

QUALITY FORUM 2025

Embracing Human Connection

MARCH 11 – 13

VANCOUVER CONVENTION CENTRE

Sponsor & Exhibitor Prospectus

HQBC

HEALTH QUALITY BC

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 by 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 Quality Forum aligns well with the work of our organization, and we have sponsored this great event for a number of years

-Sponsor



Embracing Human Connection

This year, our theme is **Embracing Human Connection** – as we believe human connection is a necessary element of quality health care. When we focus on the human aspects of care and creating connections, we can achieve better outcomes for all.

We look forward to connecting with you at Quality Forum 2025!

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
- Demonstrate how every voice matters to achieve high-quality care



QUALITY FORUM 2024 ATTENDEES



Quality Forum 2024



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	✓	✓				
Sponsor spotlight in HQBC newsletter	✓	✓	✓			
Acknowledgement during opening remarks	✓	✓	✓	✓		
Logo included on event signage, slideshows 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
Complimentary Opening Night Celebration registrations (including Health Talks and BC Quality Awards)	5	3	2	1		

NEW! PLATINUM LEVEL TOP-UP OPTIONS

The following opportunities provide additional exposure for Platinum Level Sponsors, to be purchased in addition to their Platinum Sponsorship.

Opening Night Celebration Sponsor – \$5,000: Includes sponsor logo on HQBC website, on-site signage with logo, verbal recognition during event, table for branded materials. (one available)

Storyboard Reception Sponsor – \$5,000: Includes sponsor logo on HQBC website, on-site signage with logo. (one available)

EXHIBIT TABLE PASS

Additional 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. They can be purchased for a discounted rate of \$549.00 plus GST each.

Sponsor & Exhibitor Area

Quality Forum 2025 is moving to Vancouver Convention Centre East!

We're excited to expand our annual event, which will allow more people to experience three days of learning new skills and strategies, discussing opportunities and challenges, and networking with others interested in improving health care.

The Vancouver Convention Centre is located centrally in downtown Vancouver. The East Building, where Quality Forum will be held, is located within the iconic white sails of Canada Place, right on the Pacific Ocean – a stunning backdrop for our annual Forum.

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. Moving to the Vancouver Convention Centre is providing an opportunity to have one central area that includes exhibitor space, storyboard viewing and networking areas as well as for refreshment breaks. As well, the Storyboard Reception will occur in this combined exhibitor and storyboard area. There are many opportunities for networking and building relationships that you can leverage after the event.



If you choose to host an exhibit table at Quality Forum 2025, your organization will have access to:

- One booth area and space, large enough for pull up banners
- One 6' skirted table
- Wi-Fi
- An electrical cord

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

Program at a Glance

Every year, we work hard to build a program that is inspiring, thought provoking, innovative and educational. The main Forum will begin with an evening Opening Night Celebration featuring inspirational individuals and teams at our annual Health Talks and BC Quality Awards. Over the two days that follow, three Plenary Speakers will share their thoughts alongside workshops, breakout sessions, storyboards and rapid fire presentations. The annual Quips, Quandaries & Comebacks debate elicits ideas worth reflecting on long after the moderator draws the arguments to a close. Attendees learn from each other, and take ideas home that can help improve quality care for all.

You can join us! Become a sponsor or exhibitor at Quality Forum 2025 today!

Learn more about the Quality Forum 2025 Program on our [website](#).



What Our Attendees Like Most About Quality Forum

Connectivity, networking and being reminded that we are all part of a bigger movement to challenge the culture of health care

Making new connections.

The energy, the ideas, the speakers. This is always such an inspiring Forum.

The excitement and eagerness to work together to improve health care in BC was so inspiring.

Connecting with people that I usually wouldn't have had a reason to connect with.

The sessions were all very informative, relevant, timely, and interesting.

I loved it all, from the high-quality presentations, informative storyboards and the myriad of networking opportunities. Fantastic work!! Thank you!!

The opportunity to be exposed to ideas I never knew existed. I came with the goal to find collaborators for a project and I was able to find those people here.

**Learn more
and submit your
application today
to be a sponsor
or exhibitor at
Quality Forum 2025.**

Did You Know?

One of the responses that came up most often when asked what people liked best about Quality Forum was the opportunity to network with others from around BC!