

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

# GOTHENBURG

**12 - 15 April 2016**

Sponsorship & Exhibition  
Opportunities

**21** YEARS



# Hallå

We look forward to  
welcoming you to  
Gothenburg

The International Forum strives to support the movement to healthcare improvement globally, foster effective innovation and connect healthcare leaders and practitioners worldwide.

Our knowledge of health and social care is growing faster all the time and giving us ever-increasing chances to break boundaries.

We can showcase Swedish national efforts in areas that are especially challenging including cancer care, psychiatry, patient safety, care of elderly patients and care of the chronically ill show promising results and important lessons have been learned.

Please join us and together we can share our experiences and shape the best possible high value healthcare system for best population health:

- Focus on health and lifestyle patterns, and a care and social system that is safe, equal and person-centred
- Use key measurements as a driver for improvement
- Discuss a culture of learning and constant improvement, where knowledge informs intelligent and practical action speedily
- Discuss supportive structures at all system levels to create conditions for success.

## Göran Henriks

Chairman of the Forum's Strategic Advisory Board  
Chief Executive of Learning & Innovation,  
Jönköping County Council, Sweden

## Proposed Speakers



**Maureen Bisognano**  
President and Chief Executive  
Officer of the Institute for  
Healthcare Improvement (IHI), USA



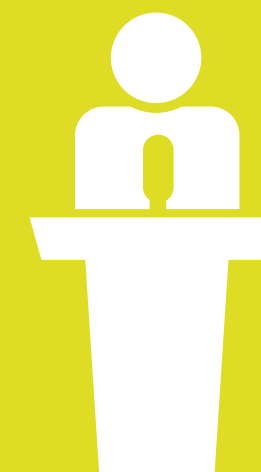
**Donald M. Berwick**  
MD, MPP, President Emeritus  
and Senior Fellow, Institute for  
Healthcare Improvement (IHI), USA



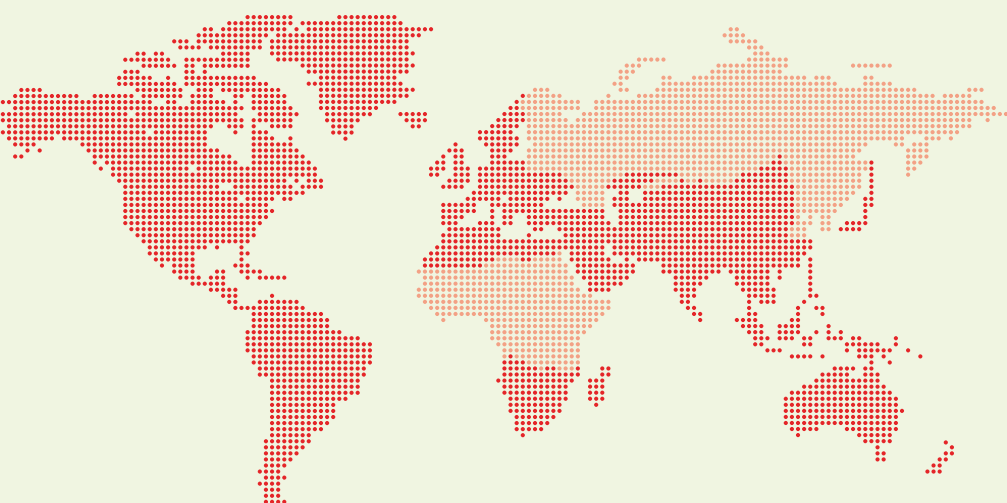
**Helen Bevan**  
Chief Transformation Officer,  
NHS Improving Quality, England



**Jason Leitch**  
National Clinical Director,  
Healthcare Quality and Strategy,  
Scottish Government, UK



# The largest global gathering of healthcare improvers



## Top 10 Countries

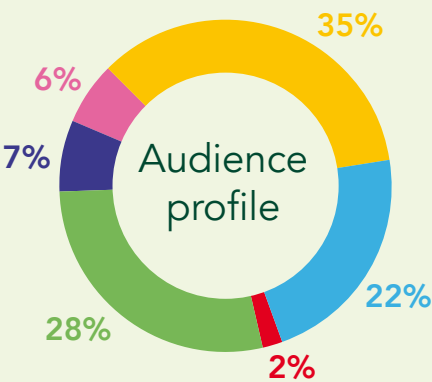
UK	31%
Other	15%
Netherlands	14%
Denmark	10%
Sweden	8%
USA/Canada	7%
Australia	6%
Norway	5%
New Zealand	2%
Belgium	2%

The Forum has as its mission to support the movement for healthcare improvement. It aims to improve outcomes for patients and communities, provide practical ideas that can be implemented in the workplace, promote research into quality and safety improvement, foster effective innovation, and connect health care leaders and practitioners worldwide.

The way in which it meets these aims is through the annual Forum, a four day meeting that brings together an international group of people from chief executives and government officials to healthcare managers and clinicians who share a concern and a passion for improving quality and safety in healthcare.

The Forum brings together over 3,000 attendees from over 80 countries who take part in sessions that range from the basic disciplines of quality improvement to the latest thinking and innovation to quality and safety.

Meet the decision makers - over 80% of our attendees are healthcare leaders



- Specialist**  
(Health Care Planner / Quality Improvement Advisor/ Patient Safety Lead)
- C Suite**  
(CEO / CMO / Clinical Director Associate CEO / Medical Director)
- Management**  
(Risk Manager / Administration) Improvement Advisor/ Patient Safety Lead)

- Senior Clinician**  
(Head of Department / Consultant)
- Nurse**  
(Nursing Director, Nurse Practitioner Nurse Specialist)
- Academic**  
(Researchah/ Student / Professor)



3000+ attendees



190 speakers



115+ sessions and presentations



80 countries represented



15 sponsored speaker sessions



13 hours of delegate networking



empowering event



# Platinum

The Headline Sponsor  
£80,000

## 1 Your chance to shine

An opportunity to address an audience in the main hall in a 40 minutes session\*.

Welcome and acknowledgement on the main stage from Dr Fiona Godlee, Editor-in-Chief BMJ.

## 2 Set the agenda

### Chief Executive Day

An exclusive opportunity to host the CEO/CFO day. This session is targeted at the c-suite delegates.

Introduction before the opening of the CEO day as sponsor of the day.

Company logo on main stage of the CEO day.

Recognition of sponsorship and logo in the Forum Event Guide.

## 3 Showcase your brand

3x6m squared furnished exhibition stand.

Strategically positioned in a prime location in a high footfall area, giving you over 13 hours of face-to-face time with delegates.

\*(N.B subject to editorial guidelines available on request and approval by Forum Programme Committee)



## Event schedule

### Pre event

- Company logo and description on the Forum website sponsorship page linking to your website

### During event

- Verbal acknowledgement prior to the opening Keynote session as Platinum Sponsor
- Company logo on the front page of Forum Event Guide, plus company description and logo
- Double page spread advertisement in Forum Event Guide
- Company logo on all signage at the main entrance to the event and on the main stage in the Auditorium (limited to Platinum, Gold and Silver sponsors only)
- 1 x 3 day speaker pass
- 10 x 3 day complimentary delegate passes
- 4 x complimentary exhibition only passes
- Opportunity to purchase up to 10 discounted delegate passes & additional exhibition-only passes

### Post event

- Access to post-show attendee list (Job title, company name and country of origin)



## Gold

Improvement Science and Research Partner  
**£80,000**

### A dedicated 2-day Science and Research programme

Tuesday	Wednesday
Improvement Science and Research Programme.	Improvement Science and Research Track.
20 minute speaking opportunity* during the Symposium.	Morning (90 minute) programme designed independently by the Improvement Science Committee.
Full programme designed independently by the Improvement Science Committee.	Opportunity to design a ½ day minicourse** in the area of Improvement Science and Research. In collaboration with the Forum Improvement Science and Research Committee.

### Showcase your brand

3x6m squared furnished exhibition stand.

Strategically positioned in a prime location in a high footfall area, giving you over 13 hours of face-to-face time with delegates.

\*Content and proposed speaker must be approved by the Forum programme committee and fit with the programme aims

\*\* N.B subject to editorial guidelines available on request and approval by Forum Programme Committee



## Event schedule

### Pre event

- Company logo and description on the Forum website sponsorship page linking to your website

### During event

- Verbal acknowledgement of your sponsorship prior to the opening Keynote session on Wednesday 13th April and Symposium session
- 10 x 4 day complimentary delegate passes
- 3 x 3 day speaker passes
- Listing as an International Improvement Science and Research Symposium Sponsor for the Forum in the Forum Event Guide
- Company logo and description in the Forum Guide given out to all attendees
- Double page spread advertisement within the Forum Guide
- A display table for brochures or flyers near the Symposium area on Tuesday
- Logo placement as a sponsor of the Symposium on onscreen projections during the Tuesday Symposium day underneath the official Symposium logo (which also contains the IHI and BMJ logos)
- 2 x complimentary exhibition-only passes
- Opportunity to purchase up to 10 discounted delegate passes and additional exhibition-only passes

### Post event

- Access to post-show attendee list (Job title, company name and country of origin)



## Silver

### Design your speaker session

½ day (1 x 60min and 1 x 90min slot)	£40,000
½ day (2 x 60mins slot)	£35,000
90min programme slot	£25,000
60min programme slot	£20,000

#### Set the Agenda

Your opportunity to design and host a private, seated session (30, 60 or 90 minute slots available).

Allows you to showcase your priorities wwithin healthcare and create a dialogue with your target audience.

Your presentation is listed on the main Forum programme as the Sponsored Innovation Room Programme.

Overview of your session will appear in both the session Registration brochure and the onsite Forum Event Guide.

Company logo at main stage of Forum (limited to Platinum, Gold and Silver sponsors only).

\*(N.B subject to editorial guidelines available on request and approval by Forum Programme Committee)



### Event schedule

#### Pre event

- Company logo and description on the Forum website sponsorship page linking to your website

#### During event

- Company logo on front page of Forum Event Guide distributed to all delegates onsite
- Verbal acknowledgement of your sponsorship prior to the opening Keynote session on Wednesday 13th April
- 2 x 3 day speaker passes
- Opportunity to purchase up to 10 discounted delegate passes and additional exhibition-only passes

#### Post event

- Access to post-show attendee list (Job title, company name and country of origin)

## Networking lounge £28,000

The networking lounge allows you to provide an exclusive sponsored area, within this area you can tailor your sessions around group engagement or 1-2-1 sessions with individual delegates you select. The package also includes:

- Deliver your own display design, signage, furniture and literature
- 300 word description and your logo to appear in the main Forum Event Guide and on the Forum website
- 2 pop-up banner stands (sponsor to supply)
- Full page advertisement within the Forum Event guide

## Sponsored Sessions £16,000

Host a private, seated session  
60 minute presentation or Q&A  
x 4 Breakfast sessions  
x 2 Lunch sessions

- Host a private, seated session 60 minute presentation or Q&A discussion
- Listed on the main Forum programme as the Sponsored Breakfast/Lunch Session
- Overview of session in the Registration brochure and the onsite Forum Event Guide
- Company logo & description on Sponsorship & Exhibition page of Forum website with link to your website
- Company logo on front page of Forum Event Guide distributed to all delegates onsite
- Verbal acknowledgement of your sponsorship prior to the opening Keynote session on Wednesday 13th April
- Access to post-show attendee list (Job title, company name and country of origin)
- 1 x 3 day speaker pass\*
- 1 x 3 day complimentary delegate pass
- Opportunity to purchase up to 3 discounted delegate passes and additional exhibition-only passes

\*(NB. If you require more than one speaker you will need to allocate them one of your complimentary passes or purchase a 3 day delegate pass)

## Welcome Reception sponsor: £12,000

Raise your company profile and interact face-to-face with this key networking opportunity

- Interact with over 3,000 delegates invited to participate in the reception
- Verbal acknowledgement of your sponsorship prior to the opening Keynote session on Wednesday 13th April and also prior to Welcome Reception to all delegates in Keynote hall
- Opportunity for branded signage at the Welcome Reception
- Company logo on front page of Forum Guide distributed to all delegates onsite
- Company logo and description on Sponsorship & Exhibition page of Forum website linking to your website
- Full page advert within the Forum Event Guide
- Options to distribute literature at the Welcome Reception
- 3x3m squared Furnished Exhibition Stand

## Exhibition space

Exhibition is Open: Tuesday 12th - Friday 15th April 2016  
Construction: Monday 11th April 2016

3m<sup>2</sup> Furnished\* Shell Scheme: £5,200  
3m<sup>2</sup> Space only: £4,800

Included in the exhibition options are:

- 2 x complimentary exhibition-only passes
- Company logo and description in the Forum Event Guide given out to all attendees
- Company logo on the Forum website linking to your website
- Access to post-show attendee list (Job title, company name and country of origin)
- Access to an electrical socket
- Opportunity to purchase up to 3 discounted delegate passes and additional exhibition-only passes

\*Furnished stand will comprise of 1 table with 2 x chairs



## Floor plan Gothenburg 12 -15th April 2016

### Visitor bag branding £10,000

Sponsorship offer is one side of the bag branded with company logo, strap line and stand number (if exhibiting). Printed on the other side of the bag will be the conference title and the logos of BMJ and IHI. An insert is also included in the package (provided by sponsor) with the sponsor acknowledged as the bag sponsor in the show guide and on Forum website.

### Insert in visitor bag (subject to bag sponsorship) £3,000

This solidly constructed bag is distributed to all attendees on entrance to the event, with the official programme inserted. This is an opportunity to add marketing collateral for your organisation. Sponsors supply the content 1 calendar month before the opening date, up to a maximum of 5 inserts are accepted.

### Advert in the Forum Event guide:

Distributed to all delegates

Full Page **£3,600**  
Half Page **£1,950**

All rates exclude VAT

Terms and Conditions available on request

### For further information please contact:

David Bell – Sales Manager

Tel: + 44 (0) 207 383 6053

Mobile: + 44 (0) 77867 01747

Email: [dbell@bmj.com](mailto:dbell@bmj.com)



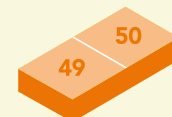
## Key



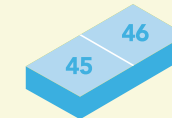
Information



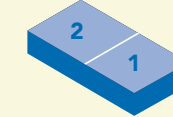
Catering Points



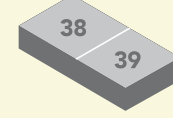
Platinum sponsor



Gold sponsor



BMJ stand



IHI Stand



Learning and  
Networking zone

Floor plan layout subject to change