



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

Sponsorship & Exhibition Opportunities

Pullman New Delhi Aerocity, India
4-5 July 2020

1,000+
senior clinicians
to meet

Reach the largest global
gathering of healthcare
improvers in this region

NEW

Inaugural event
in this region



1,000+ attendees



150+ leads to gain



6+ hours of networking

1

empowering event



20+ sessions



20 hours of learning



60+ influential speakers

Reasons to attend

- Align your brand with ours within an educational environment
- Educate clinicians within a topic(s) of your choice
- Improve patient outcomes by initiating quality improvement techniques
- Showcase your hospital environment and initiatives shown to increase patient safety
- Gain access to internationally renowned world-class speakers - the best within quality improvement
- Build lasting relationships with key decision makers
- Increase the visibility of your organisation and showcase your expertise

** average number of leads obtained gained from similar events located in Europe & Asia*

Our Attendees....

96%

rated our keynotes as excellent - our innovative programme is crafted by experts and local champions

80%

of attendees are key decision makers - meet them here

Contact



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Invitation to participate

Celebrating **25 years** of healthcare transformation

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 within this region. This event is jointly organised by The Institute of Healthcare Improvement (IHI) and BMJ, who have 25+ years of inspiring events within healthcare transformation and patient safety.

Join 1,000+ attendees from India 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.

The event culminates with the BMJ Awards South Asia - a ceremony recognising excellence in healthcare within South Asia. This event combines education and healthcare improvement with celebrating healthcare transformation on a regional scale.

Our co-chairs, together with our local advisory committee, will create a programme that is relevant, engaging and timely for delegates.

Join us in New Delhi.



Fi Godlee
Editor-in-Chief,
The BMJ

We are looking for your support

New Delhi 2020 is supported by local Strategic Partners

India: Quality of Care

Quality of Care has emerged as key thrust area for both Policy Makers and Public Health Practitioners.

The NHP 2017 clearly states in its objective – Improve health status through concentrated policy action in all sectors with focus on Quality:

- Systems approach
- Client focus
- Recognising the champions
- Team work
- Process Focus
- Continual improvement
- Objective Quality Measurement
- Concern & context

Initiate education and training initiatives for healthcare workforce to achieve key targets:-

- Increase life expectancy and promote healthy life-style
- Reduce mortality rates
- Reduce disease prevalence

Work with us to showcase your expertise

Market Size

Total healthcare spending:	\$93bn
Size of medical device market:	\$3.5bn
Population:	1,251,695,584
Number of doctors:	841,104*
Number of hospital beds:	0.7 per 1,000 people
University hospitals	387
Public hospitals	7,596
Private hospitals	7,366

Source: IBEF March 2019

Programme Streams

The programme is structured with five streams which capture the essence and key priorities of today's quality improvement movement.

- Safety
- Quality, Cost, Value
- Person and Family Centred Care
- Population and Public Health
- Building Capability and Leadership

Topics will include:

- Improving patient safety
- Tackling the burden of NCDs
- Person-centred healthcare
- Improving quality of rural health
- Accreditation and credentialing
- Technology and innovation for improvement

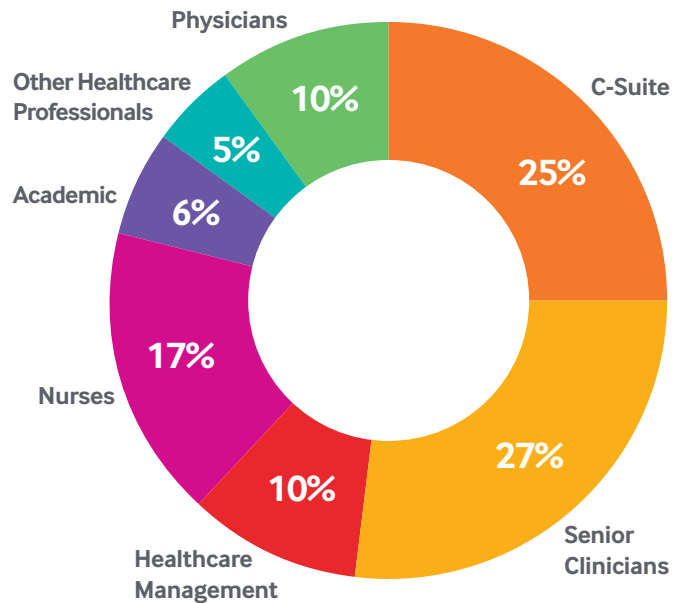
Who attends: Quick facts

Job Titles



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

Profile of Attendees



Growth from these groups

- + Medical Directors
- + Healthcare management
- + Quality Improvement / Patient Safety Leads

Meet your
potential
customers

Where our attendees come from

1,000+
attendees



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



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

POLLY KIRK, DATIX

Achieve your marketing objectives

Lead Generation
Brand Awareness
 Thought Leadership
Relationship building
 Product Launch Market Insight

'Ask me about our flexible packages'



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Choose your level of involvement

Fund attendee places - ask for more details

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 44,000+ 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
- 6+ 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



"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

Visibility across BMJ Awards South Asia & International Forum: New Delhi - A credible combination

Thought Leadership - shape the programme *(Price on application)*

Activity	Benefit
Headline Sponsorship*	Welcome and acknowledgement on the main stage. Host a speaking session within the programme in a topic stream of your choice. Running time: 60 minutes.
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.
Breakfast session 3 slots available	Fully catered speaking session Running time: 60 minutes.
Lunch session 4 slots available	Fully catered speaker session Running time: 30 minutes.

Includes full marketing support, dedicated session room, pre-event delegate registration, scanning for contact details on entry, event guide and website presence. Includes 2 two-day delegate passes.

* 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**

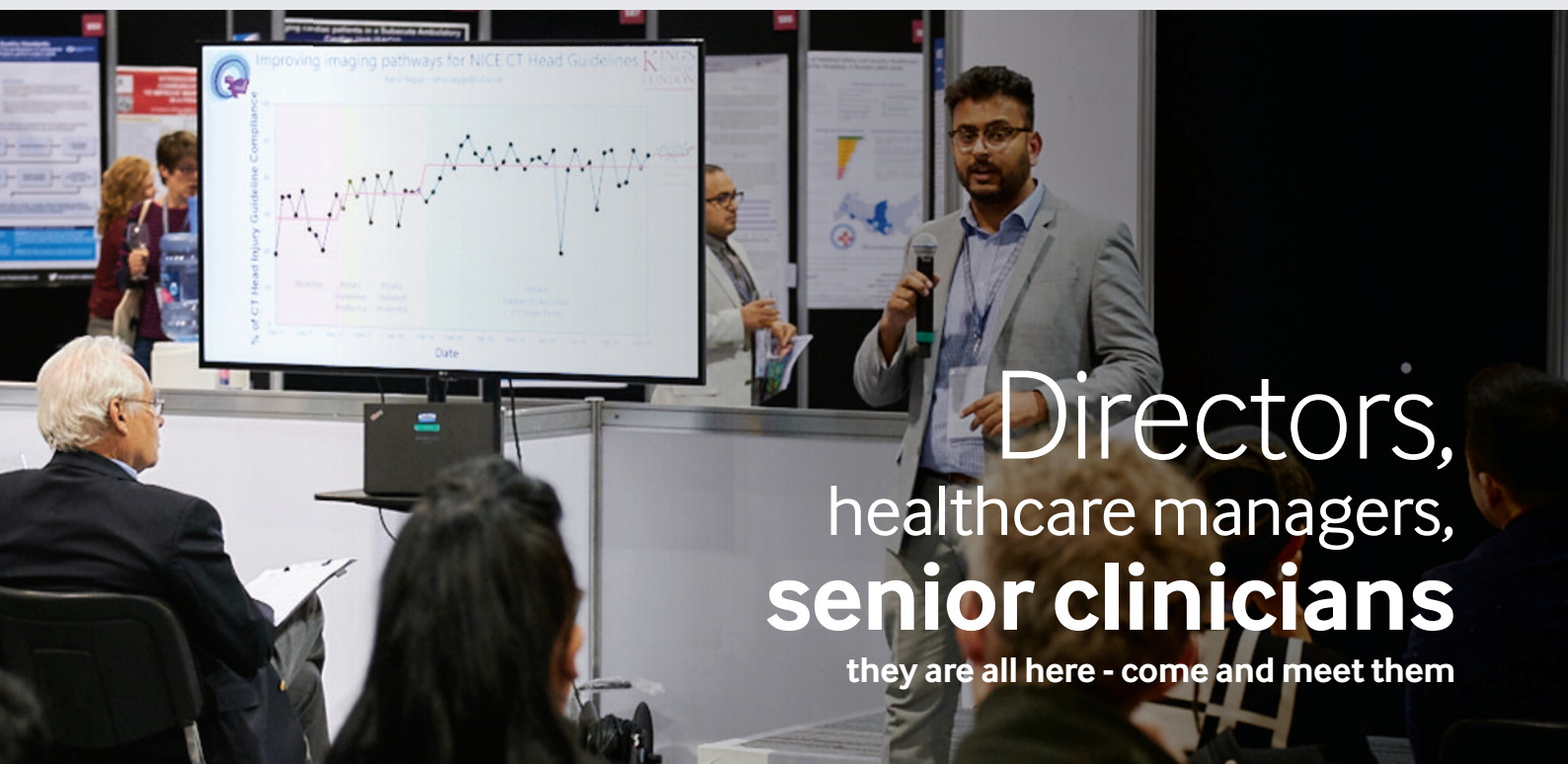
Branding Solutions	Availability	Investment
<p>NEW Sponsor a keynote If your objective is to align your brand with credible content - this is the one for you. Introduce our keynote speaker with a two minute speaking opportunity. On stage branding and collateral handed out on entry.</p>	2 slots available	£5,000
<p>NEW Registration Sponsor Logo visible throughout the online registration process, acknowledgement within delegate registration emails and on-site signage.</p>	Exclusive	£10,000
<p>Support a Poster category Logo on all category signage on-site and acknowledgement in the event guide.</p>	5 slots available	£2,500
<p>Brand the Charging Station Networking Lounge Your logo visible from 4 sides at the charging station where all delegates can check their emails, or surround the networking lounge with branded low panel walls.</p>	Exclusive	£3,000 £8,000
<p>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</p>		

Pricing shown in UK pounds - excluding VAT



"We engaged with over 150 clinicians. We aim to target quality directors and improvement advisors. Many of them attend this conference."

KERRIE PRESTON, LIFE QI



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



“Exhibiting at the Forum helps us meet the right people - those who really make a difference.”

SAM WOODHOUSE, CERNER

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

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

Networking and Lead Generation

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



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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	£5,500
Shell Scheme	3mx3m (9sqm) shell scheme, includes name board fascia, electricity, table and two chairs	£4,000
Space only	3mx3m (9sqm) space only - create your own stand with this flexible space (regulations apply, stand plan must be approved pre-event)	£3,500
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	£1,000

Pricing shown in UK pounds - excluding VAT

Forthcoming events for your diary

Copenhagen
28-30 April 2020

Sydney
30 Sept - 2 Oct 2020

London
21-23 April 2021

internationalforum.bmj.com

Previous supporters



THE UNIVERSITY OF EDINBURGH
Edinburgh Surgery Online



*Let me help you achieve
your marketing objectives -
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