



**BRITISH ACADEMY
OF AUDIOLOGY**

19th Annual Conference **EXHIBITOR PROSPECTUS**

2-3 November 2023
Coventry Building Society Arena

www.baaudiology.org



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PRESIDENT'S WELCOME

Welcome to the Conference 2023 Exhibitor Prospectus

We are delighted you are considering joining us for our 19th Annual Conference in Coventry on 2nd and 3rd November. We are pleased to be back in our usual month after our little wobble into October last year!



Every year we receive fantastic feedback from delegates and exhibitors. It's great to read the pages and pages of comments. Thank you to those of you who take the time to send in feedback. There are also constructive comments for improvement and the team do pay special attention to these and do work to accommodate some suggestions if possible.

We have a small team that co-ordinates the whole of conference and I must thank them and their lead, Susannah Goggins, Board Director for Conference. They continue to provide the largest UK Audiology conference that focuses on delivering clinically relevant and practical presentations from a fantastic range of guest speakers.

After the covid years restricted travel, we are delighted to be able to bring back one or two international guest speakers for delegates this year. The programme of Keynote and Invited Speakers is now full. We do have some free papers slots to be confirmed that will be filled from abstract submissions and then the Official BAA Partner track will be filled by some of you. But other than that we are ready to launch conference in early June.

The Coventry Building Society Arena is a different kind of venue for us after the purpose-built conference centres of the last four years in Liverpool and Manchester. However, the team in Coventry seem great and the venue certainly has the space we need. We will even be holding the Thursday evening event onsite at the Arena.

The other area that is new for us, and you, is the conference management team. After ten years with our previous company, the Board felt a change was needed and we are delighted to be working with CJ Association Management Ltd for our admin and conference requirements. Because of this change in company, your interactions may well be slightly different. We do have a dedicated Event Manager – Tanguy Roelens – who you can contact at any point on conference@baaudiology.org so please shout if there is anything you need.

So I will leave you in their capable hands with my sincere thanks to you for sponsoring and exhibiting at conference this year. Our conference is only the success it is because of your involvement.

Thank you and see you in November!

A handwritten signature in blue ink, reading 'S. Lear'.

Dr Samantha Lear
BAA President



ABOUT THE BRITISH ACADEMY OF AUDIOLOGY (BAA)

The BAA is the largest association of professionals in hearing and balance in the UK. Membership extends internationally and provides services in both the public and private sector. The BAA aims to help its members to develop in their professional skills, provide a benchmark for quality and professional standards and promote audiology as an autonomous profession.

DELEGATE PROFILE

The BAA Annual Conference is the largest Audiology exhibition in the UK and it is expected to attract over 500 professionals in this field.

Provision of an exceptional educational programme each year has led to the development and expansion of the BAA Conference encouraging a larger and more varied audience. The audience is not only growing in numbers, but also changing in delegate profile and includes:

Audiologists

Heads of Departments

Clinical Scientists

Hearing Therapists

Audiology Assistants

Students

**Over
500**
professionals
expected to
attend

**Public
& private
sector**

2023 PROGRAMME

The programme will be available on the BAA website from June. We will be offering two days of high-quality educational content, across two streams. The presentations will be our usual, popular, combination of keynotes, invited speakers and free paper presentations. We will also look to offer a third track of sponsor talks.

MARKETING

The marketing campaigns undertaken by BAA will be geared towards:

1

**Attracting
the BAA core
membership**

This was successfully achieved in 2022 and will focus once again on the key benefits of attending, including:

- Strong audiology content on the educational programme, including a focus on the key issues for UK audiology in 2023
- Updating audiology professionals knowledge and skills
- Recognised Continuing Professional Development activity
- Sharing the latest professional guidance and evidence-based best practice
- Unrivalled networking opportunity
- Discount offered to BAA Committee members to encourage attendance (a small thank you for their voluntary work in the year)

2

**Attracting
colleagues
by:**

- Gaining CPD Credits from BSHAA
- Having a strong audiology educational programme
- Advertising for oral papers and poster presentations

3

**Maximising
exposure to a
wider delegate
audience**

The successful marketing to delegates in 2022 will be continued for the 2023 event. This will involve:

- Targeted email marketing to all members and previous delegates on a regular basis with incentives to register early and to encourage colleagues who may not be members
- Direct mail invitation to all audiology departments in in England, Northern Ireland, Scotland and Wales
- Use of social networks such as Twitter, Facebook, Instagram and LinkedIn
- Partnering with related websites
- Viral marketing to members of other associations
- Attending other events to promote the BAA 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

THANK YOU TO ALL OF YOU WHO EXHIBITED AT BAA 2022:

A.T. Still University

Advanced Bionics

AIHHP

Albert Waeschle Ltd

Amplifon Limited

Amplivox Ltd

Anglia Ruskin University

Aston University

Audiology Systems Ltd
(on behalf of Vivosonic Inc)

Auditdata

BAA

BCIG

Boots Hearingcare

British Society of Audiology (BSA)

British Tinnitus Association

BSHAA

Chime Social Enterprise

Cochlear Europe

Cosium UK Ltd

Cued Speech UK

DP Medical Systems

ENT & Audiology News

GN Hearing UK

Guymark UK Ltd

Hearing Link Services
(Hearing Dogs for Deaf People)

Hypatia Training Ltd

IAC Acoustic Co. UK Ltd

Innovia Medical

Inspiration Healthcare

Interacoustics

Kestrel Medical Ltd - Otovent

MED-EL UK Ltd

Minerva Hearing

National Deaf Children's Society

Natus Medical Incorporated

NIHR Nottingham Biomedical
Research Centre

Oticon

Oticon Medical

Otodynamics Ltd

Path Medical GMBH

Phonak

QuietStar Limited

RNID

Signia

Soundbyte Solutions (UK) Ltd

Specsavers Audiology

Starkey UK

Tympan Health Technologies Ltd

UKAS

University College London

University of Manchester

Wales NHS Audiology



PARTNERSHIP PACKAGES

Please Note: Official BAA Partner packages are currently only available to non-service providers. The BAA reserves the right to reject requests for advertising should it conflict with its strategic direction.

**Official
BAA
Partner**

£5,665
+vat

Benefits:

- 2 sponsored session slots part of the Official Partners Track in the scientific programme
- Full delegate list, including contact details* **NEW**
- Article in BAA industry newsletter introducing industry updates at the conference **NEW**
- 3 social media post on behalf of partner by BAA in the two months prior to the conference **NEW**
- Full page full colour advert in the conference handbook
- 200-word profile with company logo in the conference handbook
- Company name, logo and website link on the conference website
- BAA partner banners, social media materials to announce presence at conference **NEW**
- Acknowledgement during the opening ceremony
- Insert in the delegate bag
- Opportunity to provide branded pens or notepads (first come, first serve) **NEW**
- 10 exhibitor passes, providing access to the exhibition and all scientific sessions and includes catering
- Conference site visit to accompany BAA organising committee
- Early bird rates to be available to Official Partners throughout the period of open registration
- Banner advert for one month on BAA Website
- Company logo and website link in each Horizon email up to Conference
- Company page on website (you can have an advert or product info on a page on the BAA website that links from the conference pages)
- Priority exhibition stand position

*Subject to registrant accepting to opt in to be contacted by Official BAA Partners.

PARTNERSHIP PACKAGES

Partner

£2,885
+vat

Benefits:

- Half page full colour advert in the conference handbook
- 100-word profile with company logo in the conference handbook
- Company name, logo and website link on the conference website
- Company name, logo and website URL on promotional materials
- BAA partner banners, social media materials to announce presence at conference **NEW**
- Acknowledgement during the opening ceremony
- Insert in the delegate bag
- 6 exhibitor passes, providing access to the exhibition and all scientific sessions

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Lanyards and badges

Your company logo on lanyards and badges.

£2,500
+vat

Conference notepads

Your logo on notepads (550 notepads, to be provided by sponsor).

£750
+vat

Conference bags

Company logo on delegate bags.

£2,265
+vat

Conference pens

Your logo on pens (550 pens, to be provided by sponsor).

£750
+vat

Programme at a Glance

Your company logo on programme at a glance, the programme in an easy to read format.

£360
+vat

Delegate bag insert

Company insert into all delegates bags. Insert cannot be larger than A4 size and up to 4pp booklet. 550 inserts to be supplied.

£700
+vat

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Advert in Conference Handbook

Full page full colour advert in the conference programme book.

£670
+vat

Awards Ceremony Sponsor

Acknowledgement during the prize giving ceremony.

Company name, logo and website link on conference website under the Awards section.

£590
+vat

Signage Sponsor

Company name and logo on all A3 directional signage around the venue.

£335
+vat

Conference refreshment point sponsor

Company logo displayed during the conference refreshment breaks.

£895
+vat

PowerPoint Advertising

Your advert/logo will appear on a looping slide which will run throughout all breaks in the session rooms.

£405
+vat

Display banners

To display one banner in the foyer next to the exhibition area (max. of 10 banners).

£295
+vat



EXHIBITOR PASSPORT COMPETITION

Delegates are given a passport listing those exhibitors who they must visit to obtain a stamp or signature during conference. All completed passports are then entered into a draw to win prizes donated by participating companies. (Draw date to be confirmed at later date).

All exhibitors are automatically expected to participate therefore you must indicate if you would like to **OPT OUT**. If you are happy to participate, please advise the prize you wish to donate. Winners will collect their prizes directly from the exhibitors.

Please note that exhibitors must bring their prize to the conference and distribute the prize to the winner.



Examples of previous prizes:

£100 John Lewis Voucher

£25 M&S Voucher

£50 Amazon Voucher

£50 Hamper

£50 Hotel Chocolat Voucher

£50 Love to Shop Voucher

£50 M&S Voucher

£50 One 4All Voucher

£50 Virgin Experience Voucher

Choice of a Custom Hearing Protection Product

AB Rucksack

Anatomical Ear Model

Champagne

Bluetooth Headphones

Thames Evening Cruise for Two

Puppy Sponsorship

Wireless Earbuds



EXHIBITION STANDS

Stand size	Stand area (square metres)	Price (excluding VAT)
2x3	6	£2,600
3x3	9	£3,500
2x5	10	£3,850
3x4	12	£4,650
3x5	15	£5,600
3x6	18	£6,750
4x6	24	£8,150
5x5	25	£8,500
5x6	30	£10,200
6x6	36	£12,250

Charity Stands

If you are a registered charity and wish to exhibit at BAA, 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 one month before the event, and you will be notified at this time which stand you have been allocated.

£995
+vat

How to book

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:

Contact details:

Tanguy Roelens
conference@baaudiology.org
+44 (0)1625 290046

Confirm your provisional booking

Send us the completed stand booking form within 7 days by email.

What happens next?

Once we have your completed booking form with payment (or a copy of an official purchase order), we will confirm your space allocation and enclose a tax invoice or receipted tax invoice as appropriate.

Later, you will receive a link to the Online Exhibitor Portal and the exhibition guidelines.

This will include further details and will ask you to submit required information. There will be 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 cancelled stands, will only be made if the event is sold out. Every effort will be made to resell all stand space.

Full terms and conditions are outlined in the booking form.

WAYS TO EXHIBIT

There are 2 ways to exhibit:

- **Space with shell scheme**
- **Space without shell scheme (space only/self-build)**

1. Space with shell scheme

If you have a pop-up stand, banner stand, table top stand, display cabinets or literature racks, this is the method for you. The majority of exhibiting companies will use this method.

The shell scheme stand includes up to 3 walls. Where it 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**
- **Catering for 1 company representative per 3m² of space booked**
- **General-purpose spotlights allocation based on m²**
(spotlights are positioned on the back of the fascia board)
- **500w socket/s supplied dependant on m² sold**
(socket/s are positioned on any perimeter wall panels)
- **1x covered trestle table and 2x chairs**
(furniture will automatically be allocated, should you not require any please let us know as soon as possible)

The venue is carpeted.

Price does not include water and waste supply, display equipment and floral displays.

All these additional services can be hired from the official exhibition contractor.

Further details will be sent around July.

2. Space without shell scheme (space only/self-build)

This is for companies who wish to build their own bespoke stand. The minimum size for this method of exhibiting is 15m². A scaled (1:200) floorplan and design visuals will need to be provided 6 weeks before the start of build.

Please note that where the space opens onto a common corridor or walkway, the maximum height of any walling built must be no more than 1m. Where the space backs onto another stand, both parties will need to build dividing walls.

