



BRITISH ACADEMY
OF AUDIOLOGY



22ND ANNUAL CONFERENCE



EXHIBITOR PROSPECTUS

29-30 October 2026 | Liverpool Experience Campus (LEX)*

www.baaudiology.org

*Formally known as the ACC Liverpool

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PRESIDENT'S WELCOME

We are delighted that you are considering joining us for our 22nd Annual Conference in Liverpool on 29th and 30th October.

Every year we receive fantastic feedback from both delegates and exhibitors. It's always rewarding to read the many pages of comments following the event. The 2025 conference was particularly memorable, with highly engaged delegates, insightful speakers and a vibrant exhibition space.

Thank you to everyone who takes the time to share feedback. We often receive helpful and constructive suggestions, and the team carefully reviews these to see what can be improved or incorporated for future events.

We have a small but dedicated team who co-ordinate the entire conference, and I would like to thank them and their new Board lead, Alison Edwards, Board Director for Conference. Together they continue to deliver the UK's most diverse audiology conference, focused on clinically relevant and practical presentations from an excellent range of guest speakers.

The conference team are already busy planning two days of engaging content and inviting speakers for 2026. We will once again host free paper presentations, which will be selected from submitted abstracts, alongside the Official BAA Partner track delivered by many of you. Delegate registration for the conference will open in late May.



For BAA Conference 2026, we will be returning to one of our favourite venues in Liverpool. The venue previously known as the ACC has recently rebranded and is now known as the Liverpool Experience Campus (LEX). Those who were with us in 2018 and 2019 will remember it is centrally located and easily accessible by road and rail, with a wide choice of hotels just a 3-4 minute walk away.

BAA Conference would simply not be possible on this scale without you, our wonderful conference exhibitors, so I very much hope you will join us again for the 2026 event.

Our dedicated conference team can be contacted at any time by emailing conference@baaudiology.org, so please do get in touch if you have any questions before booking your space. Our conference is only the success it is because of your support and involvement.

Thank you, and we look forward to seeing you in October*!



Claire Benton
BAA President

*We appreciate our dates are in some people's half-term, but it was that or a Sunday/Monday as the only available dates in October and November.

ABOUT THE 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**



2026 PROGRAMME

The programme will be available on the BAA website from May. 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 continue to offer a third track of sponsor talks.

PUBLIC & PRIVATE SECTOR

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 2025 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 2026
- 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:

- Offering 19 hours of audiology CPD
- Covering a broad range of audiology topics
- Advertising for oral papers and poster presentations



MAXIMISING EXPOSURE TO A WIDER DELEGATE AUDIENCE

The successful marketing to delegates in 2025 will be continued for the 2026 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 Facebook, Instagram, BlueSky, Threads, X and LinkedIn
- Partnering with related websites
- Viral marketing to members of other associations
- Attending other events to promote the BAA Conference
- 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 2025:

- | | | |
|-----------------------|---|-------------------------------------|
| A.T. Still University | Guymark | Puretone |
| Accessible Audiology | Hearing Dogs | Quietstar |
| Advanced Bionics | Hearlink | RNID |
| AGS Noise Control | HIMSA | Scrivens |
| AIHHP | IAC Acoustics | Sheffmed |
| Aston University | Interacoustics | Signia |
| Audio3 | Kestrel | Sonova |
| Audiology Cymru | Leightons Opticians
and Hearing Care | Soundbyte Solutions |
| BCIG | MED-EL | SoundLink |
| Brown & Brown | Minerva | Specsavers |
| BSHAA | Natus | Starkey |
| Cochlear | NDCS | Tinnisoothie |
| Cosium | Neurotone | Tinnitus UK |
| DCL Hearing | Opus Technologies | UCL Ear Institute |
| Diomed Group | Oticon | UKAS |
| ENT News | Otoconsult | University of Central
Lancashire |
| Essilor Luxottica | Otodynamics | University of Manchester |
| GN Hearing | Path medical | Vivosonic |



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

£5,995 + vat

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

£2,995 + 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).

£350
+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.

£350
+vat

ADDITIONAL SPONSORSHIP OPPORTUNITIES

CONFERENCE HANDBOOK ADVERTISING

Full colour advert in the conference handbook.

Full Page
£670
+vat

Half Page
£350
+vat

CONFERENCE REFRESHMENT POINT SPONSOR

Company logo displayed during the conference refreshment breaks.

£895
+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

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 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 team.



EXAMPLES OF PREVIOUS PRIZES:

- M&S vouchers
- Set of Noise Cancellation Headphones
- Amazon Vouchers
- Ray-Ban Sunglasses
- Bluetooth Speaker
- Free Custom-Made Hearing Protection Product
- Loop Earplugs
- National Trust Voucher
- Luxury Chocolate Lovers Hamper
- Auri™ kit
- Love2shop Vouchers
- Early Bird Non Member Ticket to BAA Conference

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:

Emma Pinion
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**

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)
2 x 3	6	£2,900
3 x 3	9	£3,850
3 x 4	12	£5,115
2 x 6	12	£5,500
3 x 6	18	£7,450
4 x 6	24	£8,995
5 x 5	25	£9,350
6 x 6	36	£13,500

If you require a different stand size/shape than those shown here, please speak to our conference team to discuss possible options.

CHARITY STANDS (2 x 3M)

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.

£1,100
+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 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 a dividing wall and each party backing on to another must agree on wall heights.

EVENT DETAILS

VENUE:

Liverpool Experience Campus (LEX)

King's Dock, Port of Liverpool,
Kings Dock St, Liverpool L3 4FP

BAA CONFERENCE ORGANISING COMMITTEE:

Victoria Adshead
Ruth Bannister
Rachel Barsley
Alison Edwards
Sue Falkingham
Louise Lister
David Maidment
Rosalyn Parker

EVENTS CONTACT:

Emma Pinion
E: conference@baaudiology.org