

FLIGHT

**Wound Expo 2020**

DESTINATION

**FARNBOROUGH INTERNATIONAL EXHIBITION & CONFERENCE CENTRE**

BOARDING TIME  
09.00HRS

**PRIORITY**

NAME OF PASSENGER

**YOU THE FRONT-LINE NURSE**

GATE

**VIP ACCESS**

DATE

**TUESDAY 8TH – WEDNESDAY 9TH SEPTEMBER 2020**

**An unforgettable learning experience for front-line nurses**

Wound Expo offers FREE interactive education for nurses on the fundamental aspects of wound care. It helps front-line nurses strengthen their core skills and inspire better wound care practice.



**Wound Expo 2020**

**Farnborough International Exhibition & Conference Centre**

**Tuesday 8th & Wednesday 9th September 2020**

Find us on [woundexpo.com](http://woundexpo.com)

**Information for sponsors and exhibitors**

Media partners:



Sponsored by



United by purpose.



## Wound Expo offers FREE interactive education for nurses on the fundamental aspects of wound care

This event is targeted at non-specialist nurses and healthcare support workers in primary and secondary care who want to improve their wound-care knowledge and skills, as well as specialist nurses looking for training and education ideas to implement in their settings.

Wound Expo takes place on Tuesday 8th & Wednesday 9th September 2020 at Farnborough International Exhibition and Conference Centre. The educational sessions will use hands-on interactive methods that will enable delegates to become more reflective and critical about their practice. The sessions will take place in seven designated zones:

### Wound assessment

Accurate wound assessment provides you with the information you need to select the best treatment for your patient. In this zone, you will use a wound bed assessment tool (T.I.M.E.) to guide your decision making on treatment selection

### Assessing and managing infected wounds

This interactive session will help you identify and treat the clinical signs of infection. You will also learn how to apply antimicrobial dressings safely



### Leg ulcer management

This will include interactive content on the assessment of leg ulceration, with a focus on how to identify and manage chronic oedema and wet legs. This will involve raising awareness of wet legs on the skin tissues, and they can be protected.



## schülke

### Skin integrity and wound infection

This engaging session will explore how the loss of barrier function that occurs when the skin breaks down increases the risk of local wound infection. This will be supplemented with activities explaining how good skin care, including the use of emollients, can preserve the skin integrity and thus avoid the risk of infection.

### Pressure ulcer care

Keep up to date on the latest developments in prevention and treatment



### Wound exudate

Top tips on assessment and management, including dressing selection



### MARSI

Medical adhesive-related skin injury is a major but overlooked problem, with many clinicians unaware of how to recognise and treat it. This zone will increase understanding of the problem, and provide hands-on guidance on how to assess and prevent this avoidable harm.



## Sponsorship

Sponsorship of an education zone provides your company with the following major benefits:

- Your reps can support delivery of the educational sessions
- Involvement in program development
- Facilitator selection
- A 9x4m stand adjacent to your sponsored zone
- KOL development through facilitator of zone content
- 40 FOC invites to your customers
- Your literature in the zone during educational sessions
- Your branding on all advertising and promotion before the event
- Your branding on all signage and literature at the event
- Your branding on the zone during the event
- Write-up of the key learning outcomes from the education delivered, to be published in BJN along with a full-page advert
- Full-page advert in the delegate booklet
- Company profile and logo in the delegate booklet
- Full delegate list and evaluation statistics
- Certificate of how many people you trained (CPD accredited)

**Zone sponsorship costs £15,000**



## Sponsors Testimonials

*Working with the team at Mark Allen is always easy and smooth. The team understand our commercial needs and support us very well. Wound Expo is always well run, with a large number of delegates and most importantly the access to them is always spot on. The content for the delegates is always very strong and engaging which gives me the ongoing confidence to invest in events like Wound Expo.*

*Rob Lyon, Managing Director, Regen Medical*

*We thoroughly enjoyed our time at Wound Expo 2019. Our Wound Exudate Management zone attracted a large amount of delegates throughout the two days with every session being at almost full capacity. This gave us a great opportunity to interact with the delegates and offer a unique educational platform.*

*Jazmine Brown, Senior Brand Manager, H&R Healthcare*

*Sponsoring the Wound Exudate zone at Wound Expo was a fantastic experience for us. The large space right outside the zone allowed us to get creative with the stand, and engage really effectively a large number of the delegates that attended the educational session. The delegates we met were genuinely engaged with the excellent education on offer and with this being linked to the theme of our stand, also meant we had a number of productive interactions over the two days.*

*Emily Fitzsimons, Head of Wound Care Marketing UK/I, Molnlycke*

*"What stands out for me about Wound Expo is the high level of interactive education for nurses, aligned to the key challenges in wound care, plus the enthusiasm and engagement from all the delegates."*

*Ian Kent, Care Setting Marketer, 3M*



# Wound Expo 2020

Other sponsorship opportunities are available (POA), including:

- Delegate bags
- Pens/notepads
- Coffee/tea
- Lunch boxes
- Lanyards



## Exhibition

Exhibiting at Wound Expo will give companies face-to-face access to hundreds of healthcare professionals that traditional wound events do not attract. In addition, you are encouraged to present interactive demonstrations of your products and services to enhance the event's educational benefits.

The education zones will be colour-coded, and your clinical experts will be advised to wear matching coloured badges to help participants talk to the right person from your company each time.

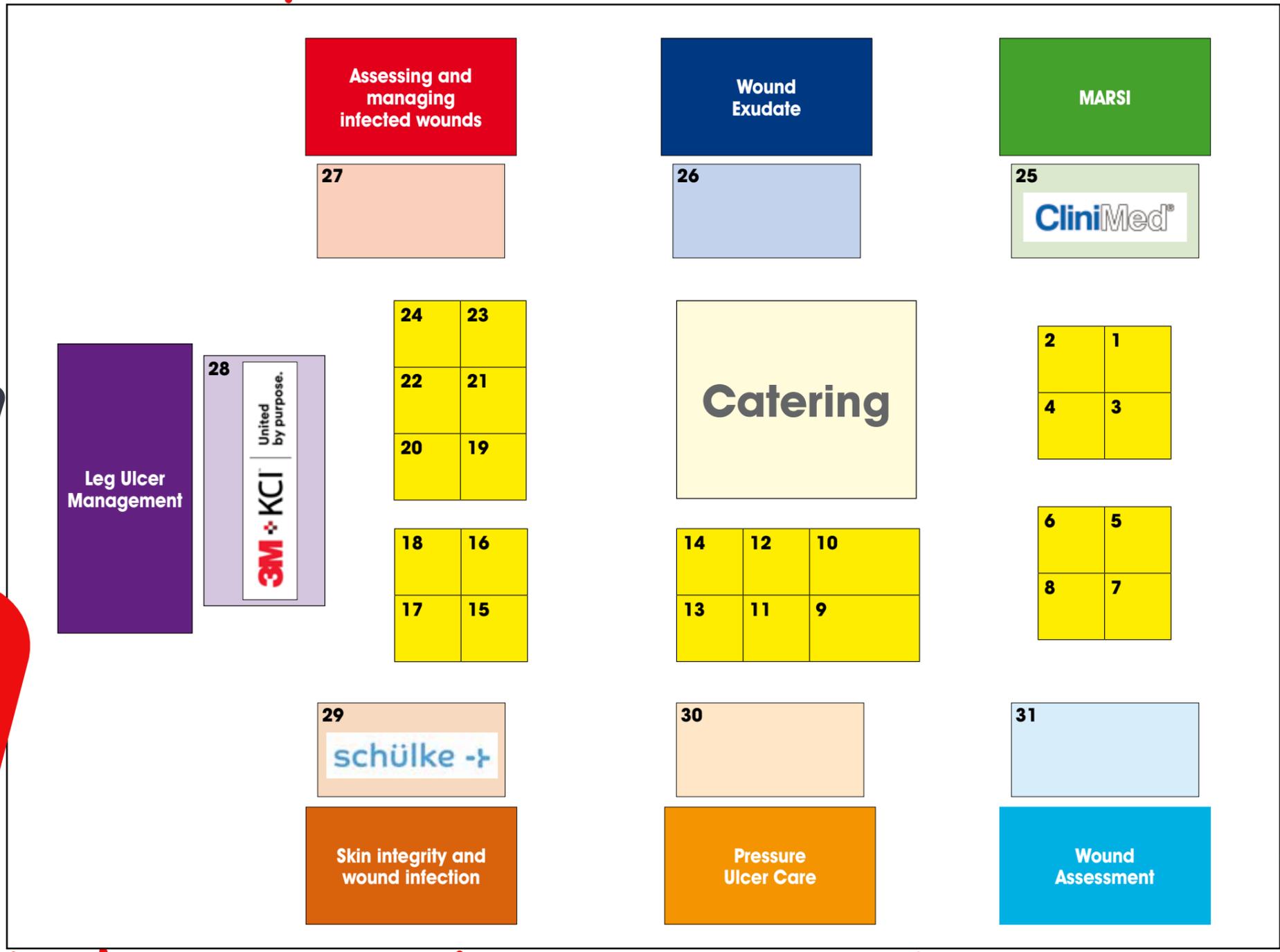


## Stand sizes/prices are as follows:

3x3m	£3,015
3x6m	£6,030



# Stand & zone plan



Assessing and managing infected wounds

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Wound Exudate

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MARS

25  
CliniMed®

Leg Ulcer Management

28  
3M KCI  
United by purpose.

24	23
22	21
20	19

18	16
17	15

Catering

14	12	10
13	11	9

2	1
4	3

6	5
8	7

← Main Entrance

Registration

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schülke →

Skin integrity and wound infection

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Pressure Ulcer Care

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Wound Assessment



*"an enjoyable, interactive couple of days which will enhance my knowledge and practice"*

## Delegate Testimonials

*"I've really enjoyed attending the 2 days. I got to attend all the workshops/zones and looked at all the company booths. As a relatively new TVN it was a great confidence boost to see how much I already knew yet I still learnt something in every session! I will be recommending this event to all the clinicians I encounter in my role."*

*"All lectures were well executed - I enjoyed the bingos and the slides.com interaction"*

*"Very informative - it's great to recall things learnt and how to apply in practice"*

*"Excellent speakers who gave interactive sessions. I learnt a lot and will be able to take this back to my team to put into practice"*

*Useful tips and info for further reading and a good opportunity to update*

## Venue

### Farnborough International Exhibition & Conference Centre

Easy access for visitors and delegates is a key element of any event. Farnborough is conveniently located south-west of London and is served by strong national and international travel links. Travel to Farnborough in just 35 minutes by train from London Waterloo or access the venue by car from the M3 and enjoy free parking on site. Offering stunning views of the airfield, the venue sits alongside Europe's leading business airport and at the home of the world-class Farnborough Airshow.



For  
further information  
or to book your sponsorship  
package please contact:

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A MARK ALLEN GROUP COMPANY

[www.woundexpo.com](http://www.woundexpo.com)



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