products and initiatives.

RCN Congress Exhibition 13-16 May 2017, ACC, Liverpool

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Exhibitors and sponsors at Congress span a broad cross-section of categories with many repeat bookings year on year. Lifestyle 10%, Recruitment agencies 21%, Pharma 3%, Medical devices 12%, Education providers 16%, Charities 14%, NHS organisations and statutory bodies 24%

Click here to see a list of exhibitors from the last Congress.

A resounding success with extensive brand awareness, genuine enquiries from agencies, care homes, NHS Trusts and over 800 nurses registering with us at Congress; with 100s more in the following days. At one point we had 300 nurses register in one hour. A superbly managed event that we have already booked for 2017.

Revalidation Safe, Congress exhibitor 2016

Having a stand at RCN Congress gave us the opportunity to meet, speak to, and be inspired by nurses from across the UK who represented the breadth of nursing roles in terms of organisations, disciplines and seniority. These engagements confirmed to us that nurses are at the forefront of making change happen through their personal commitment to improving the services they provide and, from the volume of requests for advice and guidance we received, that there is an overwhelming level of need for the support available through the service improvement and transformational change programmes we provide.

Advancing Change and Transformation (ACT) Academy, NHS Improvement Congress Exhibitor 2016

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We are delighted to be returning to Liverpool, which is one of our most popular Congress destinations for both delegates and exhibitors.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acute and urgent care</td>
<td>31%</td>
</tr>
<tr>
<td>Primary and community care</td>
<td>14%</td>
</tr>
<tr>
<td>Older people</td>
<td>10%</td>
</tr>
<tr>
<td>Mental health</td>
<td>12%</td>
</tr>
<tr>
<td>Management/leadership</td>
<td>5%</td>
</tr>
<tr>
<td>Children and young people</td>
<td>4%</td>
</tr>
<tr>
<td>Education</td>
<td>7%</td>
</tr>
<tr>
<td>Long-term conditions</td>
<td>4%</td>
</tr>
<tr>
<td>Public health</td>
<td>5%</td>
</tr>
<tr>
<td>Other (including learning disability, cancer and aesthetics)</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: 2016 Delegate registration data

2016 was our first time exhibiting at the RCN Congress and we were very impressed. The layout of the stands and the space between them was spot on and I feel helped to generate a relaxed, friendly, collaborative atmosphere. The range of delegates was broad and we generated a significant interest in our lone working solution at all levels leading to a good number of meetings with Trusts since the event.

Jobtrac, Congress exhibitor 2016

LimbO Waterproof Protectors have now enjoyed being involved with the RCN Congress for four years. For a company wanting to share their products with a wide range of nationwide nursing teams at one event, the RCN Congress can’t be beaten. The professional team behind the organisation are great and ensure a smooth lead up and we can’t wait for Liverpool 2017.

Thesis Technology, Congress exhibitor 2016
ENGAGE WITH 1000s OF DECISION-MAKING NURSES

52% are involved or anticipate being involved in procurement efficiency initiatives

57% of nurses attending RCN Congress influence new services for patients.

71% have input on decisions around training and development

76% of delegates feel very/quite strongly that new medical products and equipment should be exhibited at Congress.

Source: 2016 delegate exit survey

WHAT DELEGATES HAVE SAID

“I had a wonderful, inspiring couple of days and left Congress feeling completely fired up and my enthusiasm for nursing rejuvenated.”

“I found the exhibitors useful and I found it energising and thought provoking.”

“Great part of the nursing calendar.”

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OPPORTUNITIES FOR 2017

Exhibition packages
All stands are allocated on a first-come first-served basis. Please book at your earliest opportunity to secure your first choice of stand size and location.

Shell scheme package
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. 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 on the RCN Congress website
- Invite to the opening drinks reception.

Price: Rates held at 2016 prices – £440 per sq m

*Stands over 11 sq m receive a double electrical package.

Space only package
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. A space only stand includes all the elements of shell scheme but these stands do not include flooring which you will need to supply at additional cost.

Price: Rates held at 2016 prices – £440 per sq m

Premium stands
There are a number of premium site stands (highlighted on the 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% premium on stand prices

Our most popular stand size is 3x3 sq m, and these cost £3,960. Other stand sizes are available.

VAT is charged at standard rates.

RCN Congress Exhibition 13-16 May 2017, ACC, Liverpool

Contact the sales team on 01442 870143 or email congressexhibition@rcn.org.uk
RCN Congress Exhibition floor plan

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Exhibition partner
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. As a partner we will provide a three-month engagement platform with pre-show, show day and post-show activity. This is a bespoke package built to meet your requirements and objectives, ensuring you receive high levels of branding and engagement before, during and after Congress.

Price: On application.
This is a bespoke package and can be tailored to your exact requirements.

Host an educational seminar
A guaranteed platform within the Congress events programme to engage delegates on a topic and speaker of your choice. All seminars will be held during lunch breaks.

Includes:
- promotion of your session in the show guide listing and through a full page advert *
- online promotion of your session on the RCN website
- on-site promotion
- room set up with basic AV kit (screen, data projector and laptop)

Price: £1,750
* This will be a composite advert featuring all educational seminars

Health and wellbeing sponsorship
At Congress we will present a holistic programme of workshops and activities for the mind, body and soul showing delegates not only how you can incorporate exercise into a busy schedule but also how relaxation and mindfulness can help with challenging and demanding situations.

Price: On application.
This is bespoke package which can be tailored to your exact requirements and will include the opportunity to shape and contribute to the programme of events.

RCN Congress delegate bags
Every delegate receives an official Congress bag upon arrival. This is a highly visible opportunity to promote your product or service.

Includes:
- prominent branding opportunity on the delegate bags
- promotional insert into each bag
- branded sponsor acknowledgement in the show guide

Price: £5,000

Internet café
Throughout the duration of RCN Congress all delegates will have access to an internet café to check in on emails and to find out the latest news. This is an exclusive sponsorship offer.

Includes:
- branded screensaver on all PCs (minimum of six screens)
- onsite display area within Internet Café
- literature display point within Internet Café
- onsite branding on signage
- branded acknowledgement in show guide
- insert into delegate bag.

Price: £5,000

VAT is charged at standard rates.

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Delegate bag insert
Ensure that your key messages reach every delegate by inserting your leaflet/gift into the delegate bag.
Includes:
• one A4 insert into the delegate bag.

Price: £1,500

Create your own mailing list
Collecting delegate data at busy exhibitions can be a challenge. 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.
Includes:
• hire of data capture device
• Excel spreadsheet provided of with captured data.

Price: £350 for one, £500 for two.

Education and training zone
We have developed a dedicated area within the exhibition for training and educational organisations.
Includes:
• 1.5m x 1m space complete with counter unit and stool
• a 50-word company entry on the RCN Congress website.

Limited number available.

Price: £1,500

RCN Congress Show Guide advert
There are a limited number of A4 advertisement spaces in the show guide.

Price: £1,500