



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

## Sponsorship & Exhibition Opportunities

Taipei Marriott, Taipei  
18-20 September 2019

**1,250+**  
senior  
clinicians  
to meet

**Reach the largest global gathering of healthcare  
improvers in this region**



**1,250**  
attendees



**150**  
leads gained  
on average



**8+**  
hours of  
networking

**1**

**empowering  
event**



**35**  
countries  
represented



**20**  
hours of  
learning



**50**  
renowned  
speakers

## Reasons to attend

- Tangible ROI - exhibitors achieve 150+ leads
- Build lasting relationships with key decision makers
- Increase the visibility of your organisation
- Learn about needs within healthcare and how you can address them
- Cost effective way of reaching qualified audiences

## Our Attendees....

**60%**

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

**88%**

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



“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**

## Contact



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# Welcome

Now in its  
5<sup>th</sup> year!

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 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, foster effective innovation and connect healthcare leaders and clinical 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 Taipei.



**Goran Henriks**  
Chief Executive of  
Learning and Innovation,  
Jönköping County  
Council, Sweden



**Dr Pa-Chun Wang**  
Chair, CEO of Joint  
Commission of Taiwan

Taipei 2019 is supported  
by Strategic Partners



## Taiwan Region Update

With a population of 23.55 million, Taiwan is a thriving democracy, a vibrant market economy, and a highly attractive export destination. Since launching the National Health Insurance (NHI) program in 1995, Taiwan has provided universal health coverage through a single payer system.

National Health Insurance (NHI) data published in October 2017 indicates that acute kidney failure and chronic kidney disease combined were the single largest contributor to public spending on healthcare, costing the country USD1.6bn in 2016.

The medical device market in Taiwan is one of the largest markets in Asia due to the increase in demand for healthcare products and services. The market is forecast to reach \$2.54 billion in 2021. The major segments likely to experience high growth are:

- orthopedic devices
- healthcare IT
- ophthalmic devices
- diagnostic imaging
- cardiovascular devices
- geriatric product care

## Market Challenges

- Ageing population
- Shortage of doctors and nurses within Taiwan

## Market Size

Healthcare spending (including investment)	1,029,182 million NT\$
Number of hospitals	494
Hospital beds	162,163
Beds within specialised clinics	28,852
Beds within general hospitals	133,335
Physicians	44,006

Source: Global data - Focus: Healthcare, Regulatory and Reimbursement Landscape – Taiwan, BMI Country data

## Programme 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

## Programme will cover:

- Hospital-wide Patient Flow
- Healthcare Transformation
- Value based healthcare

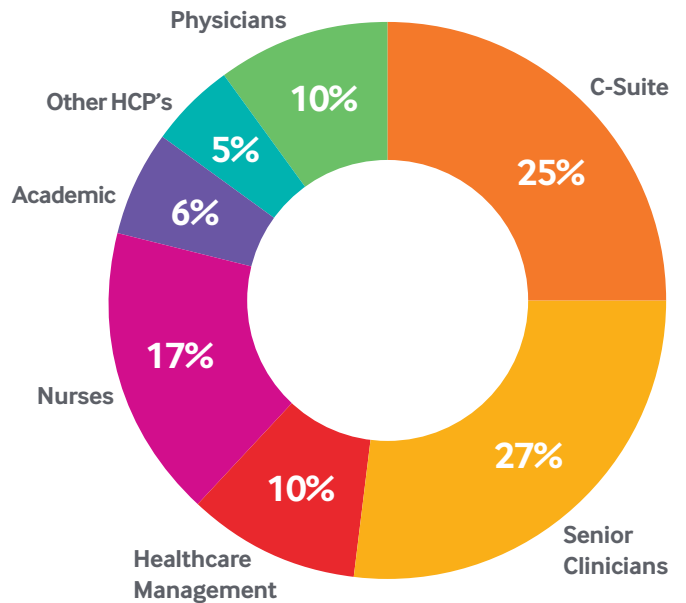
# Who attends: Quick facts

## Job Titles



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

## Profile of Attendees



## Growth seen from these groups

- + Medical Directors
- + CEO's
- + Healthcare management
- + Patient Safety Leads

Meet your potential customers

35+ countries represented

## Where our attendees come from

1,250+ attendees



Make the right connections... over 80% of our audience are decision makers

# Lead Generation

Relationship  
building

Market Insight

Brand Awareness

Thought Leadership

Whatever your objectives, we can help you.

## Choose your level of involvement

Ask about our range of flexible packages.



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### Headline Sponsorship (Price on application)

- Where you see our logo, you will see your logo
- On-site branding and in the run-up to the event, your logo present in 200,000+ delegate acquisition marketing emails
- Set the agenda - host a speaking session listed on the main programme
- Welcome and acknowledgement on the main stage
- Premium stand located in a prime location within the exhibition hall
- 8+ hours of networking time with delegates throughout the 2 days

### Main Programme Sponsor (Price on application)

- Set the agenda - host a speaking session listed on the main programme
- Welcome and acknowledgement on the main stage
- 3m x 3m exhibition stand located in a prime location
- Full page advert in the event guide

**Bespoke packages** can be tailored to suit your requirements and maximise the benefit of your participation.

## Thought Leadership - shape the programme (price on application)

Activity	Benefit
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 Included 2 x 2 day speakers passes
Breakfast session 3 slots to choose from	Fully catered speaking session Running time: 60 minutes Included 2 x 2 day speakers passes
Lunch session 4 slots to choose from	Fully catered session Running time 30 mins 2 x 2 day speaker passes

Includes full marketing support, dedicated session room, pre-event delegate registration, scanning for contact details on entry, event guide and website presence.

\* all sessions are subject to editorial guidelines, available on request and approval by Forum Programme Committee

Our priority is to provide sponsors with a successful return - our flexible packages can give you access to a qualified audience within healthcare.

Branding Solutions	Price on application
<p><b>NEW Sponsor a keynote</b> Align your brand with credible content - obtain exclusive on-stage branding, verbal sponsor acknowledgement, collateral handed out on entry, and recognition within the event guide.</p>	2 slots available
<p><b>Exclusive Registration Sponsor NEW</b> Logo visible throughout the online registration process, acknowledgement within delegate registration emails and on-site signage.</p>	Exclusive
<p><b>Support a Poster category</b> Logo on all category signage on-site and acknowledgement in the event guide.</p>	5 slots available
<p><b>Brand the Charging Station   Networking Lounge</b> Your logo visible from four sides at the charging station where all delegates can check their emails, or surround the networking lounge with branded low panel walls.</p>	Exclusive
<p><b>Ask us about:</b> Floor stickers   Delegate bags   Advertising in app   Meeting room hire   Seat drops Event Guide advertising   Full page   Double page spread</p>	



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Directors,  
healthcare managers,  
**senior clinicians**  
they are all here - come and meet them





## Attendee Engagement And Face To Face Solutions

Activity	Benefit	Price on application
<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*	<b>2 slots available</b>

Tax may be applicable

**95%** of exhibitors make key connections - giving you tangible ROI

**100%** of exhibitors are happy with the quality of attendees - connecting you with the right audience

## Networking and Lead Generation

Networking and Lead Generation		Investment
<b>Premier exhibition stand</b>	6m x 3m (18sqm) shell scheme in a premium position, includes name board fascia, electricity, table and two chairs, lead retrieval scanner	<b>\$7,000</b>
<b>Shell Scheme</b>	3mx3m (9sqm) shell scheme, includes name board fascia, electricity, table and two chairs	<b>\$5,200</b>
<b>Space only</b>	3mx3m (9sqm) space only - create your own stand with this flexible space (regulations apply, stand plan must be approved pre-event)	<b>\$4,500</b>
<b>Scanner for lead retrieval</b>	Making it easy for you to collect leads	<b>\$250</b>
<b>NEW Virtual Exhibitor</b>	If you cannot attend in person, we can showcase your presentation or videos on a rolling basis on a screen within the exhibition hall	<b>\$1,500</b>

Pricing shown in US dollars

Tax may be applicable

# Forthcoming events for your diary

**Glasgow**

27-29 March 2019

**Copenhagen**

28-30 April 2020

**Sydney**

30 Sept - 2 Oct 2020

[internationalforum.bmj.com](http://internationalforum.bmj.com)

## Previous supporters



We can help you achieve your marketing objectives - speak to us today



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