

International Forum on
**QUALITY &
SAFETY** in
HEALTHCARE

GOTHENBURG

12 - 15 April 2016

Sponsorship & Exhibition
Opportunities

21 YEARS



Hallå

We look forward to welcoming you to Gothenburg

The International Forum strives to support the movement to healthcare improvement globally, foster effective innovation and connect healthcare leaders and practitioners worldwide.

Our knowledge of health and social care is growing faster all the time and giving us ever-increasing chances to break boundaries.

We can showcase Swedish national efforts in areas that are especially challenging including cancer care, psychiatry, patient safety, care of elderly patients and care of the chronically ill show promising results and important lessons have been learned.

Please join us and together we can share our experiences and shape the best possible high value healthcare system for best population health:

- Focus on health and lifestyle patterns, and a care and social system that is safe, equal and person-centred
- Use key measurements as a driver for improvement
- Discuss a culture of learning and constant improvement, where knowledge informs intelligent and practical action speedily
- Discuss supportive structures at all system levels to create conditions for success.

Goran Henricks

Chairman of the Forum's Strategic Advisory Board
Chief Executive of Learning & Innovation,
Jönköping County Council, Sweden

Proposed Speakers



Maureen Bisognano
President and Chief Executive
Officer of the Institute for
Healthcare Improvement (IHI), USA



Donald M. Berwick
MD, MPP, President Emeritus
and Senior Fellow, Institute for
Healthcare Improvement (IHI), USA



Helen Bevan
Chief Transformation Officer,
NHS Improving Quality, England



Jason Leach
National Clinical Director,
Healthcare Quality and Strategy,
Scottish Government, UK



The largest global gathering of healthcare improvers



Top 10 Countries

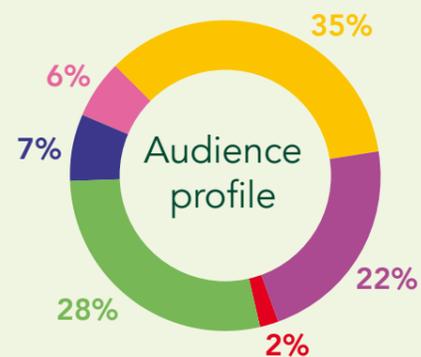
UK	31%
Other	15%
Netherlands	14%
Denmark	10%
Sweden	8%
USA/Canada	7%
Australia	6%
Norway	5%
New Zealand	2%
Belgium	2%

The Forum has as its mission to support the movement for healthcare improvement. It aims to improve outcomes for patients and communities, provide practical ideas that can be implemented in the workplace, promote research into quality and safety improvement, foster effective innovation, and connect health care leaders and practitioners worldwide.

The way in which it meets these aims is through the annual Forum, a four day meeting that brings together an international group of people from chief executives and government officials to healthcare managers and clinicians who share a concern and a passion for improving quality and safety in healthcare.

The Forum brings together over 3,000 attendees from over 80 countries who take part in sessions that range from the basic disciplines of quality improvement to the latest thinking and innovation to quality and safety.

Meet the decision makers - over 80% of our attendees are healthcare leaders



- **C Suite**
(CEO / CMO / Clinical Director
Associate CEO / Medical Director)
- **Senior Clinician**
(Head of Department / Consultant)
- **Specialist**
(Health Care Planner / Quality
Improvement Advisor/ Patient Safety
Lead)
- **Nurse**
(Nursing Director, Nurse
Practitioner Nurse Specialist)
- **Academic**
(Researcher/ Student / Professor)
- **Management**
(Risk Manager / Administration)



3000+
attendees



190
speakers



115+
sessions and
presentations



80
countries
represented



15
sponsored
speaker
sessions



13
hours of
delegate
networking



**empowering
event**



Platinum

The Headline Sponsor
£80,000

1 Your chance to shine

An opportunity to address an audience in the main hall in a 40 minutes session*.

Welcome and acknowledgement on the main stage from Dr Fiona Godlee, Editor-in-Chief BMJ.

2 Set the agenda

An exclusive opportunity to host the CEO/CFO day. This session is targeted at the c-suite delegates.

Design and set the agenda by leading a 20 minute session* during the day programme.

Introduction before the opening of the symposium as sponsor of the day.

Company logo on main stage of the symposium.

Recognition of sponsorship and logo in the Forum Event Guide.

3 Showcase your brand

3x6m squared furnished exhibition stand.

Strategically positioned in a prime location in a high footfall area, giving you over 13 hours of face-to-face time with delegates.



Event schedule

Pre event

- Company logo and description on the Forum website sponsorship page linking to your website

During event

- Verbal acknowledgement prior to the opening Keynote session as Platinum Sponsor
- Company logo on main stage of Forum (limited to Platinum, Gold and Silver sponsors only)
- Company logo on the front page of Forum Event Guide, plus company description and logo
- Double page spread advertisement in Forum Event Guide
- Company logo on all signage at the main entrance to the event and on the main stage in the Auditorium (limited to Platinum, Gold and Silver sponsors only)
- 1 x speakers pass to the 3 main days of the Forum
- 10 x 3 day complimentary delegate passes
- 4 x complimentary exhibition only passes
- Opportunity to purchase up to 10 discounted delegate passes
- Additional discounted exhibition-only passes are available

Post event

- Access to post-show attendee list (Job title, company name and country of origin)

*(N.B subject to editorial guidelines available on request and approval by Forum Programme Committee)



Gold

Improvement Science and Research Partner
£80,000

A dedicated 2-day Science and Research programme

Tuesday	Wednesday
<p>Improvement Science and Research Programme.</p> <p>20 minute speaking opportunity* during the Symposium.</p> <p>Full programme designed independently by the Improvement Science Committee.</p>	<p>Improvement Science and Research Track.</p> <p>Morning (90 minute) programme designed independently by the Improvement Science Committee.</p> <p>Opportunity to design a ½ day minicourse** in the area of Improvement Science and Research. In collaboration with the Forum Improvement Science and Research Committee.</p>

Showcase your brand

3x6m squared furnished exhibition stand.

Strategically positioned in a prime location in a high footfall area, giving you over 13 hours of face-to-face time with delegates.

*Content and proposed speaker must be approved by the Forum programme committee and fit with the programme aims

** N.B subject to editorial guidelines available on request and approval by Forum Programme Committee



Event schedule

Pre event

- Company logo and description on the Forum website sponsorship page linking to your website

During event

- 10 x complimentary delegate passes
- Verbal acknowledgement of your sponsorship prior to the opening Keynote session on Wednesday 13th April and Symposium session
- 3 x speakers pass
- Listing as an International Improvement Science and Research Symposium Sponsor for the Forum in the Forum Event Guide
- Company logo and description in the Forum Guide given out to all attendees
- Double page spread advertisement within the Forum Guide
- A display table for brochures or flyers near the Symposium area on Tuesday
- Logo placement as a sponsor of the Symposium on onscreen projections during the Tuesday Symposium day underneath the official Symposium logo (which also contains the IHI and BMJ logos)
- 2 x complimentary exhibition-only hall passes
- Opportunity to purchase up to 10 discounted delegate passes
- Additional discounted exhibition-only passes are available

Post event

- Access to post-show attendee list (Job title, company name and country of origin)



Silver

Design your speaker session

½ day (1 x 60min and 1 x 90min slot)	£40,000
½ day (2 x 60mins slot)	£35,000
90min programme slot	£25,000
60min programme slot	£20,000

Set the Agenda

Your opportunity to design and host a private, seated session (30, 60 or 90 minute slots available).

Allows you to showcase your priorities wwithin healthcare and create a dialogue with your target audience.

Your presentation is listed on the main Forum programme as the Sponsored Innovation Room Programme.

Overview of your session will appear in both the session Registration brochure (published November/December) and the onsite Forum Event Guide (published March).

Company logo at main stage of Forum (limited to Platinum, Gold and Silver sponsors only).



Event schedule

Pre event

- Company logo and description on the Forum website sponsorship page linking to your website
- 2 x speakers' passes
- Opportunity to purchase up to 10 discounted delegate passes
- Additional discounted exhibition-only passes are available

During event

- Company logo on front page of Forum Event Guide distributed to all delegates onsite
- Verbal acknowledgement of your sponsorship prior to the opening Keynote session on Wednesday 13th April

Post event

- Access to post-show attendee list (Job title, company name and country of origin)

*(N.B subject to editorial guidelines available on request and approval by Forum Programme Committee)

Networking lounge £28,000

The networking lounge allows you to provide an exclusive sponsored area, within this area you can tailor your sessions around group engagement or 1-2-1 sessions with individual delegates you select. The package also includes:

- Deliver your own display design, signage, furniture and literature
- 300 word description and your logo to appear in the main Forum Event Guide and on the Forum website
- 2 pop-up banner stands (sponsor to supply)
- Full page advertisement within the Forum Event guide

Sponsored Sessions £16,000

Host a private, seated session
60 minute presentation or Q&A
x 4 Breakfast sessions
x 2 Lunch sessions

- Host a private, seated session 60 minute presentation or Q&A discussion
- Listed on the main Forum programme as the Sponsored Breakfast/Lunch Session
- Overview of session in the Registration brochure (published December) and the onsite Forum Event Guide (published March).
- Company logo & description on Sponsorship & Exhibition page of Forum website with link to your website
- Company logo on front page of Forum Event Guide distributed to all delegates onsite
- Verbal acknowledgement of your sponsorship prior to the opening Keynote session on Wednesday 13th April
- Access to post-show attendee list (Job title, company name and country of origin)
- 1 x speaker pass to the three main days of the Forum*
- 1 x complimentary delegate passes to the three main days of the Forum
- Opportunity to purchase up to 3 delegate passes at a discounted rate.
- Additional discounted exhibition-only passes are available

*(NB. If you require more than one speaker you will need to allocate them one of your complimentary passes or purchase a 3 day delegate pass)

Welcome Reception sponsor: £12,000

Raise your company profile and interact face-to-face with this key networking opportunity

- Verbal acknowledgement of your sponsorship prior to the opening Keynote session on Wednesday 13th April and also prior to Welcome Reception to all delegates in Keynote hall
- Opportunity for branded signage at the Welcome Reception
- Company logo on front page of Forum Guide distributed to all delegates onsite
- Company logo and description on Sponsorship & Exhibition page of Forum website linking to your website
- Full page advert within the Forum Event Guide
- Options to distribute literature at the Welcome Reception
- 3x3m squared Furnished Exhibition Stand

Exhibition space

Exhibition dates: Tuesday 12th – Friday 15th April, 2016
Construction: Monday 11th April, 2016
3m2 Furnished Exhibition Stand: £5,200
3m2 Unfurnished Exhibition Stand: £4,800

Included in the exhibition options are:

- 2 x complimentary exhibition-only passes
- Company logo and description in the Forum Event Guide given out to all attendees
- Company logo on the Forum website linking to your website
- Access to post-show attendee list (Job title, company name and country of origin)
- Access to an electrical socket
- Opportunity to purchase up to 3 discounted delegate passes and additional

**Visitor bag branding
£10,000**

Sponsorship offer is one side of the bag branded with company logo, strap line and stand number (if exhibiting). Printed on the other side of the bag will be the conference title and the logos of BMJ and IHI. An insert is also included in the package (provided by sponsor) with the sponsor acknowledged as the bag sponsor in the show guide and on Forum website.

**Insert in visitor bag
(subject to bag sponsorship)
£3,000**

This solidly constructed bag is distributed to all attendees on entrance to the event, with the official programme inserted. This is an opportunity to add marketing collateral for your organisation. Sponsors supply the content 1 calendar month before the opening date, up to a maximum of 5 inserts are accepted.

**Advert in the Forum
Event guide:**

Distributed to all delegates

Full Page **£3,600**
Half Page **£1,950**

All rates exclude VAT
Terms and Conditions available on request

**For further information
please contact:**

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Mobile: + 44 (0) 77867 01747
Email: dbell@bmj.com

Floor plan



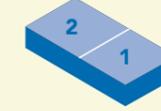
Key



Information



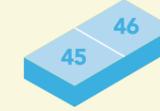
Platinum sponsor



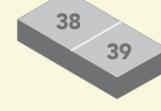
BMJ stand



Catering Points



Gold sponsor



IHI Stand



Learning and Networking zone

Join Us

Forthcoming Events:

International Forum on Quality and Safety
in Healthcare: Asia

Hong Kong 28-30 September 2015

International Forum on Quality and Safety
in Healthcare: Asia

Singapore 14-16 September 2016

International Forum on Quality and Safety
in Healthcare:

London 25 - 28 April 2017