



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

Meet  
**2,500+**  
healthcare  
leaders

# Collaboration Opportunities

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

**London | Excel**  
10-12 April 2024



Showcase  
your solutions  
for healthcare  
transformation

# Work with us to:



**Shape the future of healthcare**

Become our Headline Partner



**Bring together leaders and vision makers**

Influence key discussions



**Share your expertise**

Host a speaking session



**Make the right connections**

Exhibition and networking

There are a range of exciting packages that can place your brand on centre stage. Find out more.



**Masood Jon**

E jmasood@bmj.com

Join these previous supporters already engaging with the quality improvement community



*"We aim to target quality directors and improvement advisors. Many of them attend this conference."*

**Kerrie Preston,**  
Life QI





# What we have in store for you



Empowering healthcare transformation since 1996



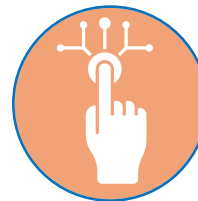
3 day programme



8+ hours of networking



Connect with 2,500+ health and care improvers



Interactive exhibition zone



Options to showcase your brand



100 renowned speakers

The biggest conference of its kind. Join us.

The International Forum on Quality & Safety in Healthcare connects healthcare leaders and practitioners with a programme set to inspire, empower and enable healthcare transformation.

Align your brand with our programme

## Our programme

### Conference Co-Chairs



**Helen Bevan,**  
Strategic Advisor NHS Horizons



**Amar Shah,**  
Chief Quality Officer, East London NHS Trust

### Content streams

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





Meet a senior, influential audience

Grow your network

# Who attends?

- 160+ CEOs
- 550+ Medical | Clinical Directors
- 600+ QI leads
- 200+ Head-of Roles

## Job titles

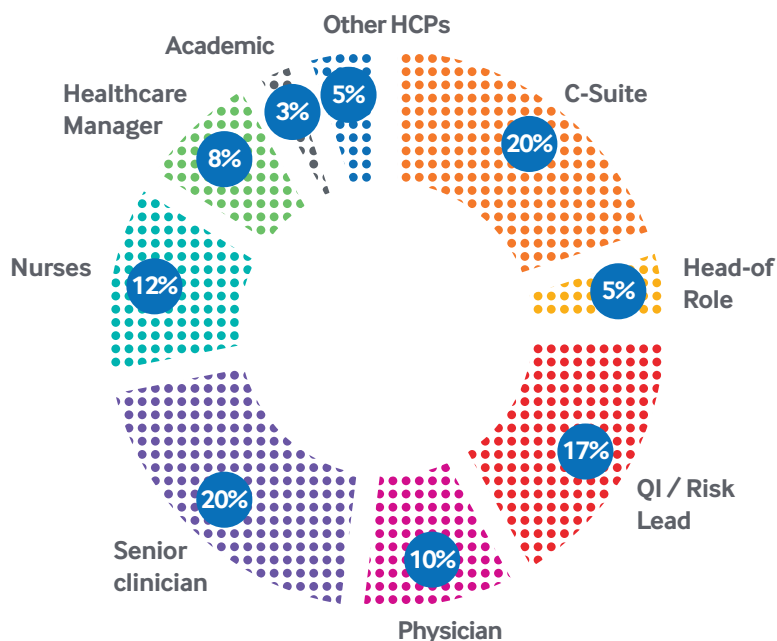
- Chief executive
- Medical directors
- Nursing director
- Head-of
- Risk manager
- Patient safety lead
- Quality adviser
- Quality improvement manager
- Healthcare management
- Programme lead
- Doctor / physician
- Nurse

## Representation from

- UK
- Denmark
- Sweden
- Norway
- Netherlands

Bringing together  
**2,500+**  
health and care improvers

## Profile of attendees



Audience Growth seen across these roles

C-Suite + | QI Leads +  
Healthcare Management +

*"The attendee list is a really good fit for our products. Excellent engagement from hospitals in multiple countries."*

Kerrill Thornhill,  
Founder MEG



# Shape the future of healthcare as Headline Partner



## Choose from a range of thought leadership activities:

**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

**CEO session:** Learn from each other

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

**Main programme sessions:** showcase your learnings

*\* Our content delivery team will guide you to provide the best experience  
Price on application*

Align your  
brand with  
exceptional  
content

**Premium  
branding:**  
Positioned as  
'Headline Partner'

## Place your brand in front of healthcare improvers



**Masood Jon**

E jmasood@bmq.com



*"The support for our  
speakers at the presentations  
was phenomenal."*

**Wendy Karthuis-Smith,**  
Virginia Mason Institute, Executive Director

Guidance from our content team can help deliver a memorable experience

# Share your expertise



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



## Sponsored Speaking Sessions Running time: 30-75 mins

- Generate new leads
- Get closer to your potential customers
- Educate, influence and learn

Breakfast, lunch or main programme slots available

Prices vary - speak to us about your preferred timing

**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

BR4

Learn how you can use AI to improve communication skills training at your institution

Supported by



*"We had a full workshop, lots of interesting conversations and questions from a range of attendees. We've had some great leads."*

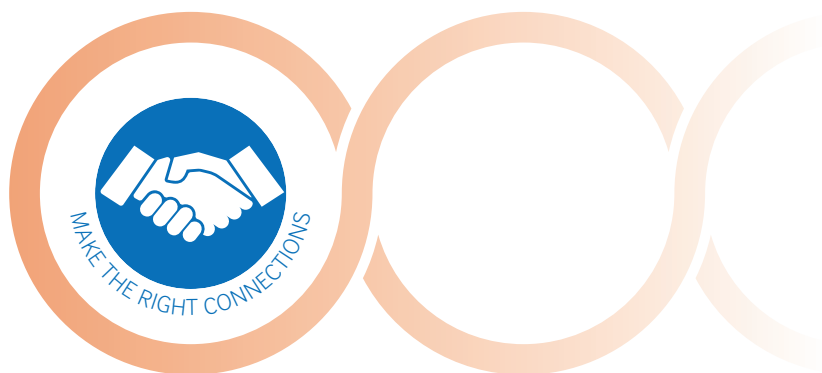
SimConverse





# Make the right connections

Networking and lead generation



## Exhibition

Early Bird Rate  
31st Oct 2023

**Premium stand**  
6m x 3m

£8,000

£7,200

**Shell scheme**  
3m x 3m stand

£6,000

£5,400

**Space only stand**  
3m x 3m  
Create your own stand with this flexible space\*

Ask about pricing options

Prices exclude VAT

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

## NEW

Want to make your presence known.  
Go bigger!

Host a zone with us in the exhibition hall.

**International**

Learning across the world in our country showcase

**Safety**

Demo your patient safety solutions

**Wellbeing**

Massage, yoga or mindfulness? Host a session or showcase your solution..

**Innovation + Transformation**

Learn about new ideas and discoveries

## Early Bird Rate:

Save 10% if you book before 31 October 2023

## NEW

Boost your brand exposure with these great options:

- Roundtable discussions
- Bespoke Workshop
- Networking Dinner
- Fireside chats
- Break/Lunchtime Networking Activity
- Go larger zones within the exhibition hall

Exhibitors met 80+ new customers\*

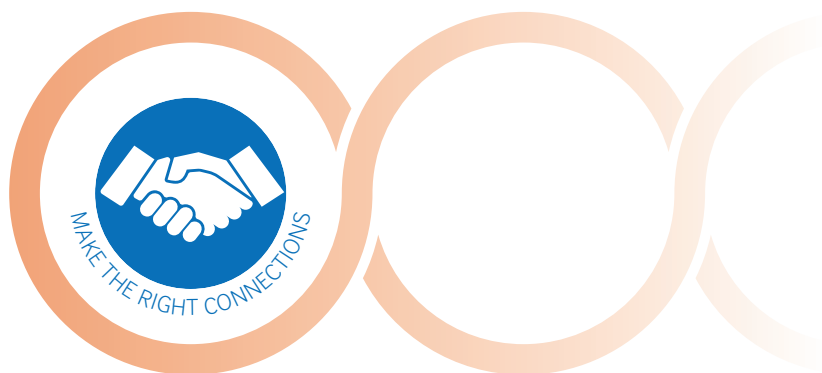
100% of exhibitors were happy with the quality of delegates

\*Based on feedback from previous events



# Elevate your brand

Build your own sponsorship package



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

Value enhancements	Cost
Floor tiles *	£500
Leaflet drops	£1,500
Advert in Event Guide	£1,500
Advert on holding slide	£3,000
Delegate bag (1 available)	£4,000

Prices exclude VAT

\*Limited number of tiles in every package

Book today - our  
packages are limited  
and sell quickly!



**Masood Jon**  
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