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
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 BOARD

PRESIDENT

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

PRESIDENT-ELECT

Ellen Joan van Vliet, CEO Qualicor Europe (Institute for Healthcare Accreditation), The Netherlands

BOARD MEMBERS

- Jeffrey Braithwaite, Immediate Past President – ISQua, Founding Director of the Australian Institute of Health Innovation, Australia
- John Brennan; General Practitioner; Ireland
- Philip Crowley; National Director for Quality Improvement, HSE; Ireland
- Ulfat Shaikh, Professor of Pediatrics and Medical Director of Healthcare Quality at the University of California Davis Health, United States
- Salma Jaouni; CEO of the Health Care Accreditation Council (HCAC), Amman; Jordan
- Djoni Darmadjaja, KARS, Indonesia
- Handjaja Rono Sulisty, KARS, Indonesia
- Karen Luxford, ASQua President, Australia
- Sodzi Sodzi-Tettey; Vice President, Gloval, Institute for Healthcare Improvement, Accra; Ghana
- Dr. Anuradha Pichumani, OBGYN, Executive Director, Sree Renga Hospital, Chengalpattu, TamilNadu, India

HONORARY ADVISORS

- Duncan Inverarity; Partner, A&L Goodbody; Ireland
- Anna Edwards; Department of Health and Social Care; United Kingdom
- Sir Aziz Sheikh, Editor-in-Chief of the IJQHC; Director, Usher Institute and Dean of Data, University of Edinburgh
Direct Access to International Key Decision-Makers

Why Get Involved?

- 250 presentations
- 400 posters
- 1,200 delegates
- 6 keynote addresses
- 25 hours of networking
- 100 experts
- Over 3 major social events
- Attendees from over 70 Countries

ISQua's 40th International Conference
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 conference was loaded with knowledge and material to learn.
- I thought the conference was exceptionally well organised and the app worked seamlessly.
- The lightning talks I attended were very inspiring.
- The whole conference was a highlight of my year.
## BRANDING OPPORTUNITIES

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

<table>
<thead>
<tr>
<th>Sponsorship Option</th>
<th>Details</th>
<th>Cost € (incl. VAT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Reception</td>
<td>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.</td>
<td>€ 10,500</td>
</tr>
<tr>
<td>Poster Display Reception</td>
<td>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 &amp; 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.</td>
<td>€ 15,500</td>
</tr>
</tbody>
</table>

- **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**

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Gold</th>
<th>Diamond</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Exclusive 45 minutes breakfast or lunch session (schedule TBC) including: Room rental</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>AV for single projection Opportunity for appointing an ISQua exec member as session chairman Listing in programme</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eight Registrations with access to the scientific sessions and welcome reception</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Five Registrations with access to the scientific sessions and welcome reception</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>One 6 sq m stand</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>One 9 sq m stand</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Inclusion of your logo on all official conference signage posters</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Organisation details and logo included in promotional emails to delegates</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>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)</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Inclusion of logo on principle conference webpage with a link to your official website</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Verbal recognition by organisers at the opening session</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Presence of logo in plenary hall during the opening session</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>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.</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>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.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>20% discount on two items from the Branding Opportunities list</td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>
EXHIBITION AREA STAND

• 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

| Breakfast Session | Fully equipped meeting room  
|                   | 2 x Main Conference Passes  
|                   | Details included in two Promotional emails to delegates | € 5,350 |
| Lunchtime Session | 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.

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

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
☐ Pocket Programme – € 7,850
☐ Pens – € 3,600
☐ Conference bags – € 9,500
☐ Notebook – € 3,650
☐ Welcome Reception - €10,500
☐ Water Bottle – € 7,150
☐ Poster Display Reception - €15,500
☐ Lanyards – € 7,150

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.
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
Mike Chappuis, MCI Sponsorship Manager: mike.chappuis@wearemci.com
Phone: +41 22 33 99 657

The International Society for Quality in Health Care
Herbert House, Suite 113
1st Floor
South Point
Harmony Row
Dublin 2 D02 H270
Ireland
Phone: 00353 1 670 6750
www.isqua.org