



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

Meet 3,500
delegates

Sponsorship Opportunities

RAI, Amsterdam
2-4 May, 2018

Reach a global audience of senior clinicians

Welkom

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 for the challenges we face.

Join over 3,500 attendees from around 70 countries who strive to make patient care better. We aim to improve outcomes for patients and communities, provide practical solutions that can be implemented within the workplace, foster effective innovation and connect healthcare leaders and practitioners around the world.

This two day event will be developed in close partnership with regional hospital groups and will bring together both local and global healthcare leaders to highlight healthcare initiatives.

Reach these decision makers via 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.



Ian Leistikow
Senior Inspector, Dutch
Healthcare Inspectorate



Pauline Meurs
Scientific Director,
Erasmus Centre for Health
Management



Goran Henriks
Chief Executive of Learning &
Innovation, Jonkoping County
Council, Sweden

Advisory Committee

Our local advisory committee ensure that the programme is relevant, engaging and timely.

Nico van Weert
Head of Q&S Co-ordination NFU:
Federation of University Medical
Centers

Kim Vereijken
Policy Advisor Healthcare Quality STZ

Carla Veldkamp
Head Q&S Canisius Wilhelmina
Hospital, Santeon

Marjon Kallewaard
Head of Quality, FMS

Hannie Treffers
Director Programme Management,
Vilans

Hannah Dijkhuisprogram
program coordinator "Healthcare
Quality" Zon Mw

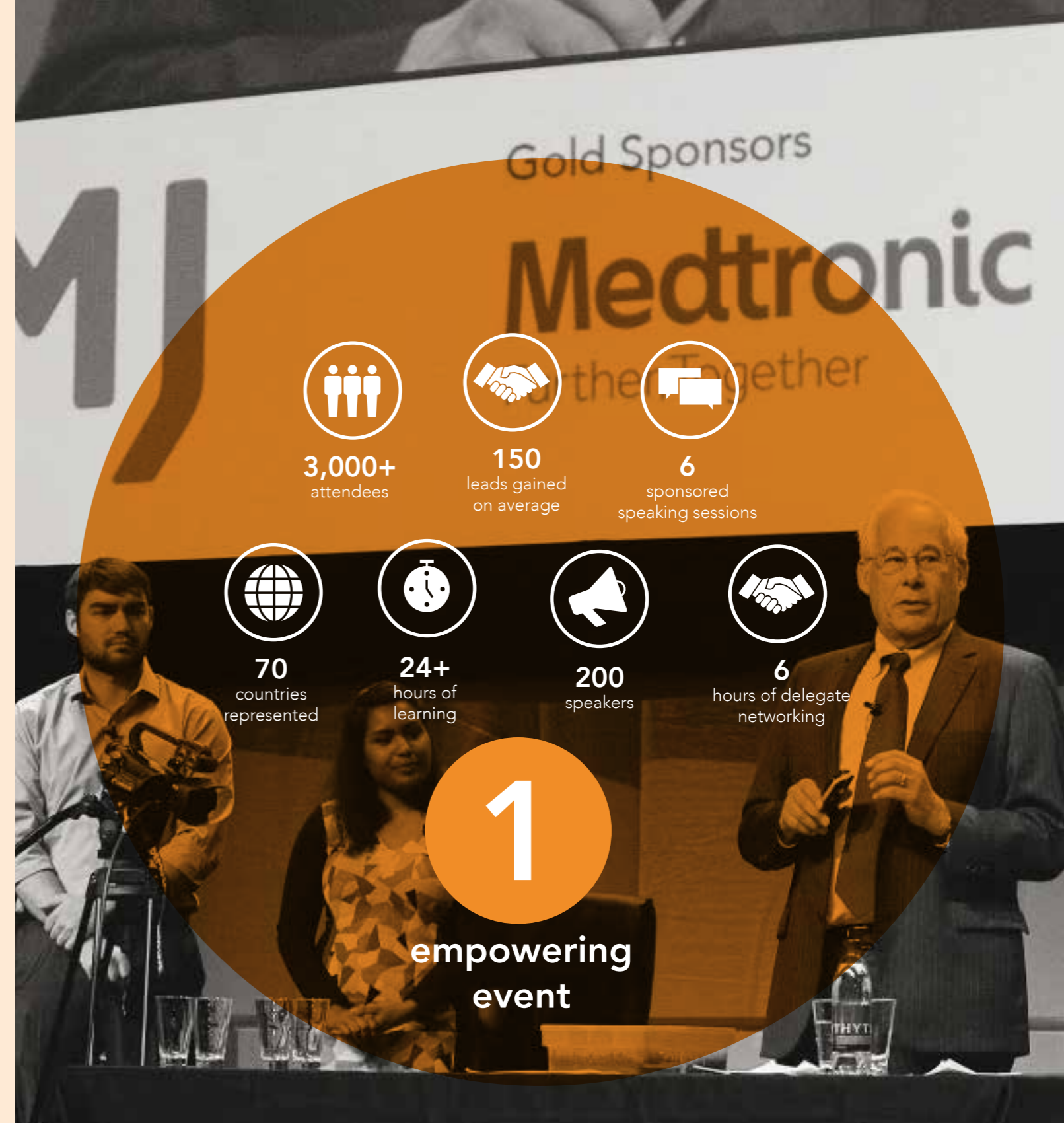
Arnold van Halteren
Head of Healthcare, Zorginstituut
Nederland: National Health Care
Institute

Jan Vesseur
Patient Representative

Region Update

- Well-developed healthcare system.
- Despite government cost-cutting measures, healthcare expenditure continues to increase
- Relatively high degree of cooperation between the government and the industry.
- Considerable experience of local firms in the field of medical device manufacturing.
- A well-developed R&D environment.
- The creation of a new regulatory agency to streamline administrative processes and thus improve the overall operating environment.
- As the population of the Netherlands ages, private healthcare firms stand to benefit from rising healthcare expenditure.
- Possibility of more friction in the health insurance system as premiums come under pressure from an ageing population.

BMI Netherlands Pharmaceuticals and
Healthcare Report Q1 2017



“

“BMJ is a credible, respected enterprise. We have been pleased with their willingness to work with us to find the right solutions.”

Greg McCullough, Senior Program Director, Medtronic

Quick facts

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

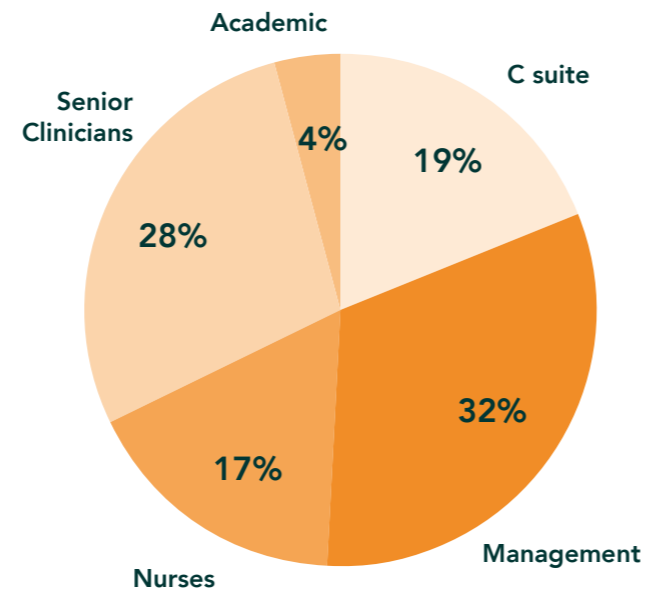
Top countries attending

UK
Netherlands
Denmark
Sweden
Norway
Australia

Who should sponsor/exhibit?

- Accreditation
- Legal Services
- Healthcare Providers/Transformation
- Healthcare Software
- Management Consultancy
- Medicine Management
- Patient Safety
- Risk Management
- Technology & Innovation
- Training and education

Profile of attendees



All delegates share a passion for improving quality and safety in healthcare.

5 reasons to join us

- 1 Connect with key decision makers
- 2 Reach professionals with purchasing power and influence
- 3 Showcase your innovations
- 4 Build lasting partnerships within senior healthcare professionals
- 5 Learn about needs within healthcare and how your organisation can address them

Exhibitor Packages

Furnished Shell Scheme £5,350

Includes: carpet, fascia name board, electricity, lighting, table and 2 chairs* (*subject to package)

3x3 (9sqm)

Space-only £5,000

Electricity, flooring and furniture not included, subject to build approval

3x3 (9sqm)

Both packages include

- Logo, profile, contact and social media details will be listed in the Event Guide, website and app
- Exhibitor briefing and welcome pack provided
- Exhibition Scanners available £400 +VAT
- 2 exhibition-only passes, providing lunch/refreshments and access to Keynote sessions. Extra passes: £250+VAT
- Option to purchase up to three 2 day delegate passes (early bird rate)

“

If sponsors are looking for an event that focuses on practice improvement on an international level, then this is a great event. We've had a lot of genuine engagement and interest from delegates and the Forum has proven to be a great platform to network with this audience.”

Navdeep Sidhu, The Health Foundation

Sponsor and Exhibitor Packages

Gold £80,000

The Headline Sponsor

Your chance to shine - be the named headline sponsor, with main stage promotion throughout the event.

Create your own session - Address delegates within the **main programme** in a stream of your choice.*

Showcase your brand - strategically positioned exhibition space in high footfall area, giving you 6+ hours of networking time.

Session listed in main programme

Session listed in main programme

Silver sponsor

½ day £40,000
1 x 60 mins and 1 x 90 min

½ day £30,000
2 x 60 min slot

£25,000
90 min programme slot

£20,000
60 min programme slot

Breakfast / lunch session £16,500

Design and host your speaker session.
2 x breakfast sessions
2 x lunchtime sessions available

*subject to editorial guidelines, available on request and approval by Forum Programme Committee

Bespoke Solutions

Networking Lounge £12,000 (up to 3 co-sponsors)

This lounge area provides an opportunity for co-branding on low panelled walls surrounding this exclusive space designed to provide attendees with space for group engagement or 1-2-1 sessions.

Thought Leadership

Influence and inspire your target market by aligning your brand with content produced by our healthcare experts on industry hot topics.

- Roundtables
- White paper creation
- Presentation sessions

Price on application

Sponsor and Exhibitor Packages

	Gold Sponsor £80,000	Silver Sponsor £40,000	Breakfast / Lunch session £16,500	Exhibitor from £5,000
Full brand visibility (main entrance to event and main stage)	✓	Session room	Session room	During event
Address audience within programme session in the stream of your choice*	1x session	1 x fringe event	4 x catered session's available	
Host your own breakfast or lunch session (fully catered)	✓	✓	✓	
Marketing and logistical support Includes updates on session / audience registered	✓	✓	✓	
Signage on streamed stage	✓	✓	✓	
Announcement during opening session	✓	✓	✓	
Speaker Pass Includes speaker guidance webinar, bio and photo profile on website	x2	x1	x1	
Double page spread advertisement within event guide distributed to all attendees	✓	Full page advertisement £3,700 Half page advertisement £2,000		
Exhibition stand - Furnished shell**	6x3	3x3	3x3 from £5,350	3x3 from £5,350
Exhibition stand Space only			3x3 from £5,000	3x3 from £5,000
Exhibition only pass	x4	x2	x2	x2
Full branding on website and event guide cover with full description listed	✓	✓	✓	✓
Full data provided with scanned session	✓	✓	✓	£450

*subject to editorial guidelines, available on request and approval by Forum Programme Committee

Enhance your package

Additional services for purchase

+ NEW

Exclusive App sponsorship £15,000

Full brand visibility throughout user experience. Ability to set up 1-2-1 meetings pre-event (up to 20 connections). 70% of attendees interact with the app which includes programme information, what's on, session choices and venue help.

+ NEW

Interactive Theatre £15,000

This 3m x 9m space set up with theatre style seating for up to 30 attendees, ideal for visual demonstrations. Low walls provide option for branding. Session featured on the main programme to allow pre-event sign up for your presentation.

+ NEW

Exclusive Registration £12,000

Align your brand with themed content streams. Sponsor to choose a winning poster, meet the team who created the poster and present a small prize. Brand visibility on overhead signage and a mention within the event guide. One announcement via the app to promote prize giving.

+ NEW

Poster category £10,000

Align your brand with themed content streams. Sponsor to choose a winning poster, meet the team who created the poster and present a small prize. Brand visibility on overhead signage and a mention within the event guide. One announcement via the app to promote prize giving.

+ NEW

Advert in the Event guide Full Page £3700 Half page £2,000

Distributed to all attendees

+ NEW

Seat drops - £1,500

Literature placed on seats within requested session (sponsor to provide collateral).

Contact: David Bell +44 (0) 20 7383 6053 | dbell@bmj.com

Supporting Organisations

Key organisations in the region have been supporting the International Forum by publicising the event to their network and extending an invitation on our behalf. Supporting Organisations extend our reach in the region and bring a diverse range of delegates to the event. In turn, they benefit from discounts and cross branding. Supporting organisations include:

“

‘Great conference! Well organized with a good list of delegates and networking opportunities.’

Abdelraouf Abu Goura - Marketing and Communications
Director, The DataFlow Group

Forthcoming events for your diary



For further information please contact



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