ISQua’s 37th International Conference

FLORENCE 2021

8 - 11 JULY

FORTEZZA DA BASSO CONGRESS & EXHIBITION CENTRE

SPONSORSHIP BROCHURE

Emotion, Inspiration and Creativity
“Pathways to Global Health Quality”

#ISQua2021
The International Society for Quality in Health Care (ISQua) is a member based organisation devoted to inspiring and driving improvement in the quality and safety of healthcare worldwide through education and knowledge sharing, external evaluation, supporting health systems and connecting people through global networks.

Our network develops partnerships which improve the delivery of health care for patients, their families and the organisations administering that care. We are delighted to announce that our key partners for the Florence Conference are the Italian Network for Safety in Health Care and Centro Regionale Getione Rischio Clinico e Sicurezza del Paziente.

We invite you to be part of the Leading International Conference in Quality and Safety – Florence, Italy – in the country where it all began.

This year’s theme “Emotion, Inspiration and Creativity: Pathways to Global Health Quality” will be supported by 8 sub-themes covering topics such as Resilience, Patient Safety, Policy, The Person, External Evaluation, LMIC’s and much more…

With expected attendance numbers of over 1,500 spanning 80 countries, We are confident that you will want to be a part of ISQua’s 37th International Conference, Florence Italy.

Join ISQua and our partners at this International Conference to help spread the Quality and Safety word and raise your organisation’s profile among the many influential participants in attendance.
Why Get Involved?

Scientific Programme

20 hours of networking
6 keynote addresses
Over 80 countries
1,500 delegates
2 major social events
400+ posters
Over 100 experts speakers

Delegates Around the World

<table>
<thead>
<tr>
<th>Job Titles</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chief Executive</td>
<td>30%</td>
</tr>
<tr>
<td>Medical Director</td>
<td>56%</td>
</tr>
<tr>
<td>Risk Manager</td>
<td></td>
</tr>
<tr>
<td>Vice President Consultant</td>
<td></td>
</tr>
<tr>
<td>Chief Financial Officer</td>
<td></td>
</tr>
<tr>
<td>Patient Care Director</td>
<td></td>
</tr>
<tr>
<td>Researcher</td>
<td></td>
</tr>
<tr>
<td>Quality Management</td>
<td></td>
</tr>
<tr>
<td>Allied Health Professional</td>
<td></td>
</tr>
<tr>
<td>Nurse</td>
<td></td>
</tr>
<tr>
<td>Practitioner</td>
<td></td>
</tr>
<tr>
<td>Doctor/ Physician</td>
<td></td>
</tr>
<tr>
<td>Senior Healthcare Professionals</td>
<td>30%</td>
</tr>
<tr>
<td>Clinical and Para Medical</td>
<td>56%</td>
</tr>
<tr>
<td>Others (Policy Makers and Patients)</td>
<td>3%</td>
</tr>
<tr>
<td>Academics</td>
<td>11%</td>
</tr>
</tbody>
</table>
Delegates Around the World

2019 ISQua delegates highlighted in blue
<table>
<thead>
<tr>
<th>Activity Description</th>
<th>Benefit</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breakfast Session</td>
<td>Fully equipped meeting room and catering</td>
<td>€5,000</td>
</tr>
<tr>
<td></td>
<td>2 x Main Conference Passes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>45 Minutes</td>
<td></td>
</tr>
<tr>
<td>Lunchtime Session</td>
<td>Fully equipped meeting room and catering</td>
<td>€6,400</td>
</tr>
<tr>
<td></td>
<td>2 x Main Conference Passes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>60 Minutes</td>
<td></td>
</tr>
</tbody>
</table>

### Exhibition

<table>
<thead>
<tr>
<th>Activity</th>
<th>Benefit</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 sqm</td>
<td>Shell scheme package, company logo on fascia board, 1 table and 2 chairs, electricity supply &amp; daily stand cleaning</td>
<td>€5,800</td>
</tr>
<tr>
<td>6 sqm</td>
<td>Shell scheme package, company logo on fascia board, 1 table and 2 chairs, electricity supply &amp; daily stand cleaning</td>
<td>€4,500</td>
</tr>
</tbody>
</table>

### Corporate Social Responsibility

<table>
<thead>
<tr>
<th>Activity Description</th>
<th>Benefit</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support a Patient or Low Income Country (LIC) delegate</td>
<td>Support the conference attendance of a patient or LIC delegate. Expand your CSR and receive acknowledgement within the Conference Programme</td>
<td>€500 - €3,000 per delegate</td>
</tr>
</tbody>
</table>

### Branding Awareness

<table>
<thead>
<tr>
<th>Activity</th>
<th>Benefit</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wi-Fi</td>
<td>Logo on Wi-Fi Welcome Page</td>
<td>€8,000</td>
</tr>
<tr>
<td>Congress Bag</td>
<td>Attach your branding to every #ISQua2021Italy delegate bag</td>
<td>€7,000</td>
</tr>
<tr>
<td>Speaker Preview Room</td>
<td>Branding on the home page and screen savers and exclusive option to display corporate information</td>
<td>€5,300</td>
</tr>
<tr>
<td>Branded Water Bottles</td>
<td>Branding on reusable water bottles that are distributed to all delegates. (Water dispensers are available throughout the venue)</td>
<td>€6,500</td>
</tr>
<tr>
<td>Pocket Programme</td>
<td>Branding on the pocket programme which is included with all name badges</td>
<td>€7,000</td>
</tr>
<tr>
<td>Conference Lanyards</td>
<td>Branding on the name badge lanyard</td>
<td>€8,000</td>
</tr>
<tr>
<td>Delegate Material</td>
<td>1. Branded Notebook</td>
<td>€3,200</td>
</tr>
<tr>
<td></td>
<td>2. Branded Pens</td>
<td>€3,200</td>
</tr>
<tr>
<td>Conference App</td>
<td>1. Exclusive sponsorship/branding on the homepage and banners</td>
<td>€5,000</td>
</tr>
<tr>
<td></td>
<td>2. Banner adverts</td>
<td>€300</td>
</tr>
<tr>
<td></td>
<td>3. Push messages (2 per day)</td>
<td>€1,000</td>
</tr>
<tr>
<td>Advertising</td>
<td>1. Full page outside back cover</td>
<td>€4,500</td>
</tr>
<tr>
<td></td>
<td>2. Inside front/inside back cover</td>
<td>€3,000</td>
</tr>
<tr>
<td></td>
<td>3. Inside full page</td>
<td>€2,200</td>
</tr>
<tr>
<td></td>
<td>4. Bag Insert</td>
<td>€3,000</td>
</tr>
<tr>
<td>Meeting Room Hire</td>
<td>Reserve a room to meet with existing or potential clients (subject to availability)</td>
<td>Please ask for quote and include AV and catering needs</td>
</tr>
<tr>
<td>Registrations</td>
<td>Purchase a group of 10 or more registrations and receive a discount</td>
<td>Please ask for quote</td>
</tr>
</tbody>
</table>

Please note that prices do not include Italian VAT of 22%
<table>
<thead>
<tr>
<th>Level</th>
<th>Benefits</th>
<th>Price</th>
</tr>
</thead>
</table>
| Diamond | Special Acknowledgment, with logo on the plenary stage and printed programme  
Have details included in two promotional emails to delegates  
8 complimentary registrations  
Exhibition stand 9sqm  
20% discount on 2 items in the sponsorship list | €30,000 |
| Gold   | Special Acknowledgment, with logo on the plenary stage and printed programme  
Have details included in one promotional email to delegates  
6 complimentary registrations  
Exhibition stand 6sqm  
20% discount on 1 item in the sponsorship list | €25,000 |
| Silver | Special Acknowledgment, with logo on the plenary stage and printed programme  
Have details included in one promotional email to delegates  
4 complimentary registrations  
Exhibition stand 6sqm  
20% discount on 1 item in the sponsorship list | €20,000 |

ISQua can offer you a tailored package to suit your budget and marketing objectives.

**Early Bird Rate – 10% discount** on all purchased before 4th February 2021. **15% discount** for companies/organisations based in Italy (this does not include headline sponsors).

**Become an ISQua Supporter for €5,000**
Acknowledgement (with logo & website link) on the conference webpage, printed programme and Conference App, plus one delegate registration.

**Contact:** Dominga Bettaccini  
dominga.bettaccini@rossoevolution.com

https://www.isqua.org/events/florence-2020.html

Please note that prices do not include Italian VAT of 22%