Sponsorship Opportunities

RAI, Amsterdam
2-4 May, 2018

Reach a global audience of senior clinicians
Welkom

The International Forum on Quality and Safety in Healthcare will showcase the very best of healthcare improvement from across the world and reflect on the solutions for the challenges we face.

Join over 3,500 attendees from around 70 countries who strive to make patient care better. We aim to improve outcomes for patients and communities, provide practical solutions that can be implemented within the workplace, foster effective innovation and connect healthcare leaders and practitioners around the world.

This two day event will be developed in close partnership with regional hospital groups and will bring together both local and global healthcare leaders to highlight healthcare initiatives.

Reach these decision makers via this premier event where an inspirational programme is created to engage, energise and evolve healthcare. Our co-chairs, together with our local advisory committee, will create a programme that is relevant, engaging and timely for delegates.

Join us.

Advisory Committee
Our local advisory committee ensure that the programme is relevant, engaging and timely.

Ian Leistikow
Senior Inspector, Dutch Healthcare Inspectorate

Pauline Meurs
Scientific Director, Erasmus Centre for Health Management

Goran Henriks
Chief Executive of Learning & Innovation, Jonkoping County Council, Sweden

Nico van Weert
Head of Q&S Co-ordination NFU: Federation of University Medical Centers

Kim Vereijken
Policy Advisor Healthcare Quality STZ

Carla Veldkamp
Head Q&S Canisius Wilhelmina Hospital, Santeon

Marjon Kallewaard
Head of Quality, FMS

Hannie Trefers
Director Programme Management, Vilans

Hannah Dijkstra
Program coordinator “Healthcare Quality” Zon Mw

Arnold van Halteren
Head of Healthcare, Zorginstituut Nederland: National Health Care Institute

Jan Vesseur
Patient Representative

Region Update
- Well-developed healthcare system.
- Despite government cost-cutting measures, healthcare expenditure continues to increase.
- Relatively high degree of cooperation between the government and the industry.
- Considerable experience of local firms in the field of medical device manufacturing.
- A well-developed R&D environment.
- The creation of a new regulatory agency to streamline administrative processes and thus improve the overall operating environment.
- As the population of the Netherlands ages, private healthcare firms stand to benefit from rising healthcare expenditure.
- Possibility of more friction in the health insurance system as premiums come under pressure from an ageing population.

BMI Netherlands Pharmaceuticals and Healthcare Report Q1 2017

"BMJ is a credible, respected enterprise. We have been pleased with their willingness to work with us to find the right solutions."

Greg McCullough, Senior Program Director, Medtronic

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02

03
Streams
The programme is structured with five streams which capture the essence and key priorities of today’s quality improvement movement.
- Building Capability and Leadership
- Person and Family Centred Care
- Quality, Cost, Value
- Population and Public Health
- Safety

Profile of attendees
All delegates share a passion for improving quality and safety in healthcare.

Top countries attending
- UK
- Netherlands
- Denmark
- Sweden
- Norway
- Australia

Who should sponsor/exhibit?
- Accreditation
- Legal Services
- Healthcare Providers/Transformation
- Healthcare Software
- Management Consultancy
- Medicine Management
- Patient Safety
- Risk Management
- Technology & Innovation
- Training and education

5 reasons to join us
1. Connect with key decision makers
2. Reach professionals with purchasing power and influence
3. Showcase your innovations
4. Build lasting partnerships within senior healthcare professionals
5. Learn about needs within healthcare and how your organisation can address them

Exhibitor Packages
Furnished Shell Scheme
£5,350
Includes: carpet, fascia name board, electricity, lighting, table and 2 chairs* (*subject to package)
3x3 (9sqm)

Space-only
£5,000
Electricity, flooring and furniture not included, subject to build approval
3x3 (9sqm)

Both packages include
- Logo, profile, contact and social media details will be listed in the Event Guide, website and app
- Exhibitor briefing and welcome pack provided
- Exhibition Scanners available £400 +VAT
- 2 exhibition-only passes, providing lunch/refreshments and access to Keynote sessions. Extra passes: £250+VAT
- Option to purchase up to three 2 day delegate passes (early bird rate)

Quick facts

Streams

Profile of attendees

Top countries attending

Who should sponsor/exhibit?

5 reasons to join us

Exhibitor Packages

“"If sponsors are looking for an event that focuses on practice improvement on an international level, then this is a great event. We’ve had a lot of genuine engagement and interest from delegates and the Forum has proven to be a great platform to network with this audience.”
Navdeep Sidhu, The Health Foundation

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Data taken from Hong Kong 2015 and Singapore 2016 registration data
Sponsor and Exhibitor Packages

Gold Sponsor £80,000
The Headline Sponsor
- Your chance to shine - be the named headline sponsor, with main stage promotion throughout the event.
- Create your own session - Address delegates within the main programme in a stream of your choice.*
- Showcase your brand - strategically positioned exhibition space in high footfall area, giving you 6+ hours of networking time.

Silver Sponsor £40,000
- ½ day £30,000
  1 x 60 mins session
  2 x 60 min slot
- £25,000
  90 min programme slot
- £20,000
  60 min programme slot

Breakfast / lunch session £16,500
- Design and host your speaker session.
- 2 x breakfast sessions
- 2 x lunchtime sessions available

Bespoke Solutions
Networking Lounge £12,000
(Up to 3 co-sponsors)
- This lounge area provides an opportunity for co-branding on low panelled walls surrounding this exclusive space designed to provide attendees with space for group engagement or 1-2-1 sessions.

Thought Leadership
Influence and inspire your target market by aligning your brand with content produced by our healthcare experts on industry hot topics:
- Roundtables
- White paper creation
- Presentation sessions

Price on application

Enhance your package
Additional services for purchase

NEW Exclusive App sponsorship £15,000
- Full brand visibility throughout user experience. Ability to set up 1-2-1 meetings pre-event (up to 20 connections). 70% of attendees interact with the app which includes programme information, what’s on, session choices and venue help.

NEW Interactive Theatre £15,000
- This 3m x 9m space set up with theatre style seating for up to 30 attendees, ideal for visual demonstrations. Low walls provide option for branding. Session featured on the main programme to allow pre-event sign up for your presentation.

Exclusive Registration £12,000
- Align your brand with themed content streams. Sponsor to choose a winning poster, meet the team who created the poster and present a small prize. Brand visibility on overhead signage and a mention within the event guide. One announcement via the app to promote prize giving.

Posters category £10,000
- Align your brand with themed content streams. Sponsor to choose a winning poster, meet the team who created the poster and present a small prize. Brand visibility on overhead signage and a mention within the event guide. One announcement via the app to promote prize giving.

Advert in the Event guide
Full Page £3700  Half Page £2,000
Distributed to all attendees

Seat drops - £1,500
- Literature placed on seats within requested session (sponsor to provide collateral).

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Supporting Organisations

Key organisations in the region have been supporting the International Forum by publicising the event to their network and extending an invitation on our behalf. Supporting Organisations extend our reach in the region and bring a diverse range of delegates to the event. In turn, they benefit from discounts and cross branding. Supporting organisations include:

‘Great conference! Well organized with a good list of delegates and networking opportunities.’
Abdelraouf Abu Goura - Marketing and Communications Director, The DataFlow Group

Forthcoming events for your diary

For further information please contact

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