

Under the patronage of
His Majesty King Abdullah II of Jordan



HCAC 2017

**4th QUALITY HEALTH CARE
CONFERENCE & EXHIBITION**

4-6 December 2017

Sponsorship Package



*“Minding the gap between designing
quality systems and implementation”*

It's all about patient safety!

For more information call : Tel.:+962-6-5814100 Ext: 102 or Email: info@hcac.com.jo

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About HCAC

The Health Care Accreditation Council (HCAC) is a non-profit institution operating since 2007. HCAC aims to promote quality improvement and patient safety through institutional accreditation and certification, capacity building and consulting across Jordan and the Arab Region. HCAC provides comprehensive services that range across all needs of the public, private and nonprofit sectors through its two distinct departments: Surveys, Surveyors and Standards Development; and, Education and Consultation. HCAC also runs the annual Change Day initiative which is an awareness and publicity campaign; hosts a regional Quality and Patient Safety Conference and Exhibition every other year; and, develops and administers National Quality and Safety Goals (NQSG) every two years.

Since inception, HCAC has developed and implemented standards and quality programs related to Hospitals, Primary Health Care and Family Planning Centers, Family Planning and Reproductive Health, Medical Transport Services, Breast Imaging Units, Diabetes Mellitus, Cardiac Care, Ambulatory Care and Social Care Services for Persons with Disabilities and Shelters. Also, HCAC has recognized, certified, accredited and reaccredited a number of public, private and non-profit health care institutions in compliance with the standards.

In addition to being an accrediting and certifying body, HCAC provides consulting services to public, private and nonprofit institutions specific to approaches and best practices in improving quality and patient safety. HCAC also designs and implements quality improvement programs, prepares hospitals, primary health care centers and other healthcare and social care facilities to meet standards; and, it designs, develops and offers certification courses for building the capacity of healthcare professionals.

HCAC is an internationally renowned institution: HCAC is the first and only institution in the Arab region that has achieved and maintains all three International Society for Quality in Healthcare (ISQua) accreditations; for its standards, for the surveyors' preparation and certification program, and for the organization itself.



Data & Culture

Education & Accountability

Regulation & Governance

About the Conference

Under the Royal Patronage of **His Majesty King Abdullah II** and for the **fourth** time since 2010 this conference is set to be the premiere health care quality event of the year, providing a unique professional development and networking opportunity for all participants and healthcare stakeholders in Jordan and the Region.

The conferences of 2010, 2012, and 2015 hosted a mix of international, local and regional speakers, experts in the field of health care accreditation, quality improvement and patient safety. The conferences were attended by an average of 350-450 participants from the healthcare field including healthcare providers (doctors, nurses, technician...etc.), administrators and policy makers.

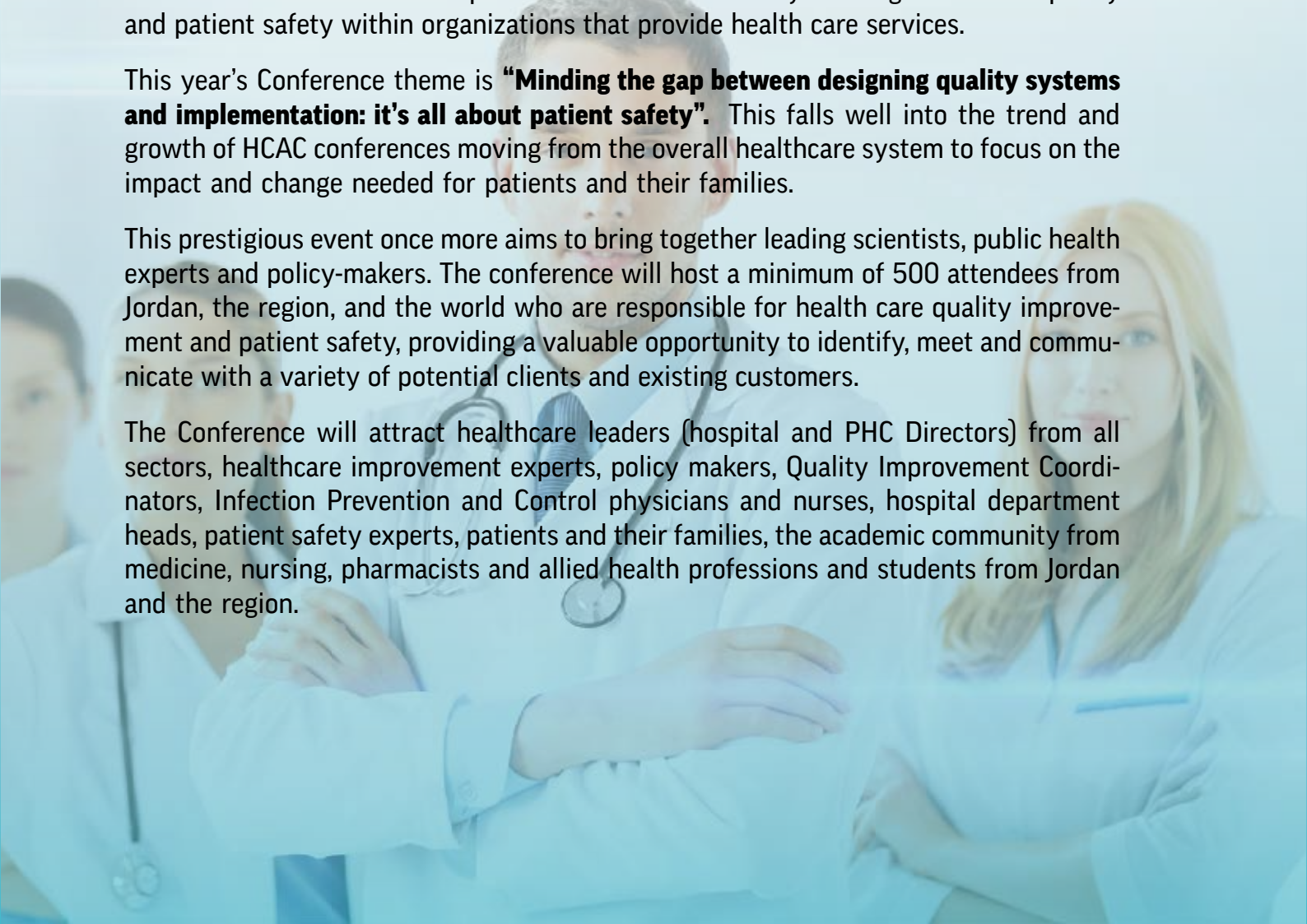
The Steering Committee of the HCAC Fourth Quality Health Care Conference & Exhibition 2017 is chaired by Her Excellency Dr. Rowaida Al Maaitah, - Advisor to Her Royal Highness Princess Muna Al-Hussein and Faculty member, Jordan University of Science and Technology.

The planning of the Conference & Exhibition combines a collaborative effort of committed individuals from world-renowned organizations with a vested interest in improving health care and outcomes for patients and communities by building cultures of quality and patient safety within organizations that provide health care services.

This year's Conference theme is **"Minding the gap between designing quality systems and implementation: it's all about patient safety"**. This falls well into the trend and growth of HCAC conferences moving from the overall healthcare system to focus on the impact and change needed for patients and their families.

This prestigious event once more aims to bring together leading scientists, public health experts and policy-makers. The conference will host a minimum of 500 attendees from Jordan, the region, and the world who are responsible for health care quality improvement and patient safety, providing a valuable opportunity to identify, meet and communicate with a variety of potential clients and existing customers.

The Conference will attract healthcare leaders (hospital and PHC Directors) from all sectors, healthcare improvement experts, policy makers, Quality Improvement Coordinators, Infection Prevention and Control physicians and nurses, hospital department heads, patient safety experts, patients and their families, the academic community from medicine, nursing, pharmacists and allied health professions and students from Jordan and the region.



Becoming a Sponsor

Don't miss this unique opportunity to make your mark in the health care sector and amongst key decision makers. your support and sponsorship entitles your company to have many privileges and benefits such as:

- Opportunity to promote your company brand through a multitude of communication vehicles (PR, Print, Advertising, Web, Onsite) to a large captured audience in this specialized field.
- Opportunity to meet and network with a large captured audience from leaders and experts in this field.

Be our partner in improving the quality and safety of health care in the region by joining as a sponsor of the HCAC Fourth Quality Health Care Conference and Exhibition 2017.




Your sponsorship will allow us to accept a larger number of participants who would not be able otherwise to attend, learn and grow for the sake of improving the care given to our families, friends and loved ones.

Become A Sponsor!

Sponsorship Benefits

Gain face-to-face exposure with a large, targeted audience of quality improvement and patient safety decision makers and influencers.

- Generate effective sales leads, new business contacts and valuable relationships.
- Build brand awareness for your organization, products and services.
- Gain valuable awareness of new products and services.
- Build your profile by exhibiting alongside other leading quality and safety organizations.
- Achieve broad exposure throughout the HCAC Conference marketing campaigns.
- Achieve broad exposure from a presence on the HCAC Conference website.

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This will be a highly successful, informative, high profile and educational conference, which we are certain will provide your organization with outstanding commercial rewards, and provide you with the opportunity to network with key figures, governmental representatives from Jordan and the region's health care sectors and international bodies resulting in enhanced visibility for your organization.

We view our Sponsors as our partners in the successful execution of the Conference and will work together to provide opportunities to promote your organization throughout the Conference.

Sponsorship

*“Minding the gap between designing
quality systems and implementation”
It’s all about patient safety!*

Open to 1 Exclusive Sponsor (JOB 50,000 / USD 70,500)

A circular badge with a scalloped edge, containing the text "Strategic Partner" in a bold, sans-serif font. The badge is light blue with a darker blue border and is positioned in the top right corner of the page.

**Strategic
Partner**

The Conference Strategic Partner offers high visibility for your organization during the conference, recognition includes:

Opening Ceremony:

- The sponsor will be thanked and mentioned during the opening ceremony.
- Award during the opening ceremony.
- Sponsoring opening ceremony reception.

Conference Overall:

- Dedicated press release announcing the sponsorship.
- Free of charge registrations for 20 participants or doctors.
- Free 20 seats for the master class in the opening ceremony.
- Full back cover page at the final program.
- 20 Invitations to the welcome reception.
- Your logo on ALL collateral, onsite branding and marketing material.
- Up to 4 booth spaces of 3x3 each, (36 SQM) at the conference exhibition.
- Most Premier Booth location and size, after the venue is selected.
- Up to 2 company printing material(s) inside the delegate bags.
- Pitch for interviews with present media representatives.
- Company mentions in conference press releases.
- Logo of the company on conference website.
- Logo on the sponsors' page in the conference book.
- 20 Lunch vouchers for the company staff daily during the conference.
- Nominate and Sponsor a Speaker.
- Satellite Symposium for one hour from the scientific program will be offered to the sponsor.
- Sponsors web link on website.

Open to 1 Exclusive Sponsor (JOB 35,000 / USD 49,500)



**Diamond
Sponsor**

The Conference Diamond Sponsorship offers high visibility for your organization during the conference as the Main Partner, recognition includes:

Opening Ceremony:

- The sponsor will be thanked and mentioned during the opening ceremony in front of the audience and participants.
- Award during the opening ceremony.

Conference Overall:

- Free of charge registrations for 10 participants or doctors.
- Free 10 seats for the master class in the opening ceremony.
- Full page advertisement inside front cover page in the final program.
- 10 Invitations to the welcome reception.
- Logo at the main backdrop of the conference.
- Up to 3 booth spaces of 3x3 each, (27sqm) at the conference exhibition.
- Premier Booth location and size, after the venue is selected.
- Up to 2 company printing material(s) inside the delegate bags.
- Pitch for interviews with present media representatives.
- Company mentions in conference press releases.
- Logo on the conference poster that will be distributed to all hospitals.
- Logo of the company on conference website.
- Logo on the sponsors' page in the conference book.
- Logo on opening ceremony invitation card.
- 10 Lunch vouchers for the company staff daily during the conference.
- Nominate and Sponsor a Speaker.
- Satellite Symposium for one hour from the scientific program will be offered to the sponsor.
- Sponsors web link on website.

Open to 2 Sponsors (JOB 25,000 / USD 35,700)



The Conference Gold Sponsorship is available for two sponsors, it offers high visibility for your organization during the conference as a main partner, recognition includes:

Opening Ceremony:

- The sponsor will be thanked and mentioned during the opening ceremony.
- Award during the opening ceremony.

Conference Overall:

- Free of charge registrations for 5 participants or doctors.
- Full page advertisement in the final program.
- 5 Invitations to the welcome reception.
- Logo at the main backdrop of the conference.
- Logo on the conference poster that will be distributed to all hospitals.
- Logo of the company on website for the conference.
- Logo on the sponsors' page in the conference book.
- Logo on opening ceremony invitation card.
- Up to 2 booth spaces of 3x3 each, (18sqm) at the conference exhibition.
- Company mentions in conference press releases.
- 5 Lunch vouchers for the company staff daily during the conference.
- Nominate and Sponsor a Speaker.
- Satellite Symposium for 30 minutes from the scientific program will be offered to the sponsor.
- Sponsors web link on website.

Open to 3 Sponsors (JOB 15,000 / USD 21,160)

A circular badge with a scalloped edge, a grey gradient, and two horizontal lines above and below the text.

**Silver
Sponsors**

The Conference Silver Sponsorship offers high visibility for your organization during the conference as a partner, recognition includes:

Conference Overall:

- Free of charge registrations for 3 participants or doctors.
- Full inside page at the final Program.
- 3 Invitations to the welcome reception.
- Logo at the main backdrop of the conference.
- Logo on the conference poster that will be distributed to all hospitals.
- Logo of the company on conference website.
- Logo on the sponsors' page in the conference book.
- Logo on Opening Ceremony invitation card.
- 1 Booth of 3x3 Meters, total size is 9sqm at the conference exhibition.
- Company mentions in conference press releases.
- 3 Lunch vouchers for the company staff daily during the conference.
- Sponsors web link on website.

Open to 4 Sponsors (JOD 10,000/ USD 14,110)

**Bronze
Sponsors**

The Conference Bronze Sponsorship offers high visibility for your organization during the conference as a partner, recognition includes:

Conference Overall:

- 1 Booth of 3x3 Meters (9sqm) at the Conference Exhibition.
- Free of charge registrations for 2 participants or doctors.
- Full inside Page at the final Program.
- 2 Invitations to the welcome reception.
- Logo at the main backdrop of the conference.
- Logo on the conference poster that will be distributed to all hospitals.
- Logo of the company on website for the conference.
- Logo on the sponsors' page in the conference book.
- Logo on Opening Ceremony invitation card.
- 2 Lunch vouchers for the company staff daily during the conference.
- Sponsors web link on website.



Sponsorship Opportunities for Conference Extra Curricular Activities

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Speaker Sponsorship (8,500 JOD / 12,000 USD)

The Speaker Sponsorship offers high visibility for your organization during the conference, recognition includes:

Conference Overall:

- Free of charge registrations for 2 participants or doctors.
- 2 Invitations to the welcome reception.
- 2 Lunch vouchers for the company staff daily during the conference.
- Logo on the main screen during the speaker segment.
- Logo of the company on conference website.
- Logo on the sponsors' page in the conference book.
- Logo on opening ceremony invitation card.
- 1 Booth of 3x3 Meters, total size is (9sqm) at the conference exhibition.
- Sponsors web link on website.



**Speaker
Sponsorship**

Conference Bags Sponsor Open to 1 sponsor only (JOD 7,500 / USD 10,600)

The Conference Delegates Bag offers high visibility for your organization at the conference. Recognition includes:

- Free of charge registrations for 2 participants or doctors.
- 2 Invitations to the welcome reception.
- 2 Lunch vouchers for the company staff daily during the conference.
- Conference bags will be branded with company logo.
- 1 company printing material inside the delegate bags.
- Logo of the company on website for the conference.
- Sponsors web link on website.
- Logo on the sponsors' page in the conference book.



**Bags
Sponsor**

Badge Sponsor 5,000 JOD (USD 7,000)

The Conference Badge Sponsorship offers high visibility for your organization at the conference. Recognition includes:

- Free of charge registrations for 1 participant or doctor.
- 2 Invitations to the Welcome Reception.
- Logo of the company on website for the conference.
- Your company logo on conference lanyard.



Conference Booklet Sponsor Open to 1 Sponsor only (JOD 4,000 / USD 5,650)

The Conference Booklet Sponsorship offers high visibility for your organization at the conference. Recognition includes:

- 2 Invitations to the welcome reception.
- Logo of the company on conference website.
- Logo of the sponsor will be placed on the cover of the conference booklet.
- One full page ad inside the conference booklet.
- Logo on the sponsors' page in the conference book.
- Free of charge registration for 1 participant or doctor.



Workshop Sponsor

Open to 6 Sponsors (JOD 4,000 / USD 5,650)

The Conference Workshop Sessions Sponsorship offers high visibility for your organization at the conference. Recognition includes:

- Free of charge registrations for 1 participant or doctor.
- 2 Invitations to the welcome reception.
- Logo of the company on website for the conference.
- 2 Roll up banners to be placed inside and outside workshop halls.



Workshop
Sponsor



Sponsorship Opportunities for Food & Beverage

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Conference Lunch Sponsor Open to 3 Sponsors (JOD 5,000 / USD 7,000)

The Conference Lunch Sponsorship offers high visibility for your organization at the Conference. Recognition includes:

- 2 Invitations to the Welcome Reception.
- Logo of the company on conference website.
- Logo of the sponsor will be placed on the lunch voucher.
- Logo on the sponsors' page in the conference book.
- Opportunity to distribute giveaways at lunch.
- 2 Roll up banners to be placed inside the lunch hall.
- Free of charge registration for 1 participant or doctor.



Conference Coffee Break Sponsor Open to 6 Sponsors (JOD 3,000 / USD 4,500)

The Conference Coffee Break sponsorship offers high visibility for your organization at the conference. Recognition includes:

- Free of charge registrations for 1 participant or doctor.
- 2 Invitations to the welcome reception.
- Opportunity to distribute giveaways at coffee break.
- 2 Roll up banners to be placed inside the coffee break area.



Conference Exhibition Booth

3x3 shell scheme space for a total of 9sqm = 750 JOD / 1,060 USD
(price per square meter is 83.4 JOD / 117.8 USD)

Conference Booklet Advertisements

Full page ad in conference booklet - 650 JD (920 USD)
½ page ad in conference booklet - 500 JD (705 USD)

Notes

- 1- Sponsorships are sold on a “first come first serve” basis.
- 2- All sponsor roll-up banners or promotional material are to be provided by the Sponsor, at his cost.
- 3- Sponsorship agreements will be signed with HCAC and will be managed by iJordan.

Payment Terms

Signing the Sponsorship agreement and full payment for sponsorships of 7,500 JOD and under is required to confirm sponsorship.

For sponsorships greater than 7,500 JOD please note that payment terms will be as follows:

- 50% upon signing the agreement
- 50% one month prior to the event

Checks/drafts should be made payable to:

Jordanian Dinar Account

Bank: Bank Al Etihad

Bank Branch: Abdoun

Address: P.O.Box 53104

Tel: +962-6-592 9382

Fax: +962-6-592 9367

Beneficiary Name: Health Care Accreditation Council

Account Number: 0250103895220101

IBAN: JO28 UBSI 11500002 50103895220101

Swift Code: UBSIJOAXXX

Sponsorship Package Comparison

Packages	Strategic Partner	Diamond Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Speaker Sponsor	Conference Bags Sponsor	Badge Sponsor	Conference Booklet Sponsor	Workshop Sponsor	Conference Lunch Sponso	Conference Coffee Break Sponsor
Amount (JOD)	50,000	35,000	25,000	15,000	10,000	8,500	7,500	5,000	4,000	4,000	5,000	3,000
Amount (USD)	70,500	49,500	35,700	21,160	14,110	12,000	10,600	7,000	5,650	5,650	7,000	4,500
Opening Ceremony												
The Sponsor will be thanked & mentioned during the opening ceremony in front of audience & participants	Yes	Yes	Yes	No	No	No	No	No	No	No	No	No
Award during the opening ceremony	Yes	Yes	Yes	No	No	No	No	No	No	No	No	No
Sponsoring opening ceremony reception	Yes	No	No	No	No	No	No	No	No	No	No	No
Media												
Pitch for interviews with the present media representatives	Yes	Yes	No	No	No	No	No	No	No	No	No	No
Dedicated press release announcing the sponsorship	Yes	No	No	No	No	No	No	No	No	No	No	No
Company mentions in conference press releases	Yes	Yes	Yes	Yes	No	No	No	No	No	No	No	No
Satellite Symposium for one hour from the scientific program will be offere to the sponsor	Yes	Yes	Yes	No	No	No	No	No	No	No	No	No
Branding & Advertising												
Full page at the final program (Booklet)	Cover Page	Inner Page	Inner Page	Inner Page	Inner Page	No	No	No	Inner	No	No	No
Front Page cover of the conference booklet	No	No	No	No	No	No	No	No	Yes	No	No	No
Rollups	No	No	No	No	No	No	No	No	No	Workshops Area	Lunch Area	Coffee Break Area
Logo at the main backdrop of the conference	Yes	Yes	Yes	Yes	Yes	No	No	No	No	No	No	No
Logo on the main screen during the speaker segment	No	No	No	No	No	Yes	No	No	No	No	No	No
Conference Bag Logo	Yes	No	No	No	No	No	Yes	No	No	No	No	No
Space of Booth 3x3m	4	3	2	1	1	1	0	No	No	No	No	No
Most Premier booth location and size after the venue is selected	Yes	Yes	No	No	No	No	No	No	No	No	No	No
Sponsor printing material inside the delegate bags	2	2	0	0	0	0	1	No	No	No	No	No
Logo on the conference poster that will be distributed at all hospitals	Yes	Yes	Yes	Yes	Yes	No	No	No	No	No	No	No
Logo on conference website	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Logo on Lunch voucher	No	No	No	No	No	No	No	No	No	No	Yes	No
Giveaways	No	No	No	No	No	No	No	No	No	No	Lunch giveaways	Coffee Break giveaways
Logo on the sponsors page in the conference book	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Logo on opening ceremony invitation card	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No	No	No
Logo on conference lanyards	No	No	No	No	No	No	No	Yes	No	No	No	No
Sponsors web link on website	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No	No
Networking Benefits												
Free registrations	20	10	5	3	2	2	2	1	1	1	1	1
Free seats for the master class in the opening ceremony	20	10	5	0	0	0	0	0	0	0	0	0
Invitations to the welcome reception	20	10	5	3	2	2	2	2	2	2	2	2
Lunch Vouchers for conference staff	20	10	5	3	2	2	2	0	0	0	0	0
Speaker nomination or sponsoring	Yes	Yes	Yes	No	No	Yes	No	No	No	No	No	No

Conference Organizers:

HCAC Health Care Accreditation Council

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