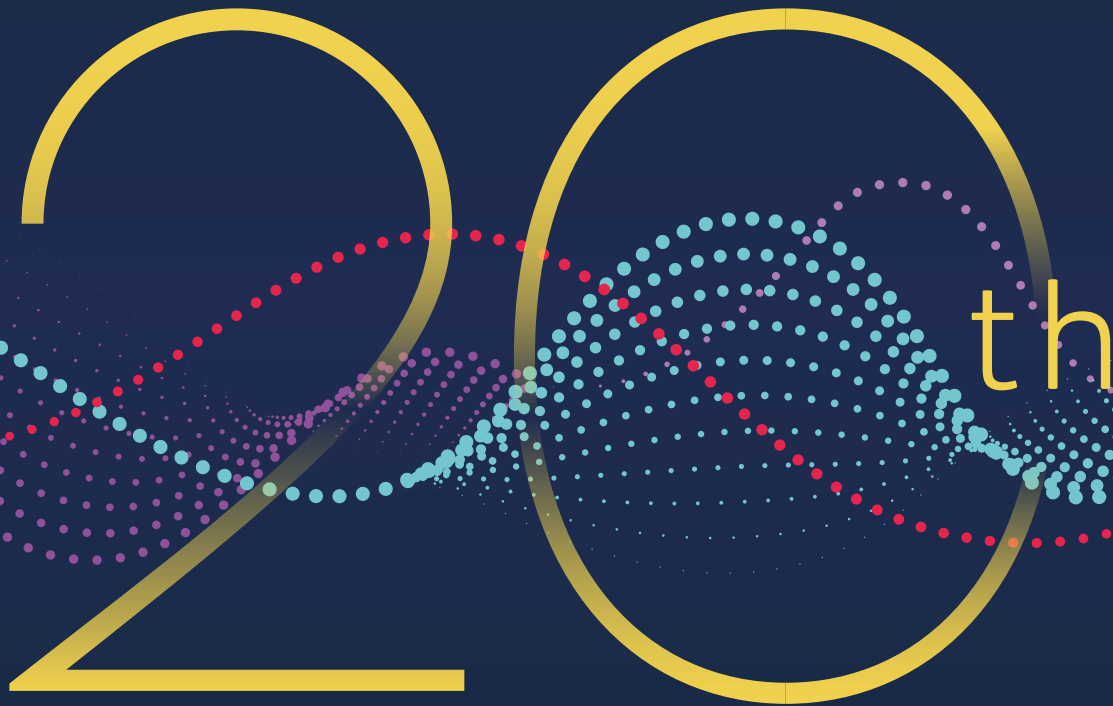




BRITISH ACADEMY  
OF AUDIOLOGY



ANNUAL CONFERENCE

# EXHIBITOR PROSPECTUS

21 - 22 November • Telford International Centre  
[www.baaudiology.org](http://www.baaudiology.org)

# CONTENTS

Welcome .....	3	Additional Sponsorship Opportunities .....	8
About the British Academy of Audiology (BAA) .....	4	Exhibitor Passport Competition ...	10
Delegate Profile .....	4	To Book an Exhibition Stand .....	11
2024 Programme .....	4	Exhibition Floor Plan .....	13
Marketing .....	5	Ways to Exhibit .....	14
Our 2023 Exhibitors .....	6	Event Details .....	15
Partnership Packages .....	7		

# PRESIDENT'S WELCOME



We are delighted you are considering joining us for our 20th Annual Conference in Telford on 21st and 22nd November.

Every year we receive fantastic feedback from delegates and exhibitors. It's great to read the pages and pages of comments. And what a great conference we had in 2023 with some fantastically engaged delegates, knowledgeable speakers and enticing exhibition stands. 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.

The conference team are busy planning the two days of content and inviting their chosen speakers for 2024. We have free papers presentations to be confirmed, that will be

filled from abstract submissions and then the Official BAA Partner track will be filled by some of you. We will be ready to launch conference registration for delegates in June.

BAA Conference was held at the Telford International Centre back in 2006, so we thought it was time to revisit the venue. It has undergone some renovation in that time and not only looks great but is now surrounded by a large choice of hotels all within a 3 or 4 minute walk!

BAA Conference just would not be possible on this scale without you, our wonderful conference exhibitors, so I do hope you will join us once again for our 2024 event.

Our dedicated conference team can be contacted at any time by emailing [conference@baaudiology.org](mailto:conference@baaudiology.org), so please ask any questions you need to before booking your space. Our conference is only the success it is because of your involvement.

Thank you and see you in November!

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**
- Hearing Aid Dispensers**
- Heads of Departments**
- Clinical Scientists**
- Hearing Therapists**
- Audiology Assistants**
- Students**



**Public  
& private  
sector**

## 2024 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.



**Over  
500**  
professionals  
expected to  
attend

# MARKETING

The marketing campaigns undertaken by BAA will be geared towards:



## Attracting the BAA core membership

This was successfully achieved in 2023 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 2024
- Updating audiology professionals knowledge and skills
- Recognised Continuing Professional Development activity
- Sharing the latest professional guidance and evidence-based best practice
- Unrivalled networking opportunities
- Discount offered to BAA Committee members to encourage attendance (a small thank you for their voluntary work in the year)



## Attracting colleagues by:

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



## Maximising exposure to a wider delegate audience

The successful marketing to delegates in 2023 will be continued for the 2024 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 England, Northern Ireland, Scotland and Wales
- Use of social networks such as X, 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)
- Reciprocal agreements with other organisations for promotion to their members
- 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 2023:



Auditdata	Cued Speech UK	Otodynamics
A.T. Still University	Danalogic GN	Outside Clinic
Advanced Bionics	Doro UK	PATH
AIHHP	DP Medical Systems	QuietStar
Albert Waeschle Group	ENT & Audiology News	Rinri Therapeutics
Amplivox	Guymark	RNID
Aston University	Hearing Diagnostics Ltd	Signia
ATLA	Hearing Dogs for Deaf People	Sonic Labs
Audiology Academy	Hypatia Clinic	Sonova/Phonak
Audiology Wales	Interacoustics	Soundbyte Solutions
BCIG	Kestrel Medical	Specsavers
BSA	MedEl	Starkey
Chime Social Enterprise	Minerva	The UCL Ear Institute
COACH	Natus	Timely Products Co. Ltd
Cochlear	NDCS	Tinnitus UK
Consult	NIHR	UKAS
Cosium	Oticon	Vivosonic Inc

# 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<sup>+vat</sup>

### Benefits:

- 2 sponsored session slots part of the Official Partners Track in the scientific programme
- Full delegate list, including contact details\*
- Article in BAA industry newsletter introducing industry updates at the conference
- 3 social media posts on behalf of partner by BAA in the two months prior to the conference
- 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
- Acknowledgement during the opening ceremony
- Insert in the delegate bag
- Opportunity to provide branded pens or notepads (first come, first serve)
- 10 exhibitor passes, providing access to the exhibition and all scientific sessions and includes catering and evening event
- Additional exhibitor tickets can be purchased at a cost of £150 per ticket via the **portal**
- 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
- Acknowledgement during the opening ceremony
- Insert in the delegate bag
- 6 exhibitor passes, providing access to the exhibition, all scientific sessions and evening event
- Additional exhibitor tickets can be purchased at a cost of £150 per ticket via the **portal**

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### Conference bags

Company logo on delegate bags.

£2,500  
+vat

### Conference pens

Your logo on pens (600 pens, to be provided by sponsor).

£750  
+vat

### Programme at a Glance

Your company logo on 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. 600 inserts to be supplied.

£700  
+vat

### Conference notepads

Your logo on notepads (600 notepads, to be provided by sponsor).

£750  
+vat

### Advert in Conference Handbook

Full page full colour advert in the conference programme book.

£670  
+vat



# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## Awards Ceremony Sponsor

Acknowledgement during the prize giving ceremony.

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

**£590**  
+vat

## PowerPoint Advertising

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

**£405**  
+vat

## Conference refreshment point sponsor

Company logo displayed during the conference refreshment breaks.

**£895**  
+vat

## Display banners

To display one banner in the foyer next to the exhibition area (max. of 5 companies).

**£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.

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.

**Please note** that exhibitors must bring their prize to the conference.



## Examples of previous prizes:

- £50 M&S voucher
- Set of Noise Cancellation Headphones
- £50 Amazon Voucher
- Bottle of Champagne
- Sennheiser CX Plus True Wireless Headphones
- Bottle of Salcombe Gin
- MED-EL Goodie Bag
- Free Custom-Made Hearing Protection Product
- Luxury Chocolate Lovers Hamper
- Jabra gift
- £25 Love2shop Voucher
- Early Bird Non Member Full Conference ticket to BAA2024

# EXHIBITION STANDS

## How to book

Stands will be allocated on a first come, first served basis. Bookings can be made via our online portal.

- **Select your stand**
- **Submit booking online**

Complete the online booking form [via the portal](#). You will need to provide your 1st, 2nd and 3rd choices

## What happens next?

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

## Online Exhibitor Portal and the exhibition guidelines.

This will include further details and will ask you to submit required information including booking your delegates. There will be return deadlines which will be clearly marked on the homepage of the website. Your assistance in meeting these deadlines would be appreciated.

Also don't forget that additional Exhibitor tickets can be purchased at a cost of £150 per person via the Online portal.

For any enquiries or assistance, please contact:

**Christine Joyce**  
**[conference@baaudiology.org](mailto:conference@baaudiology.org)**  
**+44 (0)1625 290046**

## Exhibition/sponsorship cancellation policy:

If you wish to cancel your exhibition space at the BAA conference you must do so by telephoning **+44 (0)1625 290046** or emailing: **[conference@baaudiology.org](mailto:conference@baaudiology.org)**

Please note that you must receive an email from the BAA confirming that your exhibition stand has been cancelled.

- Cancellations received **12 weeks prior** to the event will incur a 50% administration fee
- Cancellations received **3 – 12 weeks** prior to the event will incur a 75% administration fee
- Cancellations received **less than 3 weeks** prior to the event will incur a 100% administration fee. Alternatively, you will be provided with the opportunity to transfer 100% of your booking towards the following years conference
- Cancellations made **within 24 hours** of an exhibition; booking will not receive a refund

**Please note**, we can only offer this opportunity for cancellations received at least 3 weeks prior to the event.

# 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

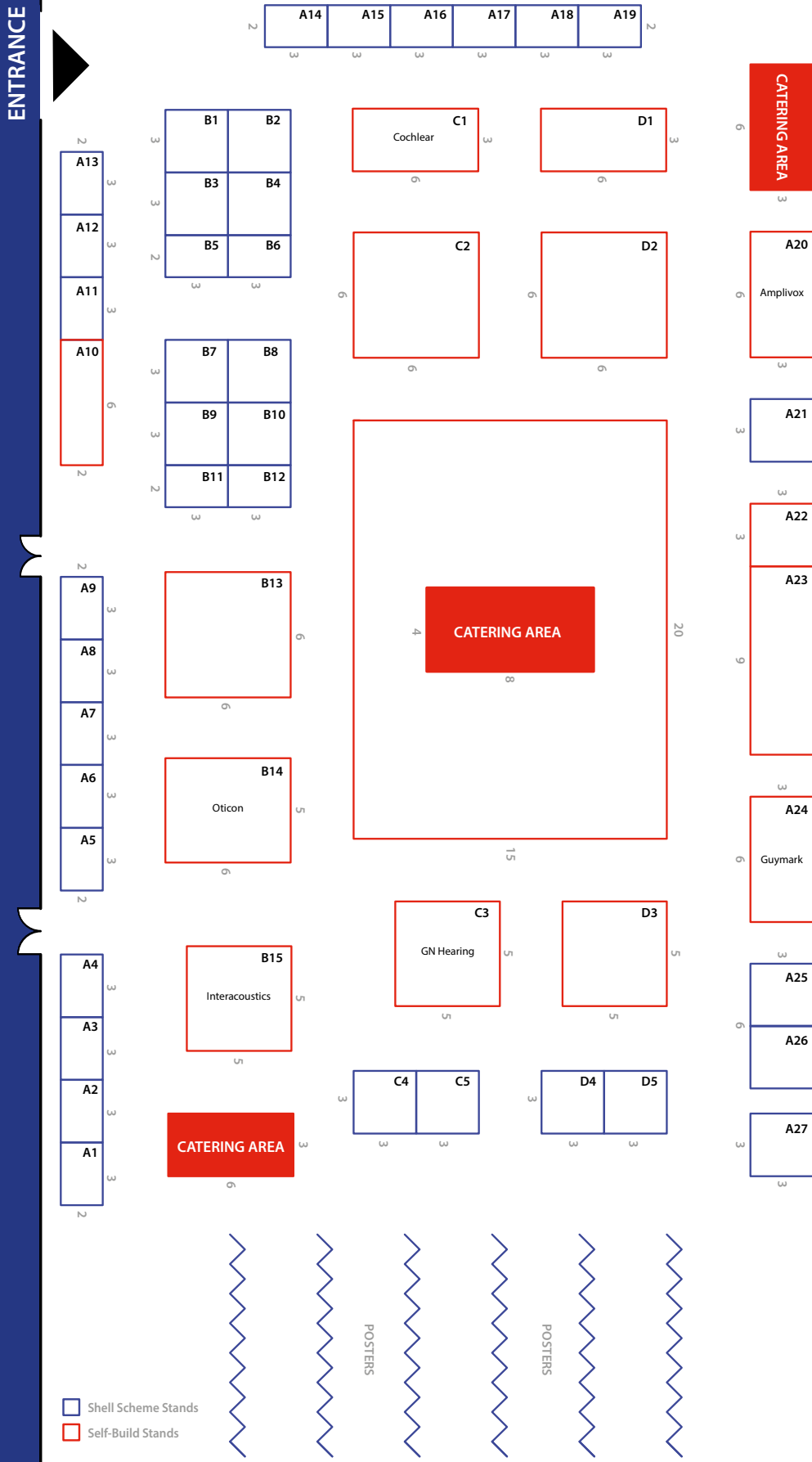
## Charity Stands

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 of your stand number at this time.

**£995**  
+vat



# Exhibition Floor Plan



# 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 3m<sup>2</sup> of space booked**

- **General-purpose spotlights allocation based on m<sup>2</sup> (spotlights are positioned on the back of the fascia board)**
- **500w socket/s supplied dependant on m<sup>2</sup> 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 15m<sup>2</sup>.**
- **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 a dividing wall and each party backing on to another must agree on wall heights.

# EVENT DETAILS

## Venue:

Telford International Centre  
International Way, Telford,  
Shropshire, TF3 4JH

## Events contacts:

Christine Joyce  
Emma Pinion  
E: [conference@baaudiology.org](mailto:conference@baaudiology.org)

## BAA Conference Organising Committee:

Susannah Goggins  
Victoria Adshead  
Ruth Bannister  
Louise Lister  
David Maidment  
Rosalyn Parker  
Ruth Vickerstaff

