



2024 Industry
Membership Packages

Founded in 1992

BAPEN is the leading Charitable Association that raises awareness of malnutrition and works to advance the nutritional care of patients and those at risk from malnutrition in the wider community.

The association brings together a multidisciplinary membership network of doctors, nurses, dietitians, pharmacists and patients through its Core Groups to provide education, advice and resources to those providing nutritional care.

Our current membership extends to over 900 professionals with an interest in nutrition support across the United Kingdom with growing international interest. Membership numbers continue to climb following the launch of our 5 year strategy in 2022, and we continue to attract new members through free BAPEN Membership to Core Group Members and through the latest series of webinars.

2023 was another year of progression for BAPEN with a range of innovations and developments to benefit our members. We introduced a series of educational podcasts and webinars on a range of hot topics all of which were very well received. We have continued to develop the BIFA Guidelines and Patient Networks, and the work of the IF Registry continues to go from strength to strength.

We ended the year by welcoming Dr Nick Thompson as our new BAPEN President at our annual conference in Edinburgh where we achieved a record number of attendees with over 700 delegates present over the 2 days, at the Edinburgh International Conference Centre. We were delighted to have over 35 companies exhibiting at the conference and supporting the incredibly popular Nutrition Village sessions, many of which were standing room only! We also introduced three unopposed slots in the programme for industry satellite symposia this year which proved to be very successful and achieved record numbers of attendees.

Alongside our busy year of activities, we also embarked on an ambitious project to redevelop the BAPEN website to provide members with a more dynamic user experience and our industry members with greater visibility. We launched the new site at the 2023 Annual Conference and we will complete the rollout by the Spring.

We maintain an active social media presence with over 5,700 Facebook members, and nearly 10K Twitter followers demonstrating our growing reach across the nutrition network.

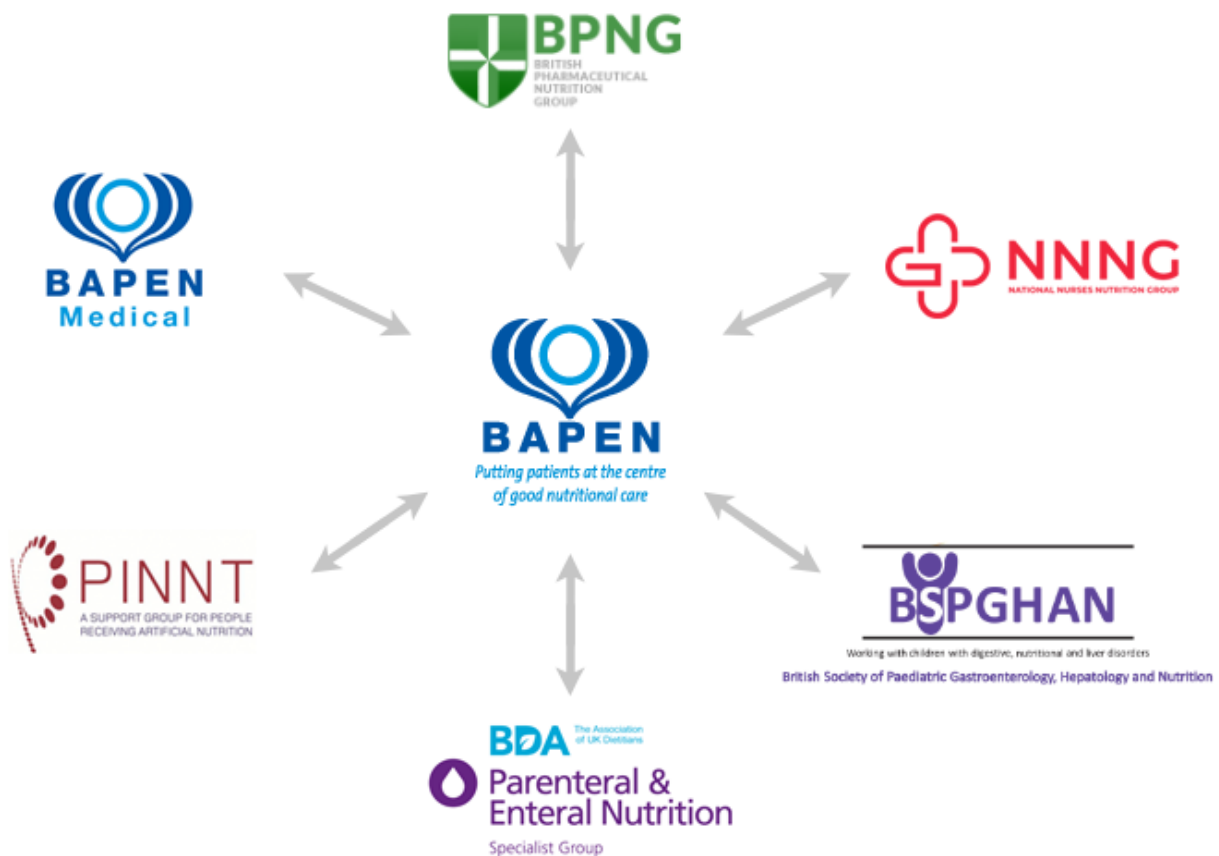
By supporting BAPEN you will help to provide essential funds to enable us to continue to resource and support the organisation to tackle malnutrition and ensure that excellent nutritional care is provided for all patients in all settings.

Through BAPEN's work we will actively engage with commissioners, regional teams, and key stakeholders to ensure that organisations are focused on achieving nutritional standards. We offer four different levels of membership for our industry partners: Gold, Silver, Bronze and Standard, as well as additional opportunities to support our 'Specialist Interest Groups' (SIGs) through independent Medical Educational Grants.



BAPEN - The facts

BAPEN is made up of 6 Core Groups, which include:



BAPEN Annual Conference 2024

The BAPEN Annual Conference is one of the leading meetings on nutrition in the UK, celebrating the best of nutritional care. The meeting carries a strong multidisciplinary approach, integrating wide ranging professions with representation at primary, secondary and tertiary care levels. Our 2024 Annual Conference will focus on the latest treatments and care and will host leading opinion leaders, high profile community practitioners, academic pharmacists, dietitians and nurses to further our discipline through education, research and networking our delegates.

Our conference continues to grow year on year with record attendance of over 700 delegates in 2023. We welcome all levels of professionals, from students, junior scholars and trainees to expert clinicians and Professors. To accommodate our whole community, BAPEN offers a range of discounted rates to enable upcoming professionals to network with experienced practitioners as well as update themselves on the latest news from our sponsoring and exhibiting partners.



Save the Date

BAPEN Conference 2024

**Tuesday 5th and Wednesday
6th November, Glass House, Gateshead**



**BAPEN Masterclass
BSPGHAN Study Day**

**Monday 4th November,
Glass House, Gateshead**



Malnutrition awareness week 2023

For the sixth year running, BAPEN joined forces with the Malnutrition Task Force (MTF) to deliver UK Malnutrition Awareness Week (UKMAW). UKMAW2023 aimed to raise awareness of the signs, risk factors, and dangers of malnutrition and dehydration.

The campaign focus – Ask, Look, Listen – recognises that malnutrition is everyone’s business. It is easier to manage malnutrition or dehydration when it is spotted earlier, so BAPEN and the MTF called on those working in multidisciplinary teams across health and care to spread the importance of keeping nutritional care at the forefront of minds, and for people in the community to look out for family members, friends, neighbours, and colleagues.

UKMAW2023 launched with a bang through a multi-channel social media campaign, across X/ Twitter, Instagram and Facebook with the theme ‘Ask, Look, Listen’. The launch of UKMAW2023 was supported by the MTF’s Learning Event, which was a well-attended deep-dive into the operating environment for malnutrition in the UK, particularly for older people. 14 live talks were given throughout the day, ranging from the importance of Meals on Wheels Services, to tackling malnutrition as part of the prevention agenda, projects to identify signs of malnutrition in the vulnerable and highlighting what makes older people more vulnerable to malnutrition.

New for 2023, we set out to engage with the leading supermarkets in the UK to understand the initiatives and programmes in place to support older or vulnerable people who may be more likely to experience, or be at risk of, malnutrition or dehydration, and encourage them to join the UKMAW2023 conversation. Following positive outreach and engagement with major UK retailers regarding initiatives for supporting vulnerable shoppers, those at risk of malnutrition and the importance of nutrition in the community, we secured further commitment to support for UKMAW2023 on social media from Waitrose, the Co-op and the British Retail Consortium (BRC).



Industry partner benefits

We wish to ensure that our industry member partners receive the highest recognition in return for their invaluable and generous support for the Association. The benefits include:

- Feature in the BAPEN Partners section of the BAPEN website with logo and hyperlink to company website
- Acknowledgement in the Sponsors section of our flagship publication, "In Touch"
- Regular contact & networking with the members of the BAPEN Executive Committee
- Supporter acknowledgement for BAPEN study days on BAPEN website
- Priority exhibitor and symposium booking at the BAPEN Annual Conference
- Discounted conference registrations for selected members of your team
- Company name & logo on printed conference materials & sponsor acknowledgement boards
- Company profile/logo featured in printed pocket conference programme and app
- Use of the statement [Add your company name] supports BAPEN in raising awareness of malnutrition and providing good nutritional care in all settings

The BAPEN Annual Conference will provide sponsors with exposure and access to delegates whilst also providing you with the opportunity to demonstrate your support and commitment to the field of nutrition. Participating in our sponsorship programme will enable you to extend your visibility beyond the exhibition hall to achieve maximum exposure to the broad spectrum of healthcare professionals both from the BAPEN membership and the wider nutrition community.



BAPEN industry membership - 2024

GOLD MEMBERSHIP

£20,000

- BAPEN membership (Individual Industry membership category) for up to 12 employees (worth £900 and reduced conference fees)
- Opportunity for two individual 1 hour meetings per year with the BAPEN Executive for information sharing & strategy development
- BAPEN membership report & analytics
- Free application for BAPEN endorsement of company events (4 per year)*
- Advertisement in our 'In Touch' electronic publication (4 per year); & Product service announcement (3 per year)
- Regional Meetings: Exhibition stand & attendance for sales representatives (2 representatives, at 4 meetings per year)
- Invite of Exec/Council member to co-chair satellite symposia

* Subject to approval by the BAPEN Education Officer via application 3 months prior to the event

SILVER MEMBERSHIP

£16,000

- BAPEN membership (Individual Industry membership category) for up to 6 employees (worth £450 and reduced conference fees)
- Opportunity for one 45 minute meeting per year with BAPEN Executive for information sharing and strategy development
- Free application for BAPEN endorsement of company events (3 per year)*
- Advertisement in our 'In Touch' electronic publication (2 per year); & Product service announcement (2 per year)
- Regional Meetings: Exhibition stand & attendance for sales representatives (2 representatives, at 3 meetings per year)
- Invite of Exec/Council member to co-chair satellite symposia

* Subject to approval by the BAPEN Education Officer via application 3 months prior to the event

BRONZE MEMBERSHIP

£11,000

- BAPEN membership (Individual Industry membership category) for up to 4 employees (worth £300 and reduced conference fees)
- Free application for BAPEN endorsement of company events (2 per year)*
- Advertisement in our 'In Touch' electronic publication (1 per year)
- Product service announcement (1 per year)
- Regional Meetings: Exhibition stand & attendance for sales representatives (2 representatives, at 2 meetings per year)

* Subject to approval by the BAPEN Education Officer via application 3 months prior to the event

STANDARD MEMBERSHIP

£5,000

- Advertisement in our 'In Touch' electronic publication (1 per year)
- BAPEN membership (Individual Industry membership category) for up to 2 employees (worth £150 and reduced conference fees)
- Product service announcement (1 per year)

UKMAW2024 & other opportunities

#UKMAW2023 highlights:

- During UKMAW2023, across all social media platforms, we generated a net increase of 145 new followers.
- On X/Twitter, #UKMAW2023 was used 2.4K times during the campaign, and 347 times per day on average. Usage peaked on #InteractiveTuesday with 575 uses of the hashtag.
- There were 12,986 page views of 'MUST' pages during the campaign week, including 9,744 uses of the 'MUST' calculator across the seven days.
- We welcomed support from the professional and patient community, including Dementia UK, Age UK, MND Association, the British Society for Heart Failure, the BDA, the RCSLT, and others.
- We also saw sustained engagement throughout the week from people in professional environments, including those in nutrition and dietetic services and trauma teams around the UK.



To book a membership package or to discuss a tailor-made package please contact Karen Anthony or Nikki McGee at conferences@bapen.org.uk or call 01462 341 422.



BAPEN

www.bapen.org.uk