

## Industry Sponsorship Opportunities - 2019



*Putting patients at the centre  
of good nutritional care*

Founded in 1992, BAPEN is the leading Charitable Association for malnutrition consisting of a multidisciplinary membership network of Doctors, Nurses, Dietitians, Pharmacists and Patients. Our current membership extends to over 750 professionals with an interest in nutrition support across the United Kingdom. Since 2017 we have almost doubled our membership, attracting new members through free BAPEN Membership to Core Group Members. We anticipate that our membership numbers will continue to increase steadily over the coming 12-months.

Important publications over the past 12-months have included: FOI report on Nutrition Support Teams across the UK that will be used in conjunction with our malnutrition map to drive up standards, BIFA Guidelines (Standardised Parenteral Support Catheter Guidelines; Diagnosis of CRBSI in Patients Receiving Long Term Parenteral Support); Position Statements (Use of Peptide Growth Factors for Adult Patients with IF; HPN; HPN in Advanced Malignancy; High-dose Loperamide in Patients with IF); and a MAG Report (Managing malnutrition to improve lives and save money).

We have an active social media following with more than 4.7K Twitter followers and 4.3K Facebook followers. Our Twitter reach in particular increases dramatically during specific campaigns with a social media execution, for instance it rose to over 16K during Malnutrition Awareness Week UK and to more than 30K during BAPEN annual conference in 2018.

By sponsoring BAPEN you will help to provide essential funds to resource and support the organisation to tackle malnutrition and ensure that excellent nutritional care is provided for all patients in all settings. Through BAPENs work we will actively engage with commissioners, area teams, and key stakeholders to ensure that organisations are focussed on achieving nutritional standards. We offer three distinct levels of sponsorship for industry partners: Gold, Silver, and Bronze. Alongside this we would welcome support for our 'Specialist Interest Groups (SIGs), Malnutrition Awareness Week 2019 (#MAW2019), and Travel Bursaries for conference attendance. We would also be keen to discuss bespoke partnerships.

**Join us at our next Annual Conference: Belfast International Conference Centre, November, 2019**

[www.bapen.org.uk](http://www.bapen.org.uk)

## BAPEN – The Facts

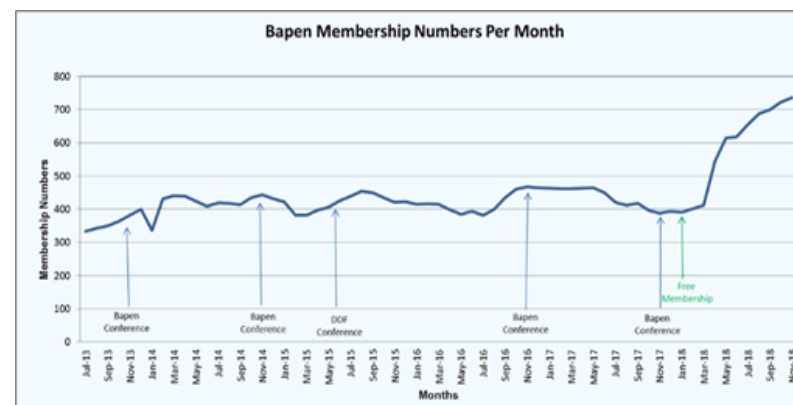
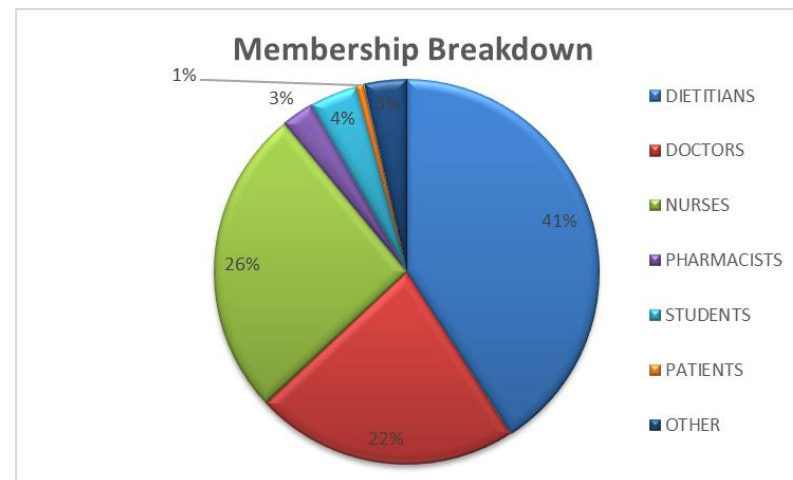
### BAPEN is made up of 5 Core Groups, which include:

- **Dietitians** (PENG) – a specialist group of the British Dietetic Association
- **Doctors & Scientists** – BAPEN Medical; The British Society of Paediatric Gastroenterology, Hepatology & Nutrition (BSPGHAN), Nutrition Society
- **Nurses** – National Nurses Nutrition Group (NNNG)
- **Pharmacists** – British Pharmaceutical Nutrition Group (BPNG)
- **Patients** – Patients on Intravenous & Nasogastric Nutrition Therapy (PINNT)

### Annual Conference: 20<sup>th</sup>-21<sup>st</sup> November 2018, Harrogate

- 460 attendees; 31 Exhibitors & sponsors; 13 symposia over 2 days (plus 2 satellites & breakfast symposia)
- Make sure you don't miss out; **join us in Belfast, November 2019** for our next annual conference.

**UK Malnutrition Awareness Week (MAW) 2018** – In 2018 we launched our first UK MAW which was a huge success. In 2019 we are joining forces once again with the Malnutrition Task Force, and also with ASPEN and hopefully some of our European counterparts (ESPEN/ ONCA) for an even larger campaign to promote awareness of malnutrition and the importance of good nutritional care for all. This will involve community education, health and social care team local activities, a media campaign and a social media programme.



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# BAPEN Sponsorship Categories - 2019

## ALL Sponsors/Partners Benefit from:

- Underpinning the work of BAPEN
- Access to >750 BAPEN Members
- Support projects & work streams outlined in BAPEN strategy
- Dedicated liaison on Executive committee
- Visible link & logo on BAPEN website
- Advertising of study days or meetings on BAPEN website
- Inclusion in 'Company Sponsors' section, *In Touch* publication
- Use of statement: "[company name] supports BAPEN in raising awareness of malnutrition and providing good nutritional care in all settings"

- Opportunity for 2 individual meetings per year with BAPEN Executive for information sharing & strategy development
- BAPEN membership report & analytics (including click through rate for key reports & social media reach)
- BAPEN endorsement of company events (4 per year)
- Advertisement in our 'In Touch' electronic publication (4 per year); & Product service announcement (3 per year)
- Opportunities to invite BAPEN representative to speak at company events (2 events per year)
- Opportunities for focus groups with members (2 per year)
- Regional Meetings: Exhibition stand & attendance for sales representatives (2 representatives, at 4 meetings per year)
- Invitation of Exec/Council member to co-chair satellite symposia

**GOLD**  
£20,000

- BAPEN endorsement of company events (3 per year)
- Advertisement in our 'In Touch' electronic publication (2 per year); & Product service announcement (2 per year)
- Opportunities to invite BAPEN representative to speak at company events (1 event per year)
- Opportunities for focus groups with members (1 per year)
- Regional Meetings: Exhibition stand & attendance for sales representatives (2 representatives, at 2 meetings per year)
- Invitation of Exec/Council member to co-chair satellite symposia

**SILVER**  
£16,000

- 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 1 meeting per year)

**BRONZE**  
£11,000

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# #MAW2019 & Other Opportunities

Our first UK Malnutrition Awareness Week (MAW) in 2018 (#MAW2018) was hugely successful, with a massive media and social media reach which highlighted the prevalence and consequences of malnutrition, as well as starting discussions regarding management and highlighting the importance of nutrition support teams across the UK. During this week there was also a significant spike in self-screening; data which helps build our national map of malnutrition. We plan to link this with economic data to help support changes to commissioning at a regional level.



In 2019 we plan to join forces with the Malnutrition Task Force, as well as ASPEN in America, and are exploring joining forces with ESPEN, ONCA, and other relevant organisations to make #MAW2019 an even greater success building on the strong foundations of #MAW2018.

If you are interested in supporting #MAW2019, one of our Specialist Interest Groups (SiG), or to support BAPEN delegates to attend conference in 2019 with a travel bursary; please contact the BAPEN office regarding the option of an unrestricted educational grant to support our work.

<p><b>#MAW2019 Unrestricted Educational Grant</b>  <b>£5,000</b></p>	<p><b>Specialist Interest Group (SiG) Sponsor</b>  <b>£3,000</b></p>	<p><b>Travel Bursary for 2019 Conference</b>  <b>£1,000</b></p>	<p><b>Bespoke Partnerships Available on Request</b></p>
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