



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

1,500+ attendees

# Sponsorship & Exhibition Opportunities

**Swedish Exhibition and Congress Centre**  
**Gothenburg, Sweden**  
30 March - 1 April 2022

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



# Showcase your solutions for healthcare transformation



# Work with us to:



## Shape the future of healthcare

Create a legacy of lasting change in global healthcare systems

**Let's work together**



## Bring together leaders and vision makers

Align values and drive transformation

**Meet influencers**



## Share your expertise

Introduce your thought leadership success to healthcare pioneers

**Present your ideas**



## Make the right connections

Elevate your brand awareness

**Exhibition and networking**

Join these previous supporters already engaging with the quality improvement community

*"Partners can create more sustainable health systems by taking advantage of this unique networking experience. It's where they can address similar issues and achieve the best outcomes for their own countries."*

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





# What we have in store for you

- 3 day programme
- Connect with 1,500+ attendees
- 150 renowned speakers
- 8+ hours of networking

## Inspiring innovation and improvement in health and care since 1996

The International Forum on Quality and Safety in Healthcare connects healthcare leaders and practitioners with a programme set to inspire and empower attendees to make key improvements within their health and care setting.

The biggest conference of its kind it is one not to miss.

Join us to fulfill your key objectives with ease. Our packages allow you to introduce your brand to our attendees in the way that works best for you.

## Our programme

Highlighting the best delivery of equitable and safer care, and showcasing the most innovative improvement and patient safety initiatives. Let's create a better tomorrow, today.

### Key topics

- Supporting the wellbeing of healthcare professionals to enable staff retention
- Equity and inequality in healthcare
- Building integrated health and care systems that work
- Patient partnership
- Treating the backlog of non-COVID care
- Patient flow and care pathways
- Creating a culture of safety with human factors and learning from error
- Sustainability, how can we unite to tackle the climate emergency?

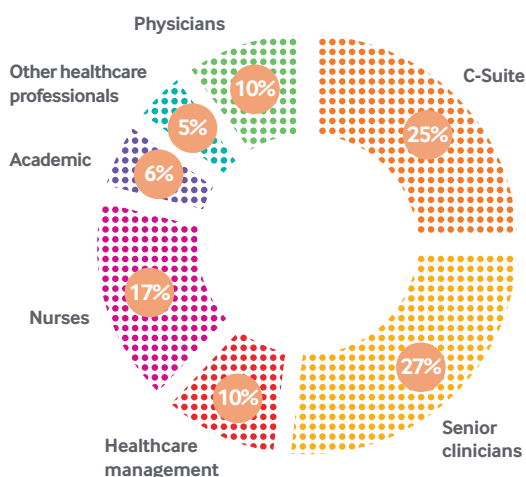
### Content streams

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

# Make new connections with medical directors, healthcare managers, and senior clinicians

With a return to face-to-face events make sure  
you don't miss out on key introductions

## Profile of attendees



## 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

We can help  
you target a specific  
region or attendee type.

### Top countries attending

- Sweden • Norway
- Denmark • UK
- Netherlands
- Finland

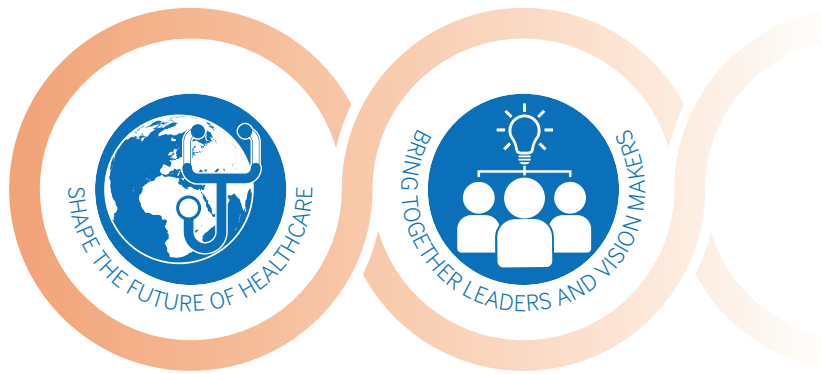
*"BMJ plays a big and  
important role when it comes  
to innovating in healthcare as a  
source of global knowledge.  
Bringing people together."*

**Helen Bevan,**  
Chief Transformation Officer with the  
NHS Horizons team, England

Bringing  
together  
**1,500+**  
health and care  
improvers



# Shape the future of healthcare as Headline Partner



Whether you want to inspire by providing incredible solutions to some of the most urgent problems within a healthcare setting, or showcase your brand as a pioneer of transformational change, you'll find what you need right here. Our headline partner. Our go-to expert.

## Your package could include a range of activities that fit your needs. Choose from:

**Roundtable:** address key issues from a range of informed perspectives

**Facilitated dinner:** network and influence with invited guests

**VIP networking:** meet the decision-makers in a social setting

**Involvement in panel discussions:** share your story and expertise

**CEO session:** immerse yourself

**Experience day:** show off your healthcare facility

**Symposium:** run an event in parallel

**Delegate groups:** inspire your team

**Delegate huddles:** Get together at last

**Main programme sessions:** showcase your learnings

- All branding you are highlighted as 'Headline Partner'

*\*pre-approved by our content delivery team*

*Price on application*

Align your  
brand with  
exceptional  
content

We have a range of flexible packages.  
Speak to us today to put your brand in front  
of healthcare improvers.



**Andy Josephides**

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**Simon Walker**

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*"The opportunities that the International Forum presents are far-reaching. They have the potential to change perceptions and mindsets of both healthcare professionals and the regulators of the healthcare systems within which they operate."*

**Ian Leistikow,**

*Inspector at Dutch Health and Youth Care  
Inspectorate & Professor at Erasmus University*

Our experienced content team will be on-hand to provide guidance and suggestions on the best way to deliver an engaging session.

# Share your expertise



**Set the agenda** - these options give you the opportunity to **share your expertise** on your chosen topic via live speaking sessions.

## Pre-event webinar

Designed specifically for healthcare professionals, we can collaborate with you and create a setting where attendees can learn from your experiences. We can enhance your story by providing relevant speakers with the right expertise in your topic of interest.

Participate in real-time live discussions and interact with speakers and attendees - all with the convenience and ability to reach new audiences that virtual can deliver so well.

Target your region of interest, or go global!

## Ask about

How you can get involved



**Jessica Peacock**

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### Main programme partner

Running time:  
60/75 minutes

Address the attendees within the programme in a topic stream of your choice

- Host a speaking session listed on the main programme
- Welcome and acknowledgement on the main stage
- Get to meet - access to a particular audience type
- 3m x 3m exhibition stand located in a prime location
- Full page advert in the event guide

### Breakfast session - 3 slots to choose from

Running time:  
60 minutes

### Lunch session - 4 slots to choose from

Running time:  
30 minutes

- Fully catered
- Includes two 2-day delegate passes
- Includes full marketing support, dedicated session room, pre-event delegate registration, data scanning of session attendees, an entry in the event guide, and website presence.

*Price on application*

## Book early

- slots are limited and sell-out quickly

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

# Make the right connections



## Networking and lead generation

Exhibition		Early Bird Rate 31st Dec 2021
Premium stand 6m x 3m	£7,000	£6,000
Shell scheme 3m x 3m stand	£5,350	£4,600
Space only stand 3m x 3m Create your own stand with this flexible space*	£5,000	£4,400



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Prices exclude VAT

\*regulations apply: stand plan must be approved pre event

## Book early

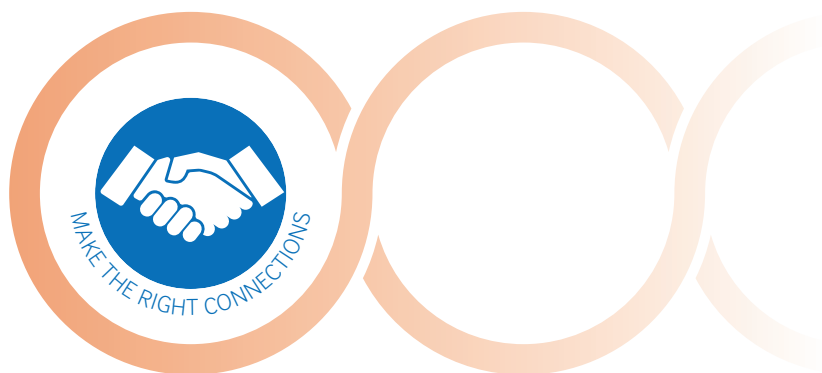
and take advantage of early bird discounts





# Elevate your brand

Build your own sponsorship package



Exclusive branding opportunities	Cost
Lanyard sponsorship	£4,000
Wellbeing supporter Branding throughout a defined area where a range of activities will take place. Demonstrate your support for the wellbeing of healthcare professionals	£12,000
Registration partner Your brand will be visible throughout the registration journey and on-site signage	£10,000
Keynote sponsor On-stage branding and verbal acknowledgment. Collateral handed out on entry	£6,000
Poster area supporter Match your brand with our content	£6,000
Advert on holding slide	£3,000

Value enhancements	Cost
Floor tiles *	£500
Leaflet drops	£1,500
Advert in Event Guide	£1,000

Prices exclude VAT

\*Limited number of tiles in every package

## Share your objectives

We can create a flexible package that places your brand at centre stage.



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