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

FLORENCE
2020

30 AUGUST - 02 SEPTEMBER
FORTEZZA DA BASSO CONGRESS & EXHIBITION CENTRE
SPONSORSHIP BROCHURE

#ISQua2020
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 2020 are the Italian Network for Safety in Health Care (INSH) 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.

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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 Brusaferro; University of Udine
Stephen Clark; ISQua Board Member (conf 2021)
Helen Crisp; Independent Consultant
Ezequiel Garcia Elorrio; Institute for Clinical Effectiveness and Health policy; Argentina
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

- 25 hours of networking
- 6 keynote addresses
- Over 80 countries
- 1,500 delegates
- More than 250 presentations
- Direct access to international key decision makers
- 400+ posters
- Over 100 experts speakers

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%
Delegates Around the World

2019 ISQua delegates highlighted in blue
### Speaking Session

<table>
<thead>
<tr>
<th>Activity</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>(Limited slots)</td>
<td>2 x Main Conference Passes</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>45 Minutes</strong></td>
<td></td>
</tr>
<tr>
<td>Lunchtime Session</td>
<td>Fully equipped meeting room and catering</td>
<td>€6,400</td>
</tr>
<tr>
<td>(Limited slots)</td>
<td>2 x Main Conference Passes</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>60 Minutes</strong></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</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 #ISQua2020 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. <em>(Water dispensers are available throughout the venue)</em></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>Conference App</td>
<td>1. Exclusive sponsorship/branding on the homepage and banners 2. Banner adverts 3. Push messages <em>(2 per day)</em></td>
<td>€5,000€300€1,000</td>
</tr>
<tr>
<td>Meeting Room Hire</td>
<td>Reserve a room to meet with existing or potential clients <em>(subject to availability)</em></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%
## Become a Headline Sponsor

<table>
<thead>
<tr>
<th>Level</th>
<th>Special Acknowledgment, with logo on the plenary stage and printed programme</th>
<th>Have details included</th>
<th>Complimentary Registrations</th>
<th>Exhibition Stand</th>
<th>Discount on Sponsorship List</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond</td>
<td></td>
<td></td>
<td>8</td>
<td>9sqm</td>
<td>20% on 2 items</td>
<td>€30,000</td>
</tr>
<tr>
<td>Gold</td>
<td></td>
<td></td>
<td>6</td>
<td>6sqm</td>
<td>20% on 1 item</td>
<td>€25,000</td>
</tr>
<tr>
<td>Silver</td>
<td></td>
<td></td>
<td>4</td>
<td>6sqm</td>
<td>20% on 1 item</td>
<td>€20,000</td>
</tr>
</tbody>
</table>

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

Early bird rate – **10% discount** on all purchased before 25th March 2020 (*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

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