



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

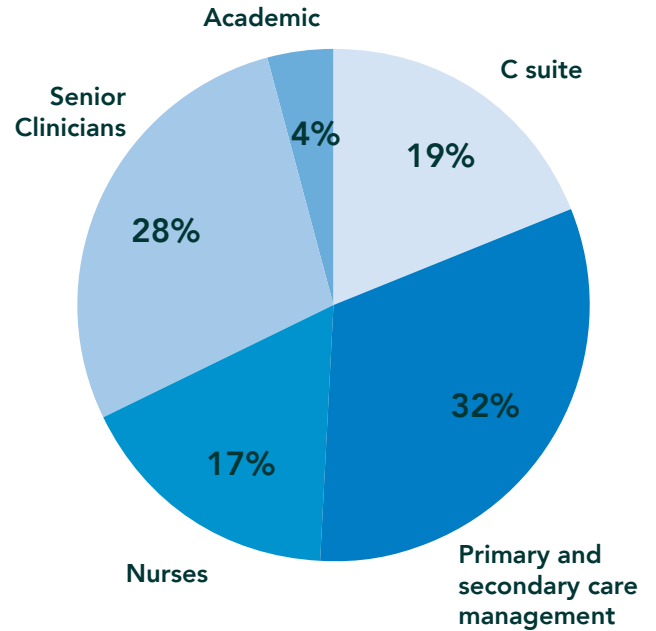
Our Committee provides intelligence and insight into quality and safety needs, healthcare trends and best practices.

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\$
Main Programme Speaking Session* 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
Breakfast session sponsor* 3 slots to choose from	Fully catered speaking session held during breakfast Running time: 60 minutes 2 x 2 day speaker passes	\$22,700
Lunch session sponsor* 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\$
NEW Soapbox presentation in the exhibition hall Limited to 2 slots	25 minute presentation including Q&A within the exhibition hall. Drop in session for delegates during refreshment breaks*	\$6,500
NEW 121 meetings with senior healthcare professionals	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\$
Premier exhibition stand	6x3 (18sqm) shell scheme in a premium position, comes with name board fascia, electricity, table and two chairs, lead retrieval scanner	\$10,400
Shell Scheme	3x3 (9sqm) shell scheme with name board fascia, electricity, table and two chairs	\$6,500
Space only	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

Branding Solutions

Activity	Benefit	Investment US\$
Branding	Where you see our logo, you will see yours (only available to headline sponsor)	\$25,000
Registration Sponsor	Exclusive sponsorship - logo visible throughout the online registration process, acknowledgement within delegate registration emails and on-site signage	\$13,000
NEW Networking Lounge	Branding on the walls and entry points	\$10,400 (solus) \$3,900 (shared)
Exclusive sponsorship of the App	Exclusive branding on the homepage and banner located on high traffic areas, enhanced company profile, logo on the website and event guide	\$5,200
Advertising within the App	Banner adverts viewable in-app	\$325
Push message in App	Two opportunities per day	\$975 per message
Support a poster category	Logo on all category signage on site and acknowledgement in event guide	\$3,900
Private Meeting room hire	Reserve a meeting room for client meetings or team networking (subject to availability)	\$2,600
Charging Station	Branding on charging point	\$4,900
Delegate bags	See your logo on delegate bags, handed to all attendees	\$2,500
Floor sticker	Direct attendees to your exhibition stand or speaking session (limited to 4 per customer))	\$650
Delegate meeting booker	Invite delegates to your stand or private meeting room via the app	\$650
Scanner for lead retrieval	Making it easy for you to collect leads	\$360
Enhanced exhibitor profile	Treble your presence within the event guide - up to 300 words	\$325
On-site storage	Providing you with a safe, lockable storage solution within the exhibition hall	TBA
Advertising Options (in the Event Guide distributed to all attendees)	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
Total value	\$93,820	\$43,950
Package price	\$58,500	\$41,000

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



Andy Josephides
Sales Manager

T +44 (0)20 7383 6612
E ajosephides@bmj.com