Royal College of Nursing Congress Exhibition 2022
Scottish Exhibition Centre, Glasgow: 6-8 June
Engage, Innovate, Educate

“For our members to meet, network, and engage with such a broad portfolio of exhibitors including health care providers, training organisations, medical device companies, publishers and universities over three days is a fantastic opportunity.”

Pat Cullen
RCN GENERAL SECRETARY AND CHIEF EXECUTIVE
About Congress

RCN Congress will return as a face to face exhibition in 2022 and we would like you to be part of it.

The Royal College of Nursing represents over 465,000* registered nurses, midwives, nursing support workers and nursing students.

Our annual event is the largest gathering of nursing professionals in the UK, giving you a unique opportunity to network with delegates from all specialties and from all over the country.

We have created a range of opportunities to enable you to engage with this important audience. Speak to us today about how your organisation can be involved.

*Reference rcn.org.uk
Benefits of being part of Congress

Hear directly from this important audience on their passion and commitment to improve practice and to deliver excellence in patient care.

- **Have direct access** to over 3000 nursing professionals whose influence will impact on your business.
- **Gain feedback** from nurses and other health care professionals who 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.
- **Engage** with health care professionals from all therapy areas.

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

RCN Congress offers you a unique opportunity to network and engage with nursing professionals from a range of therapy areas and practices.

## Therapy area
- Acute
- Bladder and bowel care
- Cancer
- Critical care
- Dementia
- Dermatology
- Diabetes
- District nurses
- Emergency care
- Gastroenterology
- Haematology
- Health visitor
- Infection control
- Leadership and management
- Learning disabilities
- Mental health
- Midwifery
- Neonatal
- Neurology
- Nutrition
- Older people
- Paediatrics
- Pain
- Palliative care
- Practice nurses
- Primary care
- Public health
- Respiratory
- Rheumatology

## Practice area
- NHS 48%
- Education 36%
- Independent Sector 15%
- Other public Sector 1%

- 87% of nurses influence training and development decisions in the workplace.
- 83% of nurses influence new service for patients.
- 92% of nurses are involved in educating patients in managing lifestyles.

**Contact us:** 0207 647 3959 congressexhibition@rcn.org.uk www.rcn.org.uk/congress
Promotional opportunities

Gold sponsor

Sponsorship of the Education Programme

The Congress Education Programme is a dynamic line-up that brings together fringes, sponsored sessions, student and nursing support worker events, plus health and wellbeing activities and a full exhibition experience.

The events provide a unique opportunity to hear from fellow members and other experts about current professional practice and employment issues, to network and share ideas.

- Clinical and practice development – education, learning, research.
- COVID-related topics – clinical innovation, long COVID, inequalities, infection control, health and safety across the workforce.
- Leadership, management, learning and development.
- Mental health, wellbeing and self-care.
- Organising for change (engage, educate, empower).
- Workforce – safe staffing, pay, terms and conditions.

Gold Package (Maximum of six available):

Pre-Show:
- Acknowledgement as Gold Sponsor where appropriate in delegate communications.
- Inclusion in exhibitor listing with logo and 50-words of text plus HTML link.
- Collateral for sponsor to promote involvement in communications.
- Advert (MPU) running along Congress-related web pages.
- Inclusion in a corporate advertisement in the RCN Bulletin (distribution: 300,000).

At Show:
- 3m x 3m exhibition stand.
- Onsite: Logo on the break slides in the main auditorium whenever the delegates are not in session.
- One full page advertisement in the Congress guide.
- Banner in high traffic area (exhibitor to provide).
- A guaranteed platform within the Congress events programme to engage delegates on a topic aligned with the CEP themes and a speaker provided by you. Seminar slots are available 6 – 8 June, morning, lunch and evening.
- Promotion of your session in the show guide listing and through a full-page composite 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).

Post Show:
- 10% discount on adverts booked with RCN (excludes home page).
- 10% discount on anything booked from RCNi portfolio.

Price: £9750
Promotional opportunities

Exhibition stand package

Includes:

- A fully carpeted, high quality shell scheme stand with a name board.
- One electrical socket and two spotlights.*
- 50-word company entry on the RCN Congress website.
- Listing in the RCN Congress guide.

Space only stands are available, please contact us to discuss options.

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

Price: £450 per sqm
Promotional opportunities

RCN Congress guide advert

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

**Price: £1600**

Featured exhibitor

Enhance your presence at Congress

• Featured exhibitor package includes 50 words in Congress guide, logo in brochure, logo on “You are here” boards.

**Price: £500**

Create your own mailing list

• Collecting delegate data at 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**
Purchase both for: £750
Promotional opportunities

Lanyards

Every delegate receives an official lanyard bag upon arrival, and all delegates are required to wear their badge around the venue. This is a highly visible opportunity to promote your product or service.

Includes:
- prominent branding opportunity on the lanyard
- branded sponsor acknowledgement in the show guide.

Price: £4000

Web advertising

Promote your involvement on the RCN dedicated Congress website, RCN.org.uk or the RCNi portfolio of websites. Contact us to discuss availability, specifications and options.

Price: From £1000

Please note that VAT will be added at standard rate to all prices quoted in this brochure.