



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

## Sponsorship and Exhibition Opportunities

Melbourne, Australia  
10-12 September, 2018

Over 1,250  
delegates  
anticipated

Meet the largest global gathering of  
healthcare improvers in this region



1,250+ attendees



150 leads gained on average



8+ hours of delegate networking

1

empowering event



35 countries represented



18 hours of learning



45 speakers

## Reasons to join us

- Connect with key decision makers
- Build lasting partnerships
- Increase the visibility of your organisation
- Learn about needs within healthcare and how you can address them
- Reach professionals with purchasing power and influence

“

“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

# Welcome

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 1,250 attendees from around 35 countries who strive to make patient care better. This event aims 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.

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 in Melbourne.



**Göran Henriks**

Chair Emeritus, International Forum Programme Advisory Committee and Chief Executive of Learning and Innovation, Jönköping County Council; Sweden



**Milton Lum**

Co-Chair of the Programme Advisory Committee, Consultant Obstetrician & Gynaecologist, member of Malaysian Medical Council and Council of Tunku Abdul Rahman; Malaysia

## Australasia Region Update

### Healthcare drivers:

- Ageing demographics
- Increased demand for diagnostic imaging scans
- Technologically advanced healthcare system
- Highly trained medical personnel
- Initiatives to develop telemedicine and remote monitoring of patients for patients in remote area

### Market drivers:

- Second highest rate of per capita spending within the APAC region behind Japan
- Continued technological innovation
- Very high import dependency

Australia Medical Devices Report Q3 2017

Melbourne 2018 is supported by Strategic Partners:



## Programme Streams

Five streams capture the essence and key priorities of today's quality improvement movement

Building Capability and Leadership

Population and Public Health

Quality, Cost, Value

Person and Family-Centred Care

Safety

## Programme Advisory Committee

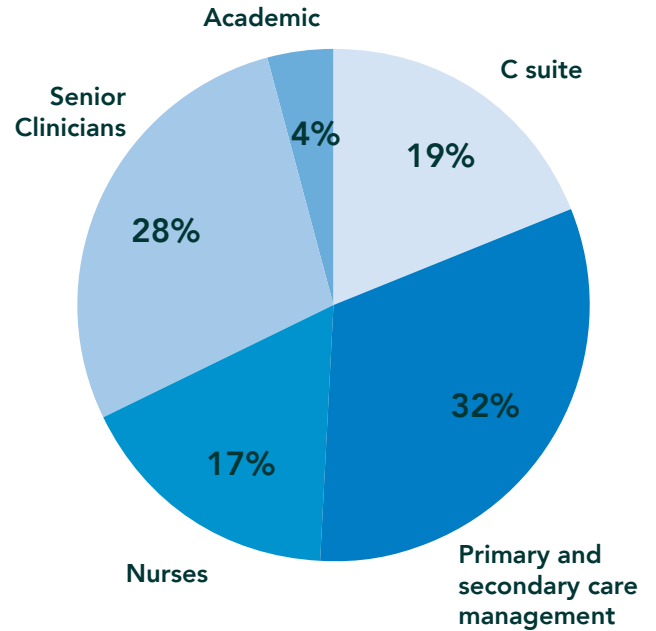
Our Committee provides intelligence and insight into quality and safety needs, healthcare trends and best practices.

# Quick facts

## Job Titles

- Chief Executive
- Medical Director
- Nursing Director
- Risk Manager
- Patient Safety Lead
- Quality Advisor
- Quality Improvement Manager
- Healthcare Management
- Programme Lead
- Doctor / Physician
- Nurse

## Profile of attendees



## What our attendees say

60%

do not attend any other events - make sure you connect with them here

88%

rated our speakers as excellent or good - our innovative programme is crafted by experts and local champions

35+

countries represented

## Where our attendees come from

1,250

attendees



# Sponsorship opportunities

## Choose your level of involvement

### Speaking Sessions

Activity	Benefit	Investment US\$
<b>Main Programme Speaking Session*</b> Limited to 2 slots	Address the attendees within the programme in a topic stream of your choice Running Time: 60 minutes   2 x 2 day speaker passes	\$32,500
<b>Breakfast session sponsor*</b> 3 slots to choose from	Fully catered speaking session held during breakfast Running time: 60 minutes   2 x 2 day speaker passes	\$22,700
<b>Lunch session sponsor*</b> 4 slots to choose from	Fully catered speaking session held during lunch break Running Time: 30 minutes   2 x 2 day speaker passes	\$16,200

\*Includes marketing support, dedicated session room, pre-event delegate registration, delegate scanning for contact details, event guide and website presence

### Attendee Engagement And Face To Face Solutions

Activity	Benefit	Investment US\$
<b>NEW Soapbox presentation in the exhibition hall</b> Limited to 2 slots	25 minute presentation including Q&A within the exhibition hall. Drop in session for delegates during refreshment breaks*	\$6,500
<b>NEW 121 meetings with senior healthcare professionals</b>	Who would you like to meet? We can facilitate up to 5 meetings on-site on your behalf	\$13,000

### Exhibition Opportunities

Activity	Benefit	Investment US\$
<b>Premier exhibition stand</b>	6x3 (18sqm) shell scheme in a premium position, comes with name board fascia, electricity, table and two chairs, lead retrieval scanner	\$10,400
<b>Shell Scheme</b>	3x3 (9sqm) shell scheme with name board fascia, electricity, table and two chairs	\$6,500
<b>Space only</b>	3x3 (9sqm) space only - create your own stand with this flexible space (regulations apply, stand plan must be approved pre-event)	\$5,900

GST may be applicable

**Contact:** David Bell +44 (0) 207 383 6053 | dbell@bmj.com    Laura Stanley +44 (0) 207 383 6181 | lstanley@bmj.com

## Branding Solutions

Activity	Benefit	Investment US\$
<b>Branding</b>	Where you see our logo, you will see yours (only available to headline sponsor)	\$25,000
<b>Registration Sponsor</b>	Exclusive sponsorship - logo visible throughout the online registration process, acknowledgement within delegate registration emails and on-site signage	\$13,000
<b>NEW Networking Lounge</b>	Branding on the walls and entry points	\$10,400 (solus) \$3,900 (shared)
<b>Exclusive sponsorship of the App</b>	Exclusive branding on the homepage and banner located on high traffic areas, enhanced company profile, logo on the website and event guide	\$5,200
<b>Advertising within the App</b>	Banner adverts viewable in-app	\$325
<b>Push message in App</b>	Two opportunities per day	\$975 per message
<b>Support a poster category</b>	Logo on all category signage on site and acknowledgement in event guide	\$3,900
<b>Private Meeting room hire</b>	Reserve a meeting room for client meetings or team networking (subject to availability)	\$2,600
<b>Charging Station</b>	Branding on charging point	\$4,900
<b>Delegate bags</b>	See your logo on delegate bags, handed to all attendees	\$2,500
<b>Floor sticker</b>	Direct attendees to your exhibition stand or speaking session (limited to 4 per customer))	\$650
<b>Delegate meeting booker</b>	Invite delegates to your stand or private meeting room via the app	\$650
<b>Scanner for lead retrieval</b>	Making it easy for you to collect leads	\$360
<b>Enhanced exhibitor profile</b>	Treble your presence within the event guide - up to 300 words	\$325
<b>On-site storage</b>	Providing you with a safe, lockable storage solution within the exhibition hall	TBA
<b>Advertising Options (in the Event Guide distributed to all attendees)</b>	Double Page Spread	\$2,920
	Full Page	\$1,950

GST may be applicable

## Key Packages at a glance

Level of benefits	Headline Sponsor	Main Programme Session Sponsor
Speaking session during the event	✓	✓
Exhibition stand (6x3)	✓	
Exhibition stand (3x3)		✓
Advertisement within the event guide (double page)	✓	
Advertisement within the event guide (1 page)		✓
Full branding - pre and during event - website, event guide, event signage	✓	
1-2-1 meetings with up to 5 delegates	✓	
2 day delegate pass	x10	x3
<b>Total value</b>	\$93,820	\$43,950
<b>Package price</b>	<b>\$58,500</b>	<b>\$41,000</b>

GST may be applicable

86% of exhibitors made key connections that may lead to future sales - that gives you tangible ROI



95% of clients are happy with the quality of our audience

## Forthcoming events for your diary

### Amsterdam

2-4 May 2018

### Glasgow

27-29 March 2019

### Taiwan

September 2019



“We had great turnout and got great participation from everyone. We believe that this conference is the premier conference around patient safety and quality.”

**Aloha McBride** | Federal Health Sector Leader, EY

## For further information please contact



**David Bell**  
Sales Manager

**T** +44 (0) 207 383 6053  
**E** dbell@bmj.com



**Laura Stanley**  
Sales & Logistics

**T** +44 (0)20 7383 6181  
**E** lstanley@bmj.com