



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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SPONSORSHIP:
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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
6th 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

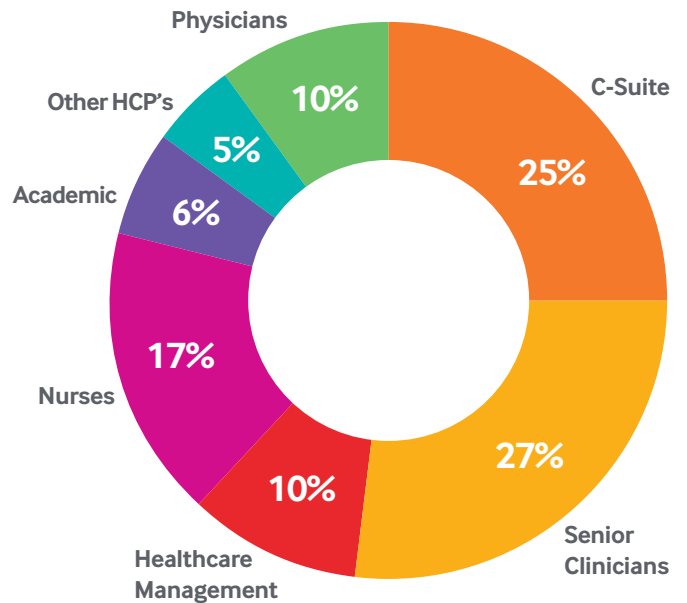
Who attends: Quick facts

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

35+
countries
represented

Where our attendees come from

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
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	\$12,000
NEW Exclusive registration sponsor Logo visible throughout the online registration process, acknowledgement within delegate registration emails and on-site signage.	Exclusive	\$29,000
Support a poster category Logo on all category signage on-site and acknowledgement in the event guide.	5 slots available	\$7,000
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.	Exclusive	\$9,000 \$30,000
Ask us about: Floor stickers \$1,000 Delegate bags \$3,500 Advertising in app \$1,000 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		

Pricing shown in AUD

GST may be applicable

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
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	\$15,000
Shell scheme	3mx3m (9sqm) shell scheme, includes name board fascia, electricity, table and two chairs	\$9,500
Space only	3mx3m (9sqm) space only - create your own stand with this flexible space (regulations apply, stand plan must be approved pre-event)	\$8,900
Scanner for lead retrieval	Making it easy for you to collect leads	\$475
Meeting pod	Secure a private meeting pod to conduct deeper and more engaging discussions.	(POA)
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	\$4,000

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

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

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your marketing objectives - get in touch today



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