

**Quality Forum 2024**

**APRIL 23 – 25 | VANCOUVER, BC**

Connecting Community to Quality: We're Stronger Together

# Sponsor & Exhibitor Prospectus



# About the Quality Forum

Hosted by Health Quality BC, the Quality Forum is our annual conference that brings together British Columbia's health care community to share challenges and solutions, celebrate successes and be inspired from one another to improve quality across the continuum of care. This three-day event is a chance to learn new skills and strategies, discuss opportunities and challenges, and network with others interested in improving health care.

As one of the largest health quality conferences in Canada, the Quality Forum provides a unique opportunity to reach a wide range of health system partners all at once. As a sponsor or exhibitor, you will be connected with people working across the continuum of care from communities throughout the province, including clinicians, policy and decision makers, senior executive team and board members, patient partners, quality improvement leaders, researchers, students and more.

“The QF is our #1 “must go to” event that is exceptionally well-organized by a team of amazing people. It captures a wide audience of improvement-minded health care professionals, looking for those ideas, tools, resources and connections to keep them energized and equipped to face challenges and create positive change.”

—BC Family Caregivers



We expect  
Quality Forum 2024  
to sell out for the 13th  
consecutive year!  
Last year we sold out  
in a record breaking  
nine days!

# Connecting Community to Quality: We're Stronger Together

We're excited to bring you this year's theme for Quality Forum 2024: Connecting Community to Quality: We're Stronger Together. BC's ability to face challenges begins in the community. Let's come together and learn more about the incredible strengths that already exist in our communities and how we can foster the connections needed to make them even stronger. We look forward to connecting with you at Quality Forum 2024!

## EVENT OBJECTIVES

- Ignite action and learning to improve quality of care;
- Create and strengthen relationships and collaboration across all areas of care;
- Share effective strategies and leading practices to stimulate and sustain improvement; and
- Demonstrate how every voice matters to achieve high-quality care.



## QUALITY FORUM ATTENDEES



Quality Forum 2023

“Quality Forum has always been a fantastic event for us. It’s a wonderful opportunity to connect with clinicians and the networking opportunities are unparalleled!”  
–UBC Master of Health Leadership & Policy



# Sponsor & Exhibitor Benefits

	Platinum Sponsor \$15,000	Gold Sponsor \$10,000	Silver Sponsor \$7,500	Bronze Sponsor \$5,000	Standard Exhibitor \$3,000	Non-Profit Exhibitor \$2,250
Recognition as a prominent sponsor of the event	✓					
Dedicated mention on social media prior to the event	✓	✓				
Feature story in the Health Quality BC newsletter	✓	✓	✓			
Acknowledgement during opening remarks	✓	✓	✓	✓		
Logo included on event signage and website	✓	✓	✓	✓		
Logo printed in the Quality Forum program guide	✓	✓	✓	✓		
Name listed in the Quality Forum program guide	✓	✓	✓	✓	✓	✓
Option to host an exhibit table during the main Forum	✓	✓	✓	✓	✓	✓
Complimentary main Forum registrations*	5	3	2	1	1	1

\*Additional passes can be purchased for a discounted rate of \$499 +GST for individuals that will remain at the exhibit table and not attend sessions.

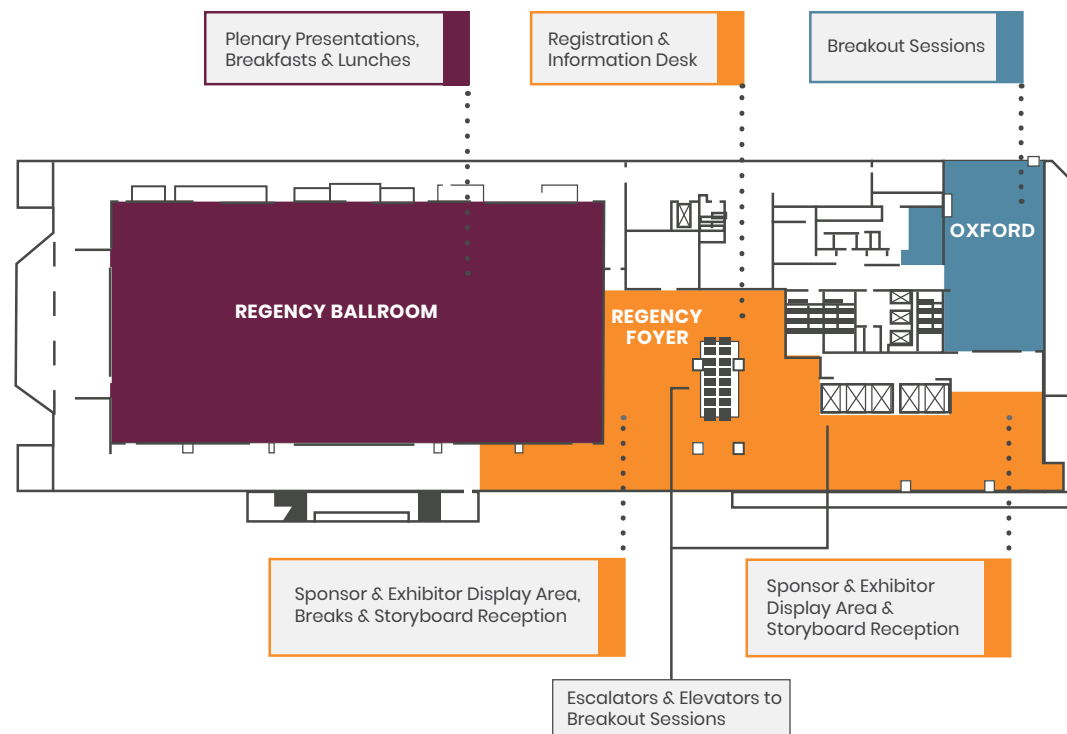
## Exhibit Table Pass

Exhibit table passes are intended for people who will remain at their exhibit table throughout the event and not attend sessions. All sponsor and exhibitor table staff are required to either be registered for Quality Forum or purchase an exhibit table pass. Exhibit table passes are not included in any level of the sponsor or exhibitor packages. They can be purchased for a discounted rate of \$499 plus GST each.

# Sponsor & Exhibitor Area

Quality Forum 2024 will once again be held at the Hyatt Regency Vancouver, located centrally in downtown Vancouver.

The main two days of the Quality Forum provide countless opportunities for your organization to connect directly with participants and to share more about how your work can support their needs. The many refreshment breaks and our popular Storyboard Reception are excellent for networking and building relationships that you can leverage after the event.



If you choose to host an exhibit table at Quality Forum 2024, your organization will have access to:

- One 6' skirted table
- Wi-Fi
- An electrical cord

Don't wait to  
secure your spot  
– the Quality  
Forum fills every  
available exhibit  
table each year!



# Program at a Glance

## MAIN FORUM

### WEDNESDAY, APRIL 24

<b>0700 – 0800</b>	Registration & Breakfast
<b>0800 – 0830</b>	Opening, Territorial Welcome & Coast Salish Anthem
<b>0830 – 0915</b>	<b>PLENARY PRESENTATION</b>
<b>0915 – 0945</b>	Transition
<b>0945 – 1045</b>	<b>Breakout A</b>
<b>1045 – 1115</b>	Break
<b>1115 – 1215</b>	<b>Breakout B</b>
<b>1215 – 1310</b>	Lunch
<b>1310 – 1355</b>	<b>DEBATE</b>
<b>1355 – 1415</b>	Transition
<b>1415 – 1515</b>	<b>Breakout C</b>
<b>1515 – 1545</b>	Break
<b>1545 – 1645</b>	<b>Breakout D</b>
<b>1645 – 1800</b>	Storyboard Reception Appetizers & Cash Bar

### THURSDAY, APRIL 25

<b>0700 – 0800</b>	Breakfast
<b>0800 – 0830</b>	Territorial Welcome
<b>0830 – 0915</b>	<b>PLENARY PRESENTATION</b>
<b>0915 – 0945</b>	Transition
<b>0945 – 1045</b>	<b>Breakout E</b>
<b>1045 – 1115</b>	Break
<b>1115 – 1215</b>	<b>Breakout F</b>
<b>1215 – 1310</b>	Lunch
<b>1310 – 1330</b>	Transition
<b>1330 – 1430</b>	<b>Breakout G</b>
<b>1430 – 1445</b>	Transition
<b>1445 – 1530</b>	<b>PLENARY PRESENTATION</b>
<b>1530 – 1600</b>	Traditional Closing

“Quality Forum provides an opportunity, not only to meet a wide range of health care roles in one location, but also affords a great learning opportunity for yourself.

–Nurses and Nurse Practitioners of BC



# What our attendees like most about Quality Forum:

- > The various health care communities coming together!
- > Networking, meeting people from so many health organizations across the province.
- > **The vendors and their support.**
- > Opportunity to be inspired with new strategies and networking.
- > The connection!! It was amazing to leave feeling inspired and connected.
- > **Great opportunities to meet partners and exhibitors across the province.**
- > Great networking opportunity.
- > Ability to showcase the great work happening in quality around the province.
- > **Networking opportunities, amazing storyboards, exhibit tables.**
- > The opportunity to network and to meet new people. Seeing the work others have been doing.

**Learn more and submit your application today to be a sponsor or exhibitor at Quality Forum.**