



International Forum on
QUALITY & SAFETY
in HEALTHCARE

Sponsorship & Exhibition Opportunities

Bella Center, Copenhagen
28-30 April 2020

3,250+
attendees
to meet

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



3,250
attendees



150
average number of
leads obtained from
previous events



8+
hours of
networking

1

**empowering
event**



70
countries
represented



24
hours of
learning



150
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

* average number of leads achieved by exhibitors from previous events

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



Andy Josephides
T +44 (0)203 655 5602
E ajosephides@bmj.com



Jamie Solomon
T +44 (0)203 655 5806
E jsolomon@bmj.com

Welcome

Now in its
25th 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 3,250+ attendees from around 70 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 Copenhagen.



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

Copenhagen 2020
is supported by our
Strategic Partner



Danish Region Update

84% of healthcare expenditure publicly financed, 16% funded via a growing number of private hospitals and health insurance sector.

Key target sectors

- Health IT solutions – innovative value-based solutions
- Biotech & Pharmaceuticals – particular interest in precision medicine
- Medical Devices – mainly cutting edge technology

Local Market Healthcare drivers

- The leading causes of death are cardiovascular diseases, Alzheimer disease, and cancer
- Diabetes and COPD two most common chronic health conditions in Denmark.
- Growth of dementia villages to make Denmark a dementia friendly country. 63m euros invested in dementia centred care and treatments.

Source: Institute for Health Metrics and Evaluation. Denmark. Country Profiles.

Growth sectors

- Telemedicine a priority area
- Preventive activities and personalised medicine
- Ageing population leading to need for increased palliative care

Market Size

Population	5.7m
Healthcare spending (including investment) (€), 2015*	28.7 billion
...as a percent of GDP	11%
...spent on pharmaceuticals /consumables	6.6% (2016)
Number of hospitals	59
Public	40
Private	19
Hospital beds	14,871
Physicians	24,000
of which surgeons	3,326

Source: Healthcare in Denmark, Ministry of Health 2014 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

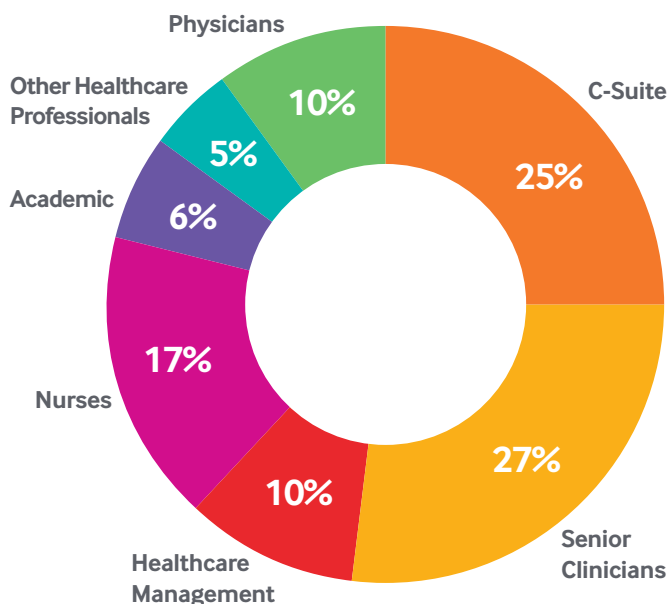
Who attends: Quick facts

Job Titles



Chief Executive
Medical Directors
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

Where our attendees come from

70+
countries
represented

3,250+
attendees



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

Achieve your marketing objectives

Lead Generation Market Insight

Relationship
building

Brand Awareness

Thought Leadership

Product Launch

Whatever your objectives, we can help you.

Choose your level of involvement

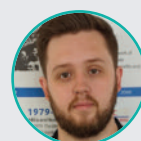
Ask about our range of flexible packages.



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Headline Sponsorship *(Price on application)*

- Where you see our logo, you will see your logo
- On-site branding, in the run-up to the event, your logo present in 100,000+ 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	What you will receive
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. Includes two 2 day delegate passes
Breakfast session 3 slots to choose from	Fully catered speaking session Running time: 60 minutes. Includes two 2 day delegate passes
Lunch session 4 slots to choose from	Fully catered speaker session Running time: 30 minutes. Includes two 2 day delegate passes
Includes full marketing support, dedicated session room, pre-event delegate registration, data scanning of session attendees, entry in event guide and website presence.	

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

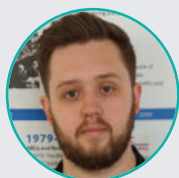
Our priority is to provide sponsors with a successful return - our flexible packages can give you access to a qualified audience within healthcare.

Branding Solutions	Price on application
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.	2 slots available
NEW Registration Sponsor Logo visible throughout the online registration process, acknowledgement within delegate registration emails and on-site signage.	Exclusive
Support a Poster category Logo on all category signage on-site and acknowledgement in the event guide.	5 slots available
Brand the Charging Station Networking Lounge Your logo visible from 4 sides at the charging station where all delegates can check their emails, or surrounding the networking lounge with branded low panel walls.	Exclusive
Ask us about: Floor stickers Delegate bags Advertising in app Enhanced exhibitor profile Seat drops Event Guide advertising Full page £1,500 Double page spread £2,000	

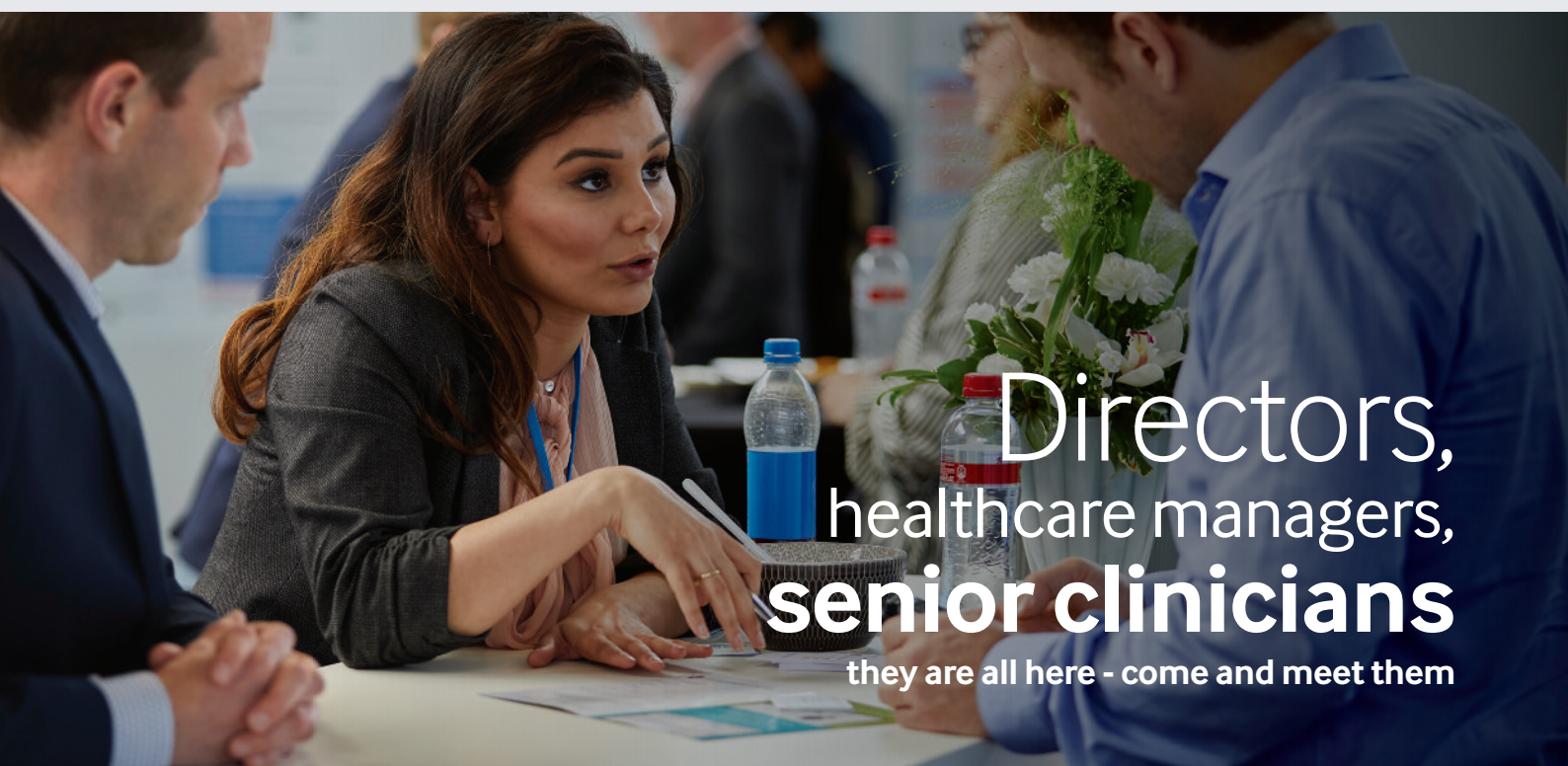
Prices exclude VAT



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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

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	£5,350
Space only	3mx3m (9sqm) space only - create your own stand with this flexible space (regulations apply, stand plan must be approved pre-event)	£5,000
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	Price on application

Forthcoming events for your diary

Taipei

18-20 September 2019

Sydney

30 Sept - 2 Oct 2020

London

21-23 April 2021

internationalforum.bmj.com

Previous supporters



THE UNIVERSITY of EDINBURGH
Edinburgh Surgery Online



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



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