

CONGRESS

DEBATES • LEARNING • EXHIBITION 2019



20-22 May 2019
ARENA AND CONVENTION
CENTRE, LIVERPOOL



Welcome

I am delighted to announce our plans for RCN Congress Exhibition, which will be held from 20-22 May 2019 in Liverpool. We will welcome thousands of nurses, midwives, health care assistants and nursing students to learn, develop professionally and share excellent 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.

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

Dame Donna Kinnair
Acting RCN Chief Executive & General Secretary



2019 sees the RCN return to Liverpool at the Arena and Conference Centre (ACC).

Access to Liverpool is easy and fast with the city centre well connected by road, and the venue is only 20 minutes from the UK motorway network. Rail and sea links are also available as well as two international airports.

For exhibitors, the ACC offers one large exhibition hall right across the corridor from the debating hall, ensuring maximum traffic and delegate interaction.

Why get involved?

- Direct access to nursing professionals whose influence will impact on your business.
- Nurses are valued for their knowledge and education around patient engagement and management.
- Build and develop your database.
- Educate and inform delegates on service developments and products
- Raise awareness and increase your profile.
- Network with other health care organisations.

We will work with you, offering support and guidance to help you translate your organisations aims, ideas and objectives into meaningful exhibition opportunities. Use our portfolio of promotional opportunities to engage delegates before, during and after the event.

86%

of delegates
influence training and
development in their
workplace

93%

of delegates
felt that it was important
that health and wellbeing
companies exhibit at Congress

92%

of delegates
were satisfied, or very
satisfied, with Congress

97%

of exhibitors said they valued
the support of our team of
exhibition specialists

Source: Congress Delegate and Exhibitor Exit Surveys 2018

Your audience

76%

of nurses
said they would recommend
Congress to a friend

more than
60%

of nurses
attending Congress influence
new services for patients

95%

of delegates
felt it was important that
training and educational
companies exhibited
at Congress

92%

satisfaction rating
from Congress delegates

Exceptional event this year, beyond my expectations. The inspiration, motivation and creativity of all those working to make the event successful was astounding
Congress Delegate 2018

Source: Congress Delegate and Exhibitor Exit Surveys 2018

Who exhibits?

In 2018 over
60%
of stands were
repeat business

The broad range of exhibitors at Congress reflects the diverse nature of our delegates and covers areas such as recruitment, pharmaceutical companies, medical device organisations and those offering patient education.

Click [here](#) to see a list of 2018 exhibitors.

“Congress afforded us so many more business opportunities than we had anticipated and we hadn’t realised how the atmosphere of Congress would be so positive. Exhibitors and delegates were keen to talk, share experiences, look for new opportunities, promote and connect with each other. We also talked to senior RCN people which helped with social media.”

*Polly Adgey, SureCert,
Nurse Advisor and Business Development Lead*

Engage!

Your will meet nursing professionals working in these areas:



Acute care



Primary care



Older people



Mental health



Children's nursing



Nurse educators



Public and long-term conditions

"We more than achieved our objectives at RCN Congress 2018 - we increased our brand and general awareness of services; gained leads and arranged individual appointments and workplace events with the help of members and reps."

*Alan Riches, Divisional Affinity
Relations Manager, Lighthouse Group*

Floorplan



Exhibition opportunities

Exhibition Packages

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.

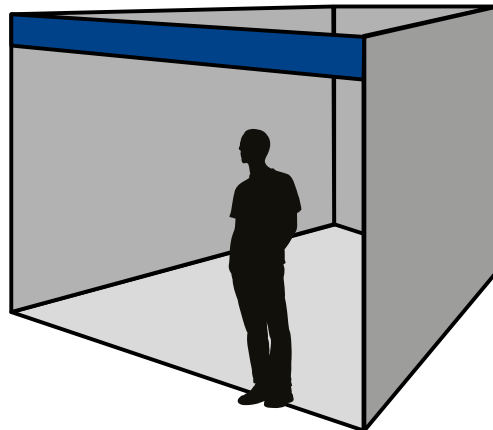
- Fully carpeted, high quality shell scheme stand with a name board
- Electrical socket and two spotlights*
- 50-word company entry on the RCN Congress website

Price: £450 per sq metres

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

Education and training zone

We have developed a dedicated area within the exhibition for training and educational organisations.



Comprises:

- 1.5m x 2m space complete with counter unit and stool
- 50-word company entry on the RCN Congress website.
- Company listing in official Show Guide

Limited number available.

Price: £1,600

“NHS Horizons in partnership with the RCN held a virtual hackathon during Congress 2018 as part of the NHS 70th anniversary celebrations. We more than achieved our objectives of building positive perceptions of nursing and midwifery and generated more sign-ups than expected on the stand of people willing to become ambassadors. The Congress exhibition gave us a great opportunity to meet a high number of nurses and gather very useful feedback.”

Rosalind Redstone, Social Media and Communications Officer, NHS Horizons

Sponsorship opportunities

Host an educational event

A guaranteed platform within the Congress events programme to engage delegates on a topic and speaker of your choice. Seminar slots are available at breakfast and during lunch.

- Promotion of your session in the show guide listing and through a full page composit 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: £1,850

RCN Congress Show Guide advert

There are a limited number of A4 advertisement spaces in the show guide.

Price: £1,500

Web advertising

Promote your involvement on the RCN Congress website. Contact us to discuss availability and specification.

Price: From £800

Create your own mailing list

Collecting delegate data at a busy exhibition can be a challenge. Take advantage of the technology on offer and create your own mailing list enabling you to follow up valuable contacts.

Price: £400

Featured exhibitor

Enhance your presence at Congress and stand out.

- 50 words in brochure
- Company logo in brochure
- Company logo on 'You are here' board, highlighting your presence at the show.

Price: £500

Purchase
both for
£750

"We hosted a hugely successful seminar during Congress which was attended by 94 members wishing to learn more about pensions and retirement planning."

*Alan Riches, Divisional Affinity Relations Manager,
Lighthouse Group*

Exclusive opportunities

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. RCN staff will also be running drop in sessions on how to use social media with confidence.

Price: On application

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

All prices shown exclude VAT.

RCN Congress Lanyards

Delegates are required to wear their badge at the venue and are provided with the official lanyard on arrival. This is a highly visible opportunity to promote your product or service.

- Prominent branding opportunity on the lanyard.
- branded sponsor acknowledgement in the show guide.

Price: £3,000

T-shirts

Staff and ambassadors at Congress are easily identified and highly visible in their staff t-shirts. All front line staff wear this uniform for the duration of the event. Position your organisation alongside the RCN.

Price: On application

Interested?

To book your exhibition package at Congress, contact our team today.

The team are experts at designing packages to suit your requirements to ensure you get the maximum benefit from your engagement.

Contact: Jenny Burrows
01442 870143
congressexhibition@rcn.org.uk



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Contact the team 01442 870143 email congressexhibition@rcn.org.uk