



## ISQua's 40th International Conference

We invite you to be part of the  
leading International Conference  
in Quality and Safety

# Istanbul Türkiye 2024

24 September - 27 September

The International Society for Quality in Health Care (ISQua) is a member-based organisation devoted to inspiring and driving improvements in health, and the safety and quality of healthcare worldwide.

Our network develops partnerships that improve health care delivery for patients, their families, and the organisations administering that care.

The Türkiye Health Care Quality and Accreditation Institute (TUSKA), and the Ministry of Health Türkiye along with ISQua are delighted to host our 40th International Conference in Istanbul Türkiye. The conference will take place at the ICEC - Istanbul Lutfi Kirdar International Convention & Exhibition Center.

The theme for our 2024 conference is *'Health for People and Planet: Building Bridges to a Sustainable Future'* with sub-themes:

- 1. Patient Safety & Quality Improvement**
- 2. Co-production - Creating a patient-centred healthcare service**
- 3. Integrated Care Communities**
- 4. Future of Healthcare: AI and Digital Transformation**
- 5. Workforce, Policy, and Governance**
- 6. External Evaluation**
- 7. Navigating Climate Change and Sustainability in Healthcare System**
- 8. Equity in Action: Addressing Global Healthcare Emergencies**

With expected attendance numbers of over 1,200 spanning 70 countries, we are confident that you will want to be a part of ISQua's 40th International Conference, Istanbul Türkiye.

Join us at our 40th International Conference to help spread the Quality and Safety word and raise your organisation's profile among the many influential participants in attendance.



ISQua's 40th  
International Conference

# ISQUA BOARD

## PRESIDENT

**Jeffrey Braithwaite**, President and Founding Director of the Australian Institute of Health Innovation, Director of the Centre for Healthcare Resilience and Implementation Science, and Professor of Health Systems Research, Macquarie University; Australia

## PRESIDENT-ELECT

**Ezequiel Garcia Elorrio**, A founder and Board member of Institute for Clinical Effectiveness and Health Policy (IECS), Buenos Aires; Argentina

## BOARD MEMBERS

- **John Brennan**; General Practitioner; Ireland
- **Philip Crowley**; National Director for Quality Improvement, HSE; Ireland
- **Fabio Leite Gastal**; President of the Board for International and Technical Affairs, ONA, Sao Paulo; Brazil
- **Salma Jaouni**; CEO of the Health Care Accreditation Council (HCAC), Amman; Jordan
- **Amélie Lansiaux**; Snr Advisor for the Director of Quality and Patient Safety Improvement; Haute Autorité de Santé (HAS); France
- **Sodzi Sodzi-Tettey**; Vice President, Gloval, Institute for Healthcare Improvement, Accra; Ghana
- **Shin Ushiro**; Director, Executive Board Member of Japan Council for Quality Health Care (JCQ); Japan
- **Ellen Joan van Vliet**; CEO Qualicor Europe; The Netherlands
- **Djoni Darmadjaja**, KARS, Indonesia
- **Handjaja Rono Sulistyono**, KARS, Indonesia
- **Karen Luxford**, ASQua President, Australia

## HONORARY ADVISORS

- **Duncan Inverarity**; Partner, A&L Goodbody; Ireland
- **Anna Edwards**; Department of Health and Social Care; United Kingdom

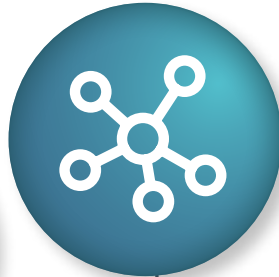


ISQua's 40th  
International Conference

**25**  
hours of networking

## Direct Access

to International Key  
Decision-Makers



**6**  
keynote  
addresses

Over  
**100**  
experts



ISQua's 40th  
International Conference

# Why Get Involved?



Attendees  
from over  
**70**  
Countries

**400**  
posters



**3**  
major  
social events

**250**  
presentations



**1,200**  
delegates

## Attendees

39th International Conference (Seoul, Republic of Korea)

96% of attendees said they would recommend to their colleagues.



## Examples of the positive feedback received from our conference in 2023:

Superb speakers discussing cutting edge aspects of quality and safety. It was wonderful to see sustainability and climate highlighted

The lightning talks I attended were very inspiring

The conference was loaded with knowledge and material to learn

I thought the conference was exceptionally well organised and the app worked seamlessly

The whole conference was a highlight of my year

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WITH VIEW TO IMPROVE HEALTHCARE SETTINGS

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**RESULTS**

**CONCLUSIONS**

**REFERENCES**

**ACKNOWLEDGEMENTS**

**CONTACT INFORMATION**

disclosure  
in psychiatry

Background: Disclosure of...  
Disclosure of...  
Disclosure of...

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**RESULTS**

**CONCLUSIONS**

**REFERENCES**

**ACKNOWLEDGEMENTS**

**CONTACT INFORMATION**





## BRANDING OPPORTUNITIES

Sponsorship Option	Details	Cost € (incl. VAT)
Conference App	Banner adverts	€ 1,050
	Push messages (2 per day)	€ 1,500
Pocket Programme	Branding on the pocket programme, which is included with all registration badges	€ 7,850
Branded Water Bottles	Branding on reusable water bottles that are distributed to all delegates. To be provided by sponsor (Water dispensers will be available throughout the venue)	€ 7,150
Conference Lanyards	Inclusion of your logo on the lanyards of all participants	€ 7,150
Delegate Material	Branded Notebook (To be provided by the sponsor)	€ 3,600
	Branded Pens (To be provided by the sponsor)	€ 3,600
Advertising	Bag Insert	€ 2,900
Conference Bags	Attach your branding to every #ISQua2024 delegate bag €9,500	€ 9,500

## BRANDING OPPORTUNITIES (contd)

Sponsorship Option	Details	Cost € (incl. VAT)
<b>Welcome Reception</b>	The Conference Welcome Reception is scheduled on 24th of September in the Exhibition and Posters Hall. The reception brings together the ISQua community in a friendly and informal manner and is an important Networking event of the ISQua conference. Sponsorship recognition includes verbal recognition during the Reception welcome speech, sponsor logo signage display at buffet stations, acknowledgement in congress programme and website as well as 2 x full conference registrations.	€ 10,500
<b>Poster Display Reception</b>	With over 300 posters during the conference, delegates are sure to explore the poster area. A great opportunity to share with delegates how your company supports the findings that are published. The Poster Reception is scheduled on on 25th of September in the Exhibition & Posters Hall and gives the opportunity to poster presenters to discuss their findings with their peers. Sponsorship recognition includes company logo on sponsors board, company logo on screensavers of digital poster stations, sponsor logo signage display at buffet stations during the Reception, acknowledgement in congress programme and website as well as 3 x full registrations.	€ 15,500

**We can offer you a tailored package to suit your budget and marketing objectives**

**10% discount for Institutional Member or organisations based in Türkiye.**

**Early bird cut off date 26th June 2024**



## BECOME A HEADLINE SPONSOR

	Gold €24,900 (incl. VAT)	Diamond €32,000 (incl. VAT)
Exclusive 45 minutes breakfast or lunch session (schedule TBC) including: Room rental   AV for single projection   Opportunity for appointing an ISQua exec member as session chairman   Listing in programme	✓	✓
Eight Registrations with access to the scientific sessions and welcome reception		✓
Five Registrations with access to the scientific sessions and welcome reception	✓	
One 6 sq m stand	✓	
One 9 sq m stand		✓
Inclusion of your logo on all official conference signage posters	✓	✓
Organisation details and logo included in promotional emails to delegates	✓	✓
Possibility of handing out an additional document to all conference attendees at the entrance to the plenary hall (requires committee approval for document and timing)		✓
Inclusion of logo on principle conference webpage with a link to your official website	✓	✓
Verbal recognition by organisers at the opening session	✓	✓
Presence of logo in plenary hall during the opening session	✓	✓
Use of "Diamond Sponsor" title together with your logo on promotional material generated for the conference and any possible correspondence in its regard. Always with prior committee approval.	✓	✓
Use of "Gold Sponsor" title together with your logo on promotional material generated for the conference and any possible correspondence in its regard. Always with prior committee approval.	✓	
20% discount on two items from the Branding Opportunities list		✓

## EXHIBITION AREA STAND

6 sq. m space – €5,700 (incl. VAT)

6 sq. m space Locals – €5,130 EARLY (incl. VAT)

9 sq. m space – €7,150 (incl. VAT)

9 sq. m space Locals – €6,435 EARLY (incl. VAT)

- Shell scheme package, company logo on fascia board, 1 table and two chairs, electricity supply (power socket with circuit breaker and two outlets) and daily stand cleaning.
- Inclusion of logo on the conference website as an exhibitor and a link to your website
- Two conference registrations with access to the scientific sessions and welcome reception
- Inclusion of the word “Exhibitor” on your conference badge

## SPEAKING OPPORTUNITIES Share your Company’s message directly with your target audience

<b>Breakfast Session</b> 45 minutes	Fully equipped meeting room 2 x Main Conference Passes Details included in two Promotional emails to delegates	€ 5,350
<b>Lunchtime Session</b> 60 minutes	Fully equipped meeting room 2 x Main Conference Passes Details included in two Promotional emails to delegates	€ 7,150



# Istanbul 2024 - EXHIBITION & SPONSORSHIP APPLICATION FORM AND CONTRACT

## PLEASE COMPLETE AND SEND TO:

**MCI Suisse SA** – To Mike Chappuis

Phone: +41 22 33 99 657

E-mail: mike.chappuis@wearemci.com

Please note that all acknowledgements of your company and listing of company name and address will be generated from the following information. It is mandatory to complete and sign this form to confirm your sponsorship. This form will be considered as a contract.

<b>Company:</b>		<b>Company Tax number:</b>	
<b>Contact name:</b>			
<b>Address:</b>			
<b>Postal Code:</b>	<b>City:</b>	<b>Country:</b>	
<b>Telephone:</b>			
<b>E-Mail:</b>			
<b>Website:</b>			
<b>P.O. number if applicable:</b>			

Please tick the corresponding boxes (✓)

VAT IS INCLUDED

## EXHIBITION

6 sq.m. Space € 5,700

9 sq.m. Space € 7,150

STAND CHOICE N°: 1st choice \_\_\_\_\_

STAND CHOICE N°: 2nd choice \_\_\_\_\_

STAND CHOICE N°: 3rd choice \_\_\_\_\_

## CONFERENCE SERVICES (exclusive)

ISQua Conference App Banner adverts – € 1,050  Push Messages on App (2 per day) – € 1,500

## PROMOTIONAL MATERIAL (exclusive)

Bag Insert - €2,900

Pens – € 3,600

Notebook – € 3,650

Water Bottle – € 7,150

Lanyards – € 7,150

Pocket Programme – € 7,850

Conference bags – € 9,500

Welcome Reception - €10,500

Poster Display Reception - €15,500

**Special note:** Please specify if your stand must not be located adjacent to a particular competitor.  
Please note that stands are allocated on a first come first served basis

## Istanbul 2024 - EXHIBITION & SPONSORSHIP APPLICATION FORM AND CONTRACT (Contd)

### SPONSORED SESSION

Breakfast Session – € 5,350

Lunch Session – € 7,150

Day Choice: Wednesday 25th September \_\_\_\_\_ Thursday 26th September \_\_\_\_\_ Friday 27th September \_\_\_\_\_

### SPONSORSHIP PACKAGES

DIAMOND SPONSOR – € 32,000

GOLD SPONSOR – € 24,900

### PAYMENT SCHEDULE

- All payments must be made in Euro
- 100% of the total cost will be invoiced on receipt of the completed order form

### BY BANK TRANSFER

Bank: UBS SA – 35 rue des Noirettes – 1277 Carouge

Company: MCI Suisse SA for ISQua 2024

Account N°: 240-369393.71L

Clearing: 240

SWIFT: UBSWCHZH80A

IBAN: CH18 0024 0240 3693 9371 L

### CANCELLATION POLICY

Cancellation and changes to your original booking must be made in writing to MCI

### FOR CANCELLATIONS MADE

From confirmation date to 28th March 2024

- 25% of the total cost of each item will be retained

From 29th March 2024

- 50% of the total cost of each item will be retained

From 15th August 2024

- 100% of the total cost of each item will be retained

We hereby agree to pay the required 100% deposit in Euro as soon as we receive the corresponding invoice. I have read and agree with the ISQua terms and conditions as indicated herein. I have taken the necessary steps to ensure that anyone working on the project is aware of these terms and conditions.

Place and Date:

Signature and company stamp:





### Contact

**Eadin Murphy**, Head of Events: [conference@isqua.org](mailto:conference@isqua.org)

**Mike Chappuis**, MCI Sponsorship Manager: [mike.chappuis@wearemci.com](mailto:mike.chappuis@wearemci.com)

Phone: [+41 22 33 99 657](tel:+41223399657)

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