



Second World Congress on Integrated Care
21st Century Integrated Care: serving citizens, patients and communities
SMC Congress & Function Centre, Sydney 2014
23 – 25 November 2014

The International Foundation of Integrated Care (IFIC) in partnership with the Centre for Rural and Remote Mental Health, University of Newcastle and supported by New South Wales Health, invites your organisation to be a partner for our Second World Congress on Integrated Care "*21st Century Integrated Care: serving citizens, patients and communities*", which will take place in Sydney, Australia from 23 – 25 November 2014.

The aim the Congress is to exchange knowledge, experience, new ideas and projects around three important areas of integrated care:

- Integration of acute and chronic care
- Integration of mental and physical health care
- Technologies underpinning integrated service delivery

Crosscutting themes will include:

- Integrating population health, health promotion and health and social care services
- Economics of integrated care
- Providing integrated care for hard to reach groups

Confirmed keynote speakers include:

- Dr Hernan Montenegro, Health Systems Adviser, WHO, Switzerland
- David Meates, Chief Executive, Canterbury and West Coast District Health Boards, New Zealand
- Dr Rafael Bengoa, International Advisor on Health System Reform, Obama Care, USA
- Anne Hendry, National Clinical Lead for Integrated Care, Joint Improvement Team, Scottish Government, Scotland
- Helmut Hildebrandt, CEO, OptiMedis and Gesundes Kinzigtal, Germany
- Professor Guus Schrijvers, Chair, International Foundation for Integrated Care, Netherlands
- Dr Nick Goodwin, CEO, International Foundation for Integrated Care (IFIC) and Senior Associate, The King's Fund, London

With internationally renowned keynote speakers and plenary panels, invited speakers, oral abstracts and poster presentations from across the many disciplines that contribute to the growth and development of integrated care, the Second World Congress for Integrated Care should be an exciting and educational event for any practitioner, policy-maker, researcher or learner in this emerging field.

For more information about the Congress sessions, keynote speakers, themes, venue and parallel events please visit http://www.integratedcarefoundation.org/Congress/2_world



Background

In November 2013, the First World Congress on Integrated Care in Singapore attracted over 1200 delegates, reaching full capacity.

Delegates were mainly director-level and programme/system-wide leaders and represented many disciplines from the field of integrated care field, including researchers, industry/commercial representatives and clinicians. The participants came from the following sectors: 36% Academic, 13% Corporate, 27% NGO, and 24% Public Sector.

Partnering Opportunities

Support from organizations such as yours is critical to the success of the Congress. All profits from the Congress will go to The International Foundation for Integrated Care (IFIC), a non for profit network that crosses organisational and professional boundaries to bring people together to advance the science, knowledge and adoption of integrated care policy and practice and will support the development of an Asia-Pacific chapter. IJIC is the main supporter of the International Journal of Integrated Care (IJIC).

In addition to connecting participants with the valuable resources your organisation provides, your support enables community based leaders, clinicians and students to attend by offsetting travel and registration expenses.

Participation and partnering can occur in several ways. The World Congress on Integrated Care provides partners with many opportunities to connect with policy-makers, practitioners and researchers working towards integrated care. Up to 400 global health invested practitioners, academic, researchers and students from around the world are expected to participate in the Congress in Sydney in 2014.

The wide range of partnering opportunities allows organisations to choose the most appropriate option to demonstrate their support and commitment to the development of Integrated Care Policy and Practice.

The following packages are an indicator of what is possible and are offered for illustration purposes only, so please does not hesitate to make suggestions or talk to us about a bespoke package.



Principal Congress Partner

Our main partnering package (**Principal Congress Partner**) includes the opportunity to have a senior person representing your organization in the Organizing Committee of the Congress, complementary registrations and invitation to the highly rated Congress Dinner networking event. Targeted promotional opportunities are also possible.

As the Principal Supporter of the 2014 Congress, your company will enjoy the highest level of exposure offered. The package includes extensive benefits and branding opportunities for widespread visibility at the Congress. The Principal Supporter will have the premier exhibition stand and 'headline' status on the Congress website and Congress literature.

Benefits include:

- Inclusion of one person representing the supporter in the organizing committee of the Congress.
- Your company may nominate a spokesperson to make a short dynamic presentation to the full Congress. This will inform the delegates of your company's services and competitive advantages, as well as position your company as an industry leader.
- Logo on main summit slide noting Principal Congress Partner status (prominence)
- Four complimentary invitations to the Congress, drinks reception and Congress dinner - including 2 VIP invitations to sit at the top table
- Exhibition stand (3x3 metres) including 2 exhibition only passes for stand staff
- Logo, company profile and hyperlink on the home and supporter's page of the Congress website as a co-supporter.
- Advertisement in the Congress programme
- Profile on the Congress delegate app
- Opportunity to include branded notepads and pens (or other branded material) for distribution to delegates

Congress Partner \$25,000 (+VAT)

Congress partners will receive headline exposure at the event. There will be a maximum of three Congress partners and each will receive equal billing. By becoming a Congress partner you will have input into the realization of the Congress and will obtain the following benefits:

- Acknowledgement as supporter at opening and closing of the Congress by IFIC Chair.
- Exhibition stand (3x3 metres) including 2 exhibition only passes for stand staff
- Opportunity to organize lunch time or fringe session – delegates to receive email invitation highlighting session and including supporters branding
- Logo on main summit slide noting Congress Partner status (non-exclusive)
- Logo, company profile and hyperlink on the home and supporter's page of the Congress website as a co-supporter.
- Four complimentary invitations to the Congress, drinks reception and Congress dinner - including 1 VIP invitation to sit at the top table
- Advertisement in the Congress programme
- Profile on the Congress delegate app
- Opportunity to provided branded notepads and pens (or other branded material) for distribution to delegates



Congress Supporter \$7,500 - \$15,000 (+VAT)

Congress supporters will obtain the following benefits:

- Logo and hyperlink on appropriate pages of the Congress website
- Logo on appropriate pages of the Congress literature
- Complimentary delegates ticket(s)
- Complimentary VIP dinner ticket(s)

The contribution is as follows:

- Congress dinner \$15,000 (+VAT)
- Lunch: \$7,500 for two days (+VAT)
- Drinks reception: \$5,000 (+VAT)
- Social Network Lounge \$3,000 (+VAT). An area with workstations to enable internet access by participants.

Congress Dinner \$15,000 (+VAT)

We will be hosting a dinner for the participants of the Congress in a high profile Brussels venue. The event provides a perfect opportunity to build relationships with fellow colleagues and network with new, in a fun and relaxed environment. The supporter can enjoy exclusive branding throughout the evening. The package includes the following benefits:

- Supporter logo on external communications relating to the dinner.
- Name, logo and profile included in the Congress delegate guide app (approx 100 words).
- Exhibition stand (3x3 metres) including 2 exhibition only passes for stand staff
- Opportunity to brand dinner hall as agreed with the Congress organisers (materials supplied by supporter).
- Logo on dinner table menus.
- Acknowledgement of supporter during the dinner.
- Your company may nominate a spokesperson to make a short dynamic presentation. This will inform the delegates of your company's services and competitive advantages, as well as position your company as an industry leader.
- Four complimentary invitations to the Congress, drinks reception and Congress dinner - including a private table at the dinner to which you can invite particular delegates to join you
- Opportunity to offer corporate gifts (goody bags) at each place setting for dinner.



Congress Buffet Lunch \$7,500 (+VAT)

The Congress lunch acts as the main opportunity for networking and is an ideal opportunity to raise awareness of your brand to the full Congress delegation. The package includes the following benefits:

- Supporter logo on external communications relating to the Congress lunch.
- Exhibition space at the Congress
- Name, logo and profile included in the delegate guide app (approx 100 words).
- Logo displayed on poset tables during lunch.
- Your company may nominate a spokesperson to make a short dynamic presentation. This will inform the delegates of your company's services and competitive advantages, as well as position your company as an industry leader.
- Two complimentary delegate places and two complimentary VIP dinner tickets

Drinks reception \$5,000 (+VAT)

A pre-dinner drinks reception for all Congress attendees. The supporters package will include the following benefits:

- Supporter logo on external communications relating to the Congress lunch.
- Prominent promotion as a supporter of the drinks reception
- Promotion as a supporter on the delegate guide app
- Your company may nominate a spokesperson to make a short dynamic presentation. This will inform the delegates of your company's services and competitive advantages, as well as position your company as an industry leader.
- One complimentary delegate place and one complimentary VIP dinner ticket



Promotional Opportunities \$750 - \$4,000 (+VAT)

The Congress includes many ways for companies to position their brand and to inform the delegates of your company's services and competitive advantages, as well as position your company as an industry leader: All packages include:

- Logo and hyperlink on appropriate pages of the Congress website
- Logo on appropriate pages of the Congress delegate app

The contribution is as follows:

- Exhibition Stand \$1,500 – \$4,000 (+VAT)
- Congress Lanyards \$3,500 (+VAT)
- Advertising \$750 (+VAT)

Exhibition Stand \$1,500 - \$4,000 (+VAT)

The Congress exhibition allows extended exposure and networking opportunities during the entire Congress. Connect with professionals in the field of integrated care and showcase your products and services over 3 days. The exhibition is connected to the refreshment areas to allow delegates to learn first-hand about suppliers in a relaxed environment. Limited availability.

- Company profile in the delegate guide app (approx 50 words).
- 1 complimentary delegate place to Congress
- 1 complimentary exhibition only pass (no access to main sessions).

Exhibition price includes, space, table and power point, Congress papers, morning and afternoon tea or coffee and lunch.

- NGOs/Not for profit/SMEs - \$1,500 (+VAT) – *this price is kept deliberately low to allow maximum opportunity for provider and charity participation*
- Public Sector/Academic Institutions \$3,000 (+VAT)
- Commercial/Government Organisations \$4,000 (+VAT)

Congress lanyards \$3,500 (+VAT)

- Logo (exclusively) on delegate lanyards.
- Company profile in the delegate guide app (approx 50 words).
- 1 complimentary delegate place to Congress

Advertising - \$700 (+VAT)

Advertising space in the form of a flier or other material to be agreed - to connect participants with your valuable resources for improving health. Content to be approved and placement to be determined by Congress organisers. Artwork to be supplied by the supporter.

For further information or to discuss a bespoke package contact:

Fiona Lyne, Director of Communications, International Foundation for Integrated Care (IFIC)

fionalyne@integratedcarefoundation.org **or**

Professor David Perkins, Professor of Rural Health Research, Centre for Rural and Remote Mental Health, Faculty of Health and Medicine, The University of Newcastle and Chair, WCIC2 Organising Committee david.perkins@newcastle.edu.au