

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





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

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 Gestione Rischio Clinico e Sicurezza del Paziente.

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.

ISQua Conference Committees

Programme and Planning Committee

Co - Chairs

Riccardo Tartaglia; The Italian Network for Safety in Health Care (INSH)

Jeffrey Braithwaite; ISQua President- Elect

Committee

Sara Albolino; GRC-WHO Collaborating Centre

John Brennan; General Practitioner

Silvio Brusafferro; University of Udine

Stephen Clark; ISQua Board Member (conf 2021)

Helen Crisp; Independent Consultant

Vittorio Fineschi; University Le Sapienza, Rome

Federico Gelli; Italia in Salute

Peter Lachman; ISQua CEO

Eugene Nelson; The Dartmouth Institution

Sabina Nuti; Santanna school, Pisa

Walter Ricciardi; University Sacro Cuore

Jacqui Stewart; COHSASA

Carlo Rinaldo Tomassini; Dept. of Health Tuscany

Shin Ushiro; ISQua Board Member

Manvir Victor; ISQua Patient Representative

Wendy Nicklin; ISQua President

Rohit Ramaswamy; Gillings School of Global Public Health

Local Organising Committee

Sara Albolino; GRC-WHO Collaborating Centre

Giulia Dagliana; GRC-WHO Collaborating Centre

Michela Tanzini; GRC-WHO Collaborating Centre

Giulio Toccafondi; GRC-WHO Collaborating Centre

Francesco Venneri; INSH & GRC-WHO Collaborating Centre

Elena Beleffi; GRC-WHO Collaborating Centre

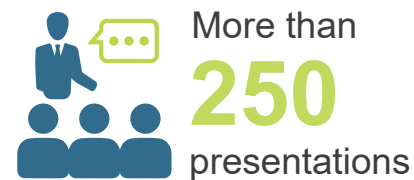
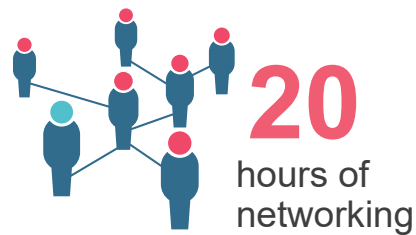
Stavros Prineas; ErroMed, Australia

Francesco Ranzani; GRC-WHO Collaborating Centre

Elisabetta Flore; GRC-WHO Collaborating Centre

Why Get Involved?

Scientific Programme



Delegates Around the World

Job Titles

- ▶ Chief Executive
- ▶ Medical Director
- ▶ Risk Manager
- ▶ Vice President Consultant
- ▶ Chief Financial Officer
- ▶ Patient Care Director
- ▶ Researcher
- ▶ Quality Management
- ▶ Allied Health Professional
- ▶ Nurse
- ▶ Practitioner
- ▶ Doctor/ Physician

Senior Healthcare Professionals **30%**

Clinical and Para Medical **56%**

Others (Policy Makers and Patients) **3%**

Academics **11%**



Speaking Session

Activity	Benefit	Cost
Breakfast Session (Limited slots)	Fully equipped meeting room and catering 2 x Main Conference Passes 45 Minutes	€5,000
Lunchtime Session (Limited slots)	Fully equipped meeting room and catering 2 x Main Conference Passes 60 Minutes	€6,400



Exhibition

Activity	Benefit	Cost
9 sqm	Shell scheme package, company logo on fascia board, 1 table and 2 chairs, electricity supply & daily stand cleaning	€5,800
6 sqm	Shell scheme package, company logo on fascia board, 1 table and 2 chairs, electricity supply & daily stand cleaning	€4,500



Corporate Social Responsibility

Activity	Benefit	Cost
Support a Patient or Low Income Country (LIC) delegate	Support the conference attendee of a patient or LIC delegate. Expand your CSR and receive acknowledgement within the Conference Programme	€500 - €3,000 per delegate



Branding Awareness

Activity	Benefit	Cost
Wi-Fi	Logo on Wi-Fi Welcome Page	€8,000
Congress Bag	Attach your branding to every #ISQua2021 delegate bag Your Brochure in the Delegate bag	€7,000 €3,000
Speaker Preview Room	Branding on the home page and screen savers and exclusive option to display corporate information	€5,300
Branded Water Bottles	Branding on reusable water bottles that are distributed to all delegates.	€6,500
Pocket Programme	Branding on the pocket programme which is included with all name badges	€7,000
Conference Lanyards	Branding on the name badge lanyard	€8,000
Delegate Material	1. Branded Notebook 2. Branded Pens	€3,200 €3,200
Conference App	1. Exclusive sponsorship/branding on the homepage and banners 2. Banner adverts 3. Push messages (2 per day)	€5,000 €300 €1,000

Social Events
- Branding on site during the reception/break
- Exclusive promotion to delegates by email
- Two conference registrations included
- Branding and information on your organisation included in the mobile App
- Push messages on App on the day of the reception/break and more...

1. Lunch Break	€25,000 per day*
2. Coffee Breaks	€14,000 per day*
3. Welcome Reception (Thursday 8th July)	€15,000
4. Poster Reception (Friday 9th July)	€18,000*
5. Networking Reception (Saturday 10th July)	€25,000

*based on 1000 delegates

Meeting Room Hire	Reserve a room to meet with existing or potential clients (subject to availability)	Please ask for quote and include AV and catering needs
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Please note that prices do not include Italian VAT of 22%



Become a Headline Sponsor

 Diamond	<ul style="list-style-type: none"> ▶ Special Acknowledgment, with logo on the plenary stage ▶ 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	<ul style="list-style-type: none"> ▶ Special Acknowledgment, with logo on the plenary stage ▶ 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	<ul style="list-style-type: none"> ▶ Special Acknowledgment, with logo on the plenary stage ▶ 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.



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