



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

Sponsorship & exhibition  
opportunities

2-6 November 2020

Now in its  
**25<sup>th</sup>**  
YEAR!

# Virtual conference

Reach the largest global gathering of  
healthcare improvers





**5 day**  
programme



**Access**  
to full attendee  
list



**Matchmade**  
leads  
with introduction  
based on job title



**15 hours**  
of dedicated  
exhibition time



**Target**  
attendees  
that meet  
your profile



**Pre book**  
meetings  
with attendees  
of your choice

## Connect with your target audience

Reach decision makers via this premier virtual event where an inspirational programme will energise and evolve healthcare. Connect with leading patient safety and quality improvement innovators and showcase your solutions for healthcare transformation.

## Benefits of virtual interaction

- **Virtual exhibition:** showcase your brand
- **Digital engagement:** pre, post and during the event
- **Target your leads more precisely:** automatic link-up with attendees who match your targeting profile
- **Real time networking with attendees:** dedicated exhibition times
- **Searchable attendee list with live chat and meeting booker:** connect with those attendees you want to meet
- **Affordable and fully measurable solutions:** no travel costs ensure you can focus your time and budget on your prospects
- **Relevant visitor and engagement metrics:** transparent measure of your marketing spend

## Put the spotlight on your brand

Attendee attention will be at its peak during keynotes, workshops and posters. Make sure your brand is visible

## Content streams

- Building capability and leadership
- Person and family centred care
- Quality, cost and value
- Population and public health
- Safety
- Improvement methods

## Key topics

- Population health
- Senior leadership programme
- Learning from COVID-19
- Misinformation: interpreting the facts
- Staff resilience and recovery
- Worldwide collaboration
- Creating resilient health care systems
- Equity and inequality
- Hospital vs community care
- Future of quality improvement

## Programme

	ON DEMAND CONTENT		
All day	User generated content		
All day	On demand content recordings		
All day	Live content recordings		
All day	Exhibition - company profiles, meeting bookers, polls and chatbots		
All day	Posters - Searchable gallery of poster work	AVAILABLE FOR SPONSORSHIP	
	LIVE CONTENT		
0830 - 0900	LIVE SESSION: Breakfast session (30 mins).	AVAILABLE FOR SPONSORSHIP	
0900 - 1000	POSTERS LIVE (Theme 1): Live chat with poster presenters	AVAILABLE FOR SPONSORSHIP	
1000 - 1045	LIVE SESSION: OPENING KEYNOTE (45 mins).	AVAILABLE FOR SPONSORSHIP	
1045 - 1145	EXHIBITION LIVE: Exhibitors available for live chat		
1145 - 1215	VIDEO PREMIERE (30 mins): Launch of on-demand recorded session		
	BREAKOUT SESSIONS		
1215 - 1315	LIVE SESSION: LECTURE (60 mins)	VIDEO PREMIERE (30 mins): Launch of on-demand session	LIVE SESSION: WORKSHOP (60 mins) <i>limited capacity</i>
1315 - 1415	EXHIBITION LIVE: Exhibitors available for live chat		
1415 - 1500	LIVE SESSION: LECTURE (45 mins)	VIDEO PREMIERE (30 mins): Launch of on-demand session	LIVE SESSION: EXTENDED WORKSHOP (Approx 2-3 hours) <i>limited capacity</i>  
1500 - 1600	POSTERS LIVE (Theme 2): Live chat with poster presenters. AVAILABLE FOR SPONSORSHIP		
1600 - 1700	EXHIBITION LIVE: Exhibitors available for live chat		
1700 - 1800	LIVE SESSION: NETWORKING ACTIVITY OR WORKSHOP		

The programme will take place over five consecutive days (Monday - Friday).  
The above represents a sample programme for one day.

Whatever  
your objectives,  
we can help you  
achieve them

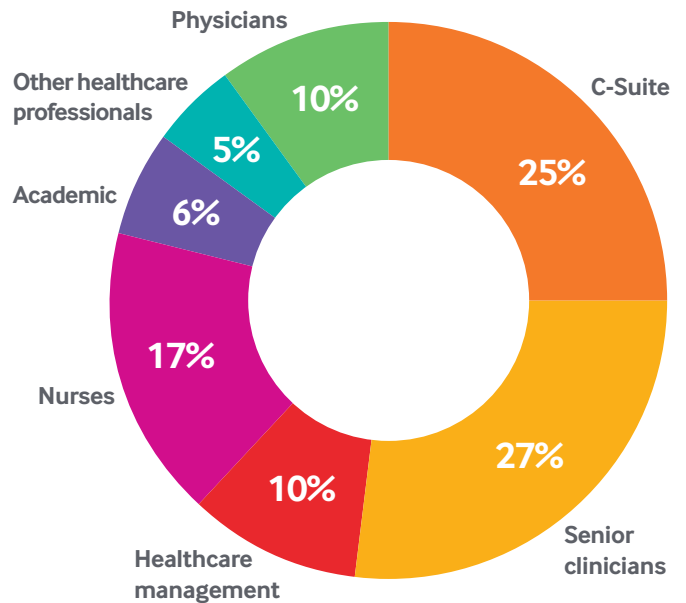
# Interact directly with directors, healthcare managers and senior clinicians

## 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



*"This conference is the premier conference around patient safety and quality."*

**Aloha McBride,**  
Federal Health Sector Leader, EY



# Sponsorship opportunities: Thought leadership

Make valuable  
connections via  
these packages

## Headline sponsor

### Package includes:

- Special **verbal acknowledgement** in keynote address
- **Unlimited** messages to our delegate list
- **Target 200+ leads**
- **One** sponsored webinar session
- **Five push notifications** on our main activity wall (pinned at the top for 1hr each day)
- **Premium** exhibitor profile page with unlimited document sharing
- **Prominent** listing on sponsor pages with headline visibility
- Key **branding** and **logo** placement on all website and marketing activity
- **Three** social media **posts** promoting your brand as headline sponsor to **14K** followers
- **Ten** passes to **access** the content
- Sponsor **one** networking activity

POA

## Sponsored webinar

### (Five slots available)

Fifteen minute session in the main programme  
Be the only live session running at this time

### Package includes:

- **Set the agenda** - host a session of your choice to demonstrate your thought leadership
- **Two push notifications** advertising session on main activity wall
- **Send up to 200x invites** to delegates to attend session through private messaging
- **Session to be recorded** and available for download to put on exhibitor profile (if purchased)
- **Attendee data** shared with you after the session
- Visitor and engagement **metrics** shared post session
- Live **Q&A** option

£9,500

Align your brand with one of the world's most credible educational settings

## Live elevator pitch/product demonstration

### (Limited slots available)

- Perform a 10 minute live pitch to our audience via your exhibitor page
- Live, face to face interaction with an uncapped audience

### Package includes:

- 1x push notification advertising session on main wall
- Ability to send up to 50x invites to delegates to attend session through private messaging
- Data of all attendees to be sent after the session

£5,000



# Sponsor objective: Brand awareness | Thought leadership

## Sponsor a keynote

Align your brand with the most trustworthy/reliable content by sponsoring one of the keynote presentations.

### Benefit from:

- Branding on presentation slide
- Special mention at start of the keynote

*Limited slots available*

£3,500

## Virtual workshop

### Sponsored web summit (post event)

Keep the healthcare improvement conversations going long after the event.

- Share your initiatives to increase patient safety and improve healthcare outcomes
- Showcase your expertise within a topic of your choice
- Generate leads and live engagement
- Boost your profile

POA

## Support a poster category

Showcase your brand in our popular poster zone.

### Package includes:

- Logo displayed alongside your chosen category
- Logo and branding will be displayed at the beginning of the 'Live Posters' topic session that will run alongside the main programme
- Brand visible on poster activity wall
- 1x push notification on main activity wall to promote the prize winner & sponsor

£2,500

## Sponsored virtual roundtable

Benefit from our virtual expert panel of thought leaders, chaired by a leading clinical specialist who can discuss a topic of your choice.

- Output can be published as a branded whitepaper or fully peer reviewed article/supplement in the relevant specialty journal, distributed to full circulation PLUS all attendees
- Ability to host video and audio content and share amongst networks

Shape the future of healthcare and position your organisation as a pioneer within your specialty

POA

*All prices shown exclude VAT which may be applicable*

### Additional extras

Pinned banner advertisement (1hr)	£1,500
Additional conference passes	POA
Virtual assistant - chatbot can answer attendee questions when you're not there	£600

# Exhibition: Lead generation and networking

Key features	Essential	Premium
	£3,950	£7,500
Share your content on your dedicated exhibitor page	2x images 2x document share	3x images 4x document share 1x Video content 1x Interactive Poll
Message your target audience	Up to 50 attendees	Up to 150 attendees
Matchmade leads	100 leads	160 leads
Access our programme content	3 representatives	6 representatives
Live 1-1 meetings	Y	Y
Real time networking - pre and post event	Y	Y
Delegate list of engaged delegates sent daily	Y	Y
Logo and company profile on website	Y	Y
Visitor/engagement metrics provided post event	Y	Y
Share your message on the main activity wall	1 push notification	2 push notifications
Virtual assistant - a chatbot can answer attendee questions when you're not there	-	Y
Premium listing to increase traffic	-	Y

*All prices shown exclude VAT which may be applicable*

Make lasting  
connections with  
6 month visibility.  
Your brand can be viewed  
for longer when you  
exhibit with us.

Let us find  
leads for you.  
Our attendee match  
making functionality  
does all the work  
- simply sign up now



*“Collaborate with us to engage  
with a global audience dedicated to  
transform and improve healthcare”*

**Jessica Peacock,**  
Head of Sponsorship

## Previous supporters

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THE UNIVERSITY of EDINBURGH  
Edinburgh Surgery Online



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



EXHIBITION

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SPONSORSHIP

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