



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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"Exhibiting at the Forum has provided us with new leads we may not have secured otherwise."

POLLY KIRK, DATIX

Welcome

Now in its
5th 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 caring for chronic diseases and cancer have becoming the largest contributors to public spending on healthcare.

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 healthcare manpower 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

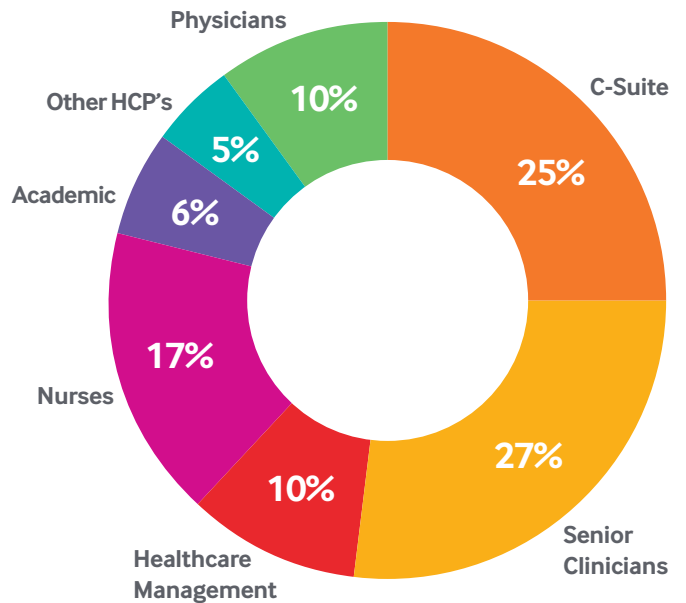
Who attends: Quick facts

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.

'Ask me about our 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>NEW Sponsor a keynote 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>Exclusive Registration Sponsor NEW Logo visible throughout the online registration process, acknowledgement within delegate registration emails and on-site signage.</p>	Exclusive
<p>Support a Poster category Logo on all category signage on-site and acknowledgement in the event guide.</p>	5 slots available
<p>Brand the Charging Station Networking Lounge 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>Ask us about: Floor stickers Delegate bags Advertising in app Meeting room hire Seat drops Event Guide advertising Full page Double page spread</p>	

Let me help you achieve your marketing objectives - get in touch today



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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
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*	2 slots available

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

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

Previous supporters



Let me help you achieve
your marketing objectives -
get in touch today



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"We engaged with over 150 people. When you take them out of their own working environment, they have space to engage and are actively looking for new ideas. This is great for us and far better than trying to have conversations with them when they are caught up in their day job! We aim to target quality directors and improvement advisors. Many of them attend this conference."

KERRIE PRESTON, LIFE QI