

BADS Strategic Alliance Partner (SAP) Package

September 2025

About BADS

The British Association of Day Surgery (BADS) is a multidisciplinary organisation committed to promoting excellence in day surgery to enhance patient outcomes and experiences, optimise healthcare resource utilisation, reduce hospital costs and minimize the environmental impact of surgery. Its membership is broad, encompassing surgeons, anaesthetists, nurses, allied health professionals, trainees and managers. BADS achieves its charitable aims through various activities:

BADS Activities

- Hosting the BADS Annual Conference, attracting over 200 delegates and reflecting its diverse membership.
- Publication of a monthly newsletter updating our members on key resources, meetings, publications, guidelines and other BADS news.
- Working with national organisations such as the Getting it Right First Time (GIRFT) programme, the Centre for Perioperative Care (CPOC), the Royal Colleges and other specialty and allied organisations to produce guidelines.
- Delivering an annual programme of themed Day Surgery Conferences in collaboration with Healthcare Conferences UK.
- Production of benchmarking standards. The BADS Directory of Procedures and National Dataset lists recommended day surgery rates for over 300 surgical procedures, which is used to inform day surgery metrics for The Model Health System, a digital tool provided by NHS England to support NHS productivity, quality and efficiency.
- Publication of generic and speciality-specific handbooks .
- BADS works closely with NHS England through the GIRFT Programme on several workstreams including the accreditation of elective surgical hubs, the High-Volume Low Complexity (HVLC) Programme, and the Right Procedure Right Place programme.

Delivering more day surgery has been recognised as an essential part of overcoming the elective surgery backlog and reducing our record waiting lists. This is reflected in NHS England's updated target for overall procedural day case rates of 85% to be reached by March 2025. Day surgery is also now an established and essential component of the management of urgent surgical care. Greater appreciation of the benefits of day case surgical management has raised the profile of BADS, which now has over 750 individual subscribing members.

Package Duration

- Agreements with BADS are for a duration of 3 years and may be renewed thereafter.

Package Cost

- £7,500 per year plus VAT

Regular benefits

- Regular logo featuring in the BADS Newsletter emailed to over 700 BADS members each month
- Inclusion of an article or product update piece in the BADS Newsletter each year
- Opportunity to attend a BADS Council meeting each year to promote products and services
- Logo on the BADS website homepage
- Access to BADS for discussion of bespoke activities to promote products
- BADS Annual Conference Standard sponsorship package and trade stand

BADS Annual Conference Exhibition

Standard sponsorship package included

- Exhibition trade stand 6m², table, chairs and access to power socket
- 2 exhibitor passes to attend the conference including access to the scientific programme
- Company logo on the BADS Annual Conference webpage
- Social media posts to announce sponsorship
- Logo on collective exhibitor holding slide during scientific sessions
- Participation in exhibitor competition encouraging delegates to visit trade stands

Enhanced sponsorship package at discounted rate

- Exhibition trade stand 6m², table, chairs and access to power socket
- 4 exhibitor passes including access to scientific programme and catering
- Company logo on the BADS Annual Conference webpage
- Social media posts to announce sponsorship
- Logo on collective exhibitor holding slide during scientific sessions
- Participation in exhibitor competition encouraging delegates to visit trade stands
- Company logo on conference app
- Pull up banner at registration desk and main lecture theatre

Contacts

BADS Administration Manager (for Strategic Alliance Partner agreements)

Sapphire Cullington:

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Conference sponsorship enquiries

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BADS Website

www.bads.ac.uk