



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

## Sponsorship & Exhibition Opportunities

ICC Sydney  
30 September - 2 October 2020

Meet  
**1,500+**  
senior  
clinicians

Join the largest global  
gathering of healthcare  
improvers in this region



**1,500**  
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



*"At the International Forum, the quality of the conversation is different. Attendance is diverse and clinically rich, and it's important we have a presence here."*

**SAM WOODHOUSE, CERNER**

## 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  
6<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 to 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 practitioners around the world. Reach these decision makers through 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 Sydney.**



**Carrie Marr**  
Clinical Excellence  
Commission

Sydney 2020 is supported  
by Strategic Partners

## Sydney region update

Australia's healthcare system delivers high-quality services, through a public and privately funded system. It's become an attractive market, due to the population's wealth, investment in biotechnology and competitive environment for clinical trials.

Changing lifestyles and an ageing population is expected to accelerate healthcare expenditure to AUD 222.7bn by 2023.

One-quarter of Australians have two or more chronic diseases, and the burden imposed by non-communicable diseases, will increase pressure on the healthcare system.

Growth areas:

- Medical and surgical equipment and devices
- Health IT
- Health infrastructure and services
- Clinical trials

## Market size

Total healthcare spending:	189.390 bn
Size of medical device market:	5,291.6m USD
Population:	25,39 million
Hospital beds:	97,398
Public Hospitals:	684
Private Hospitals:	638
Number of physicians:	120,608
Number of nurses:	323,766

Source: Fitch Solutions 2018

### 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

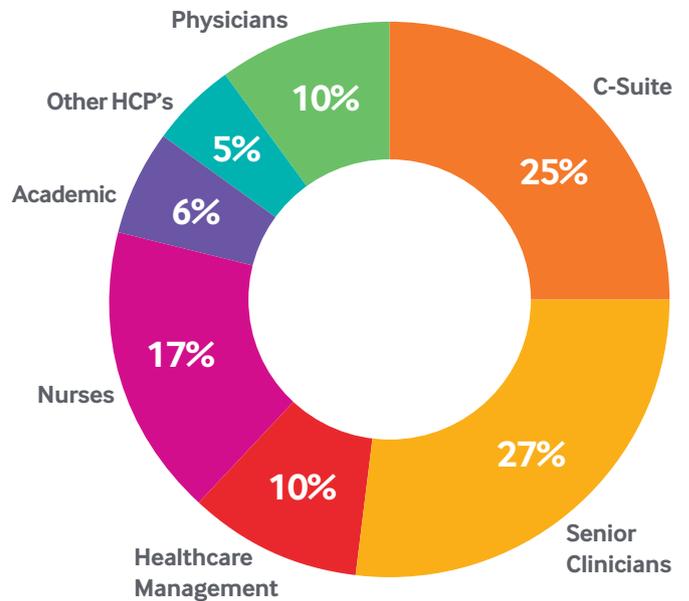
# Who attends: Quick facts

## 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
- + CEOs
- + Healthcare management
- + Patient Safety Leads

Meet your potential customers

## Where our attendees come from

35+ countries represented

1,500+ attendees



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

# Sponsorship packages

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
- Social media promotion
- Headline keynote welcome and mention on main stage
- 10x delegate passes

### Intelligent ways to connect

**VIP SPONSOR** Evening networking time with a room of leading figures in the healthcare industry. Be the sole sponsor of our VIP evening drinks reception. Send personal invites to your target list, have a presence at the event with 5x delegate passes and have a 15 minute presentation slot at the start of the reception.

**INTELLIGENT CONNECTIONS** 5x booked intelligent connection meetings. 1-1 meeting time with a pre-selected audience. (only available to headline sponsors)

**WORKSHOP HOST** Add a dedicated workshop to your sponsorship with a highly focused audience on a more personal level lasting up to 90 mins; you are able to dive deeper into the discussion, and our team will work with you on targeting key participants from our community.

**THE ELEVATOR STAGE** A real time to shine, the Elevator stage gives companies the opportunity to pitch their ideas and concepts to leading healthcare professionals in the exhibition hall in a 15 minute elevator pitch. Sponsors can demonstrate a new device or technique in front of a group of delegates.

## 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	Availability	Investment
<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.	2 slots available	\$8,900
<b>NEW Exclusive registration sponsor</b> Logo visible throughout the online registration process, acknowledgement within delegate registration emails and on-site signage.	Exclusive	\$17,500
<b>Support a poster category</b> Logo on all category signage on-site and acknowledgement in the event guide.	5 slots available	\$4450
<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.	Exclusive	\$5,300   \$17,500
<b>Ask us about:</b> Floor stickers \$1000   Delegate bags \$3,500   Advertising in app \$1000   Seat drops \$1,700 Meeting room hire - <i>please ask for more information</i> Event Guide advertising: Full page \$2,600   Double page spread \$3,500		

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

**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



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## 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>Meeting pod</b>	Secure a private meeting pod to conduct deeper and more engaging discussions.	<b>(POA)</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>

# Forthcoming events for your diary

**Copenhagen**

28-30 April 2020

**New Delhi**

4-5 July 2020

**Sydney**

30 Sept - 2 Oct 2020

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

## Previous supporters



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

KERRIE PRESTON, LIFE QI

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



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