



International Alliance of  
Patients' Organizations

A global voice for patients

**'Innovation improving sustainable access:  
boosting your reach and impact'**

# 7<sup>th</sup> Global Patients Congress

## Sponsorship Prospectus

9-11 April 2016 • Selsdon Park Hotel, South London, UK

**Dear colleagues,**

**It is our great pleasure to invite you to collaborate with the International Alliance of Patients' Organizations (IAPO) by sponsoring the 7th Global Patients Congress, to be held in London on 9-11 April 2016.**

Congress will bring together around 200 patient advocates from across the world. Organizations of all sizes will share best practice, gain insight into pressing healthcare issues and meet with others passionate about patient-centred healthcare.

Delegates representing dozens of causes will unite to strengthen the global patient voice and improve the lives of patients worldwide. They will:

- Meet others in the healthcare field
- Create national and regional networks
- Share expertise and speak out on behalf of the patients
- Learn from leading healthcare experts
- Discuss the changing healthcare climate

This year our theme is 'Innovation improving sustainable access: boosting your reach and impact'. We want to show-case innovation and the changes that improve sustainable access to health services and therapies. This can boost the reach (more diverse service users) and impact (effectiveness, efficiency and equity) of every organization and health system.

Please read through this prospectus for details about the event and the various sponsorship options available. We look forward to working with you in the coming months.



**Jolanta Bilińska,  
IAPO Chair.**

**IAPO is a unique global alliance representing patients of all nations across all disease areas. We promote patient-centred healthcare around the world. With 250 members, IAPO represents an estimated 365 million patients.**

**Find out more: [www.iapo.org.uk](http://www.iapo.org.uk)**

## Why should you sponsor this event?

### 1. Help improve the lives of patients across the globe

Congress equips patients' organizations with the skills, knowledge and networks needed to thrive in their own fields. Organizations will be better equipped to improve the lives of those they work with. Your support will directly develop patients' organizations and play a part in improving the lives of patients.

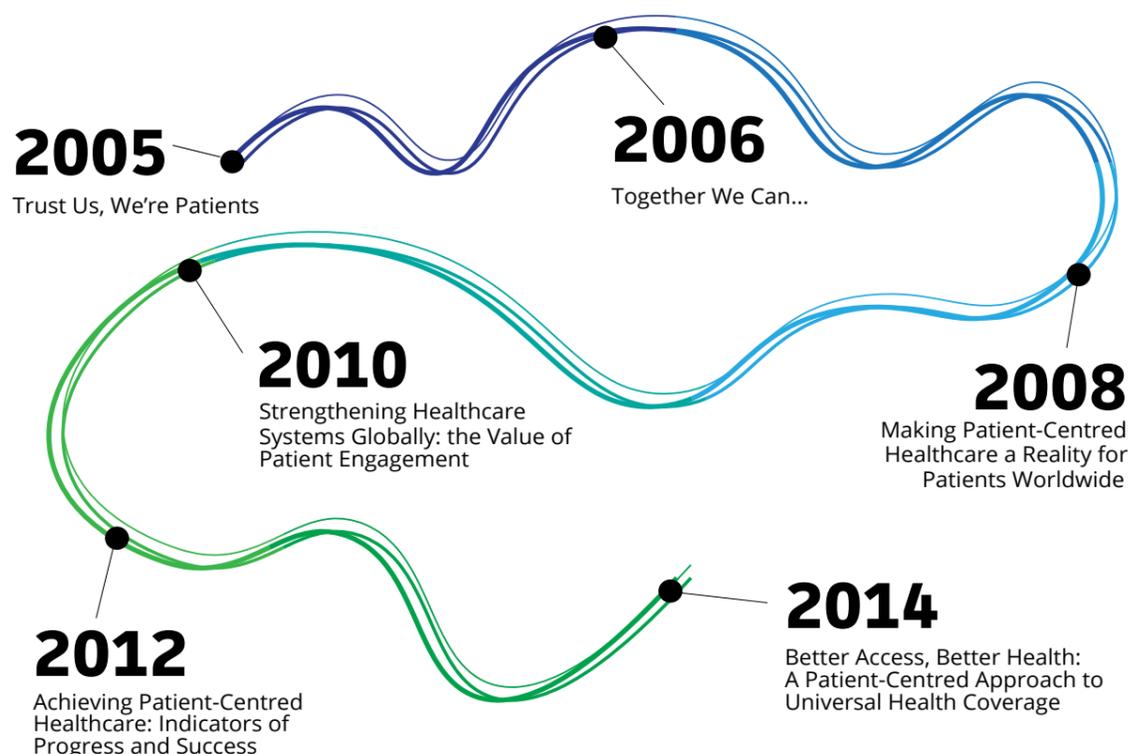
### 2. Align your organization at the forefront of global patient engagement

Sponsor the event to visibly align with those at the forefront of patient engagement around the world. You will help to facilitate the coming together of high-level speakers, academics, health organizations and patients themselves. You will also meet delegates and gain immediate access to the insight and opinions of patients.

### 3. Raise your profile with leading healthcare figures and organizations

Raise awareness of your organization, brand and commitment to patient-centred healthcare with leading healthcare figures and 200 patient advocates. Print your logo on delegate badges, host a stand in our exhibition or choose from a number of options to make sure your organization is visible throughout the event.

## Congress themes over the past decade



## 2016 theme: 'Innovation improving sustainable access: boosting your reach and impact'

The top priority for many patients' organizations is to improve their advocacy and campaigning capability - not easy in today's complex global and national environments. That is why this year's Congress will focus on innovation improving sustainable access: how to boost your reach and impact.

We will share innovation led by patients' organizations and by traditional sources including global health governance bodies like the World Health Organization and World Bank, pharmaceutical industry, research and academic bodies, and health authorities and regulators like the National Health System (NHS), European Medicines Agency (EMA) and the Food and Drug Administration (FDA).

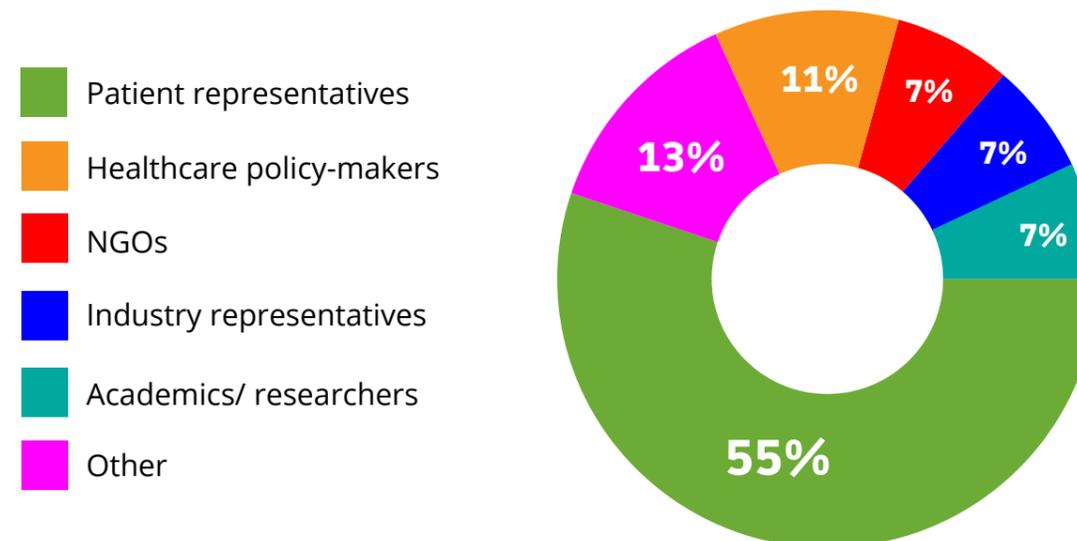
This innovation will improve effectiveness, efficiency and equity of health systems and will be felt by patients through increased access, availability, acceptability, quality and safety of the health services and health goods.

## Speakers

Leading speakers will contribute to the programme from a range of fields.

The last Congress included Dame Sally Davies, Chief Medical Officer for the UK Government; Marie-Paule Kieny, Assistant Director General of Health Systems and Innovation at the World Health Organization; and Sir Michael Hirst, President of the International Diabetes Federation.

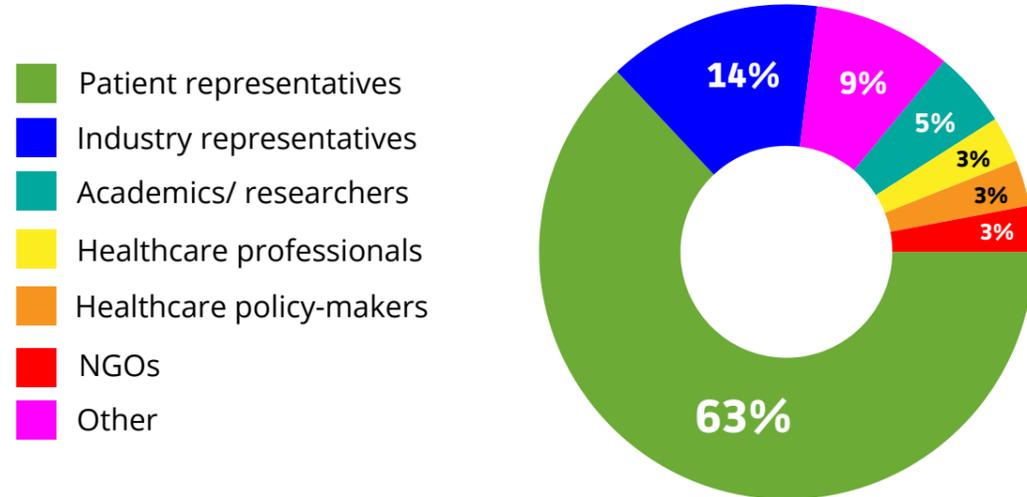
The event remains focused on patients at every level. 55% of speakers during the last Congress were patient representatives and other speakers came from a variety of backgrounds (see chart below).



# Who will be there?

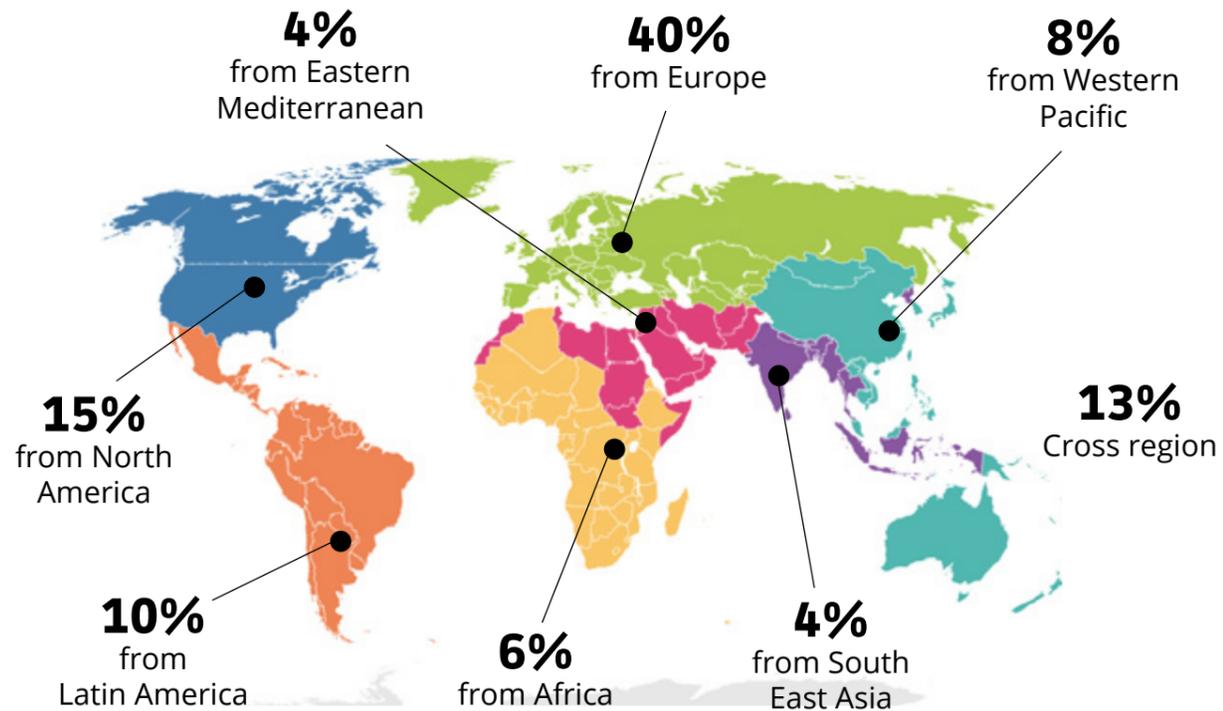
## Delegates by field

Congress will bring together healthcare stakeholders from many different backgrounds. Patients' representatives will meet academics, policy-makers, CEOs and other influential figures in the healthcare world. The last Congress featured a wide range of attendants (see chart below).



## Delegates by region

Delegates will come from all over the world. The last Congress included representatives from seven continents and dozens of countries (see map below).



**“The networking opportunity provided by the Congress was one of the most valuable parts of the event. Where else does one have access to such a rich variety of experience?”**

**Andrew Spiegel,  
Global Colon Cancer Association**

## Choosing the best option

There are a number of flexible sponsorship options available. If you would like to discuss any of the options, please contact Dominique Webb, IAPO Operations Director, on +44 20 7250 8281 or email her at dominique@iapo.org.uk.

## Platinum, gold and silver sponsorship packages

	Platinum sponsor	Gold sponsor	Silver sponsor
Delegate places for multi-stakeholder days	2	2	1
Places at Welcome Reception and Gala Dinner	2	2	1
Exhibition stand space (6ft x 3ft, including table and two chairs)	Yes	Yes	Yes
Logo on marketing materials	Yes		
Logo and message positioning in handbook	Logo on front page, inside handbook & 300-word allowance	Inside handbook: 200-word allowance	Inside handbook: 100-word allowance
Logo on website	Yes	Yes	Yes
Literature in delegate bags*	Yes	Yes	Yes
Logo on holding slide between presentations	Yes		
Acknowledgement in chair's address	Yes		
Option to purchase advertising space in handbook	Full page	Half page	Quarter page
Final delegate list (name, job title and organization) one week before the event:	Yes	Yes	Yes
<b>Total cost:</b>	<b>£30,000</b>	<b>£20,000</b>	<b>£15,000</b>

## Other sponsorship packages

	Badge sponsor	Bag sponsor	Signage sponsor	Internet cafe sponsor
Exclusivity	Exclusive	Exclusive	Exclusive	Exclusive
Logo placement	At top of each badge	On one side of bag	On all directional signage	On wallpaper on computer terminals
Literature in delegate bags*	Yes	Yes	Yes	Yes
Final delegate list (name, job title and organization) on arrival at the event	Yes	Yes	Yes	Yes
<b>Total cost for IAPO members</b>	<b>£2,000</b>	<b>£2,000</b>	<b>£2,000</b>	<b>£2,000</b>
<b>Total cost for others</b>	<b>£3,000</b>	<b>£3,000</b>	<b>£3,000</b>	<b>£3,000</b>

## Individual options

	IAPO Members	Others
Promotional seat drop at the start of the conference	Free	£300 per day
Literature in delegate bags*	Free	£500
Logo, 100 words and contact details in handbook	£200	£300
Literature placed on table top display in main exhibition hall*	Free	£300

## Exhibition-only option

	IAPO Members	Others
Exhibition stand space (6ft x 3ft, clothed trestle provided) PLUS one delegate pass	£1,500	£2,500
Optional extra delegate passes	£500	£1,000

\*Please note that any literature that conflicts with IAPO's mission or vision cannot be used

## Terms and conditions

Sponsorship requests will be considered on a first come, first served basis. An invoice will be issued on receipt of the signed booking form below. Payment is to be received no more than 30 days from the date of the invoice. All payments must be paid in advance of the Congress. Cancellations must be made in writing no later than two months before the event and are subject to a 50% cancellation fee. After this date no refunds will be given.

## Who has supported Congress in the past?

Many different organizations have sponsored or supported the event over the past decade. These include:



## How to sponsor

Please fill in the form and return it to: **Dominique Webb, Operations Director, IAPO, 49-51 East Road, London, N1 6AH.** For more information, contact Dominique on +44 20 7250 8281 or email her at [dominique@iapo.org.uk](mailto:dominique@iapo.org.uk).

Contact information	
Contact name:	Address:
Job title:	Telephone:
Organization:	Email:
	<input type="checkbox"/> I have read and agree to the terms and conditions on page 8 (please tick)

Tick the sponsorship item required	Please complete all of the boxes
<input type="checkbox"/> Platinum sponsorship £30,000	Total sum of package agreed = £
<input type="checkbox"/> Gold sponsorship £20,000	Payment options (tick one box):
<input type="checkbox"/> Silver sponsorship £15,000	
<input type="checkbox"/> Badge sponsorship £2,000/ £3,000	<input type="checkbox"/> Invoice to be sent to address specified above (for BACS payment)
<input type="checkbox"/> Bag sponsorship £2,000/ £3,000	<input type="checkbox"/> Credit card. IAPO will send you an online website link to perform payment
<input type="checkbox"/> Signage sponsorship £2,000/ £3,000	Signature:
<input type="checkbox"/> Internet Cafe sponsorship £2,000/ £3,000	Date:
<input type="checkbox"/> Exhibition stand and one delegate pass £1,500/ £2,500	Print name:
<input type="checkbox"/> Individual options See table on page 8	<i>Please not that your signed booking form constitutes a legally binding agreement.</i>



[www.twitter.com/IAPVoice](https://www.twitter.com/IAPVoice)

[www.facebook.com/IAPVoice](https://www.facebook.com/IAPVoice)

[www.youtube.com/IAPPatientVoice](https://www.youtube.com/IAPPatientVoice)

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