



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

Meet  
**1,000+**  
senior  
decision  
makers

# Collaboration Opportunities

**Melbourne Convention and  
Exhibition Centre | MCEC**  
30 October - 1 November 2023



Connect with  
healthcare  
improvers from  
35+ countries

# Work with us to:



## Shape the future of healthcare

Create a legacy of lasting change in global healthcare systems

**Become our Headline Partner**

## Bring together leaders and vision makers

Align values and drive transformation

**Influence key discussions**

## Share your expertise

Introduce your thought leadership success to healthcare pioneers

**Host a speaking session**

## Make the right connections

Elevate your brand awareness

**Exhibition and networking**

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



3 day programme



100 renowned speakers



Connect with 1,000+ health and care improvers



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!

Fulfil 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.

### Popular sessions include\*

- Systems Management: From thinking to practice
- Value-based care
- Building QI Capability across an organisation
- Applying quality improvement science to root cause analysis to ensure effective implementation of recommendations
- Safety Intelligence: Integrating the patient safety data conversation
- Consumer and Collaborative Leadership – the new frontier of healthcare improvement, transformation, and change
- Creating a culture of safety
- Be Well. Lead Well

### Content streams

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

\*top sessions from Sydney 2022



Make new connections with medical 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

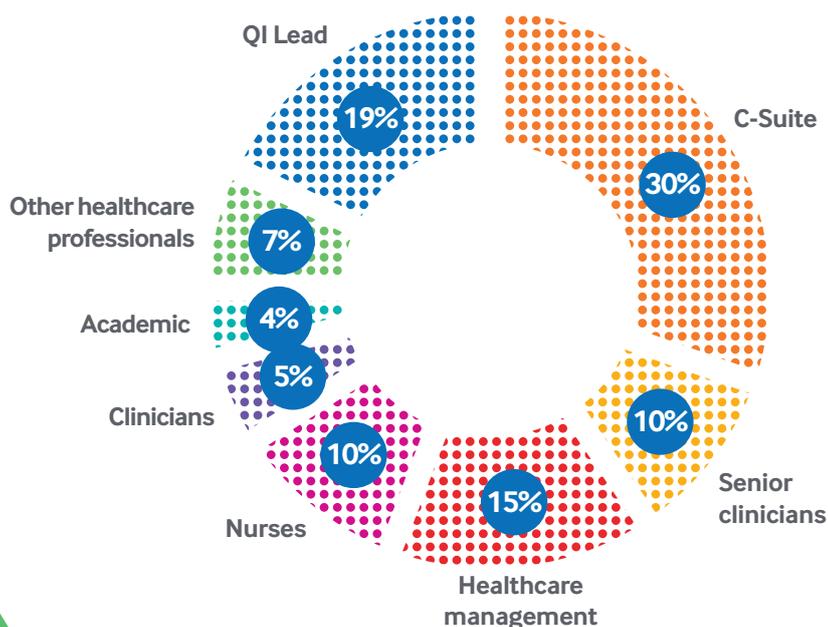
### Top countries attending

- Australia
- New Zealand
- Singapore
- Hong Kong

Bringing together  
**1,000+**  
health and care  
improvers

We can help you target a specific region or attendee type

### 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

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

**CEO session:** Surround yourself with C-Suite expertise

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

**Symposium:** run an event in parallel

**Main programme sessions:** showcase your learnings

- Pre-select delegates with the job title of your choice

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

*Price on application*

Align your brand with exceptional content

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

**Delegate groups & huddles:** Bring your team and inspire with access to phenomenal QI learning and networking opportunities

## Put your brand in front of healthcare improvers



**Jessica Gatehouse**

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*"Great conversations in an intimate, relaxed setting. Rekindle valued connections and spark new relationships."*

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

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 enable you to **share your expertise** on your chosen topic via live speaking sessions.

## Support a Webinar

Webinars can provide industry pioneers with a credible, engaging and cost-effective learning medium. Deliver your expertise and insight to an audience eager to learn.

We can help to:

- Deliver the audience you want to target
- Explore the topics you want to address
- Identify relevant speakers
- Showcase your organisation as a digital leader
- Create a memorable experience

## Find out more



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### Main programme partner

Running time:  
60/75 minutes

Gain the biggest attendance rates

**Reach more improvers**

Our programme sessions are extremely popular, if you want to make your presence known, this is the option for you.

Address the attendees in the 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 28 Feb 2023	
Premium stand 6m x 3m	£7,000 \$12,500 AUD	£6,000 \$10,700 AUD
Shell scheme 3m x 3m stand	£5,350 \$9,530 AUD	£4,600 \$8,200 AUD
Space only stand Create your own stand with this flexible space*	POA	POA

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

**NEW** Boost your brand exposure.

Host a zone with us in the exhibition hall.

- Host nation zone** For Australian organisations to share your QI systems and solutions
- Safety | Wellbeing** Demonstrate your patient safety solutions and wellness practices. Equip all HCPs attending with your expertise
- Global zone** Use our podium to connect and update our audience on the key projects and healthcare transformation journey

Book early and take advantage of early bird discounts

Exhibitors met 80+ new customers\*  
100% of exhibitors were happy with the quality of delegates  
*\*Based on feedback from previous events*

## Leadership Expertise: Fireside Chats

Option to interview your CEO and relay your health transformation journey via a moderated informal chat. Bonus - no slides needed here!  
Fully branded stage

**A creative way**  
to demonstrate your thought leadership





# Elevate your brand

Build your own sponsorship package

Exclusive branding opportunities	Cost
<b>Lanyard sponsorship</b> Your logo visible to every delegate	<b>£4,000</b> <b>\$7,125 AUD</b>
<b>Wellbeing supporter</b> Branding throughout a defined area where a range of activities will take place. Demonstrate your support for the wellbeing of healthcare professionals	<b>£12,000</b> <b>\$21,400 AUD</b>
<b>Registration partner</b> Your brand will be visible throughout the registration journey and on-site signage	<b>£10,000</b> <b>\$17,820 AUD</b>
<b>Keynote sponsor</b> On-stage branding and verbal acknowledgment. Collateral handed out on entry	<b>£6,000</b> <b>\$10,700 AUD</b>
<b>Poster area supporter</b> Align your brand to outstanding content. Your logo is in prominent view plus you get to meet the finalists and winners of the 'Best Poster' award	<b>£6,000</b> <b>\$10,700 AUD</b>
<b>Advert on holding slide</b>	<b>£3,000</b> <b>\$5,350 AUD</b>

Value enhancements	Cost
<b>Floor tiles *</b>	<b>£500</b> <b>\$900 AUD</b>
<b>Leaflet drops</b>	<b>£1,500</b> <b>\$2,700 AUD</b>
<b>Advert in Event Guide</b>	<b>£1,000</b> <b>1,800 AUD</b>
<b>Carousel advert within the event app</b>	<b>£750</b> <b>\$1,3200 AUD</b>
<b>Tote bag</b>	<b>£4,000</b> <b>\$7,125 AUD</b>

Prices exclude VAT / GST  
 \*Limited number of tiles in every package



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