



International Conference 2017
www.piaa2017.com

Change & **Disruption**

Strategies for managing the evolution
of medical liability



LONDON

4-6 OCTOBER 2017
GRANGE ST. PAUL'S HOTEL

Hosted by



MDU

MPS



Sponsorship opportunities

BACKGROUND

The PIAA International Conference 2017: Change and Disruption will be a leading international event for the medical professional liability (MPL) community from around the world. It will bring together more than 250 global insurance and risk professionals, to network and share key developments and insights on the global and day-to-day issues facing MPL.

PIAA is the only trade association whose sole focus is on MPL. PIAA covers every aspect of this speciality insurance line to meet the needs of all different kinds of MPL enterprises – mutual, reciprocals, trusts, RRGs and more. For those companies that service MPL, PIAA is the marketplace that brings the MPL industry together.

The highly prestigious 2017 PIAA International Conference will be held in London, UK on 4-6 October 2017 and will be hosted by the Medical Protection Society (MPS) and the Medical Defence Union (MDU) on behalf of PIAA.

BENEFITS OF SPONSORING

The conference offers a unique opportunity to raise your profile within PIAA, attend the conference and meet with over 250 key decision makers working in medical liability insurance. This is the perfect platform to launch a new product or service, stay ahead of competitors, conduct research, network and generate new leads. In addition, you can learn direct from leading professionals working in medical liability insurance and help support the MPL community – join us in London and find out for yourself!

DELEGATE PROFILE

PIAA members insure more than two million healthcare professionals around the world including doctors, dentists, nurses and nurse practitioners, and other healthcare providers. PIAA members also insure over 2,000 hospitals and 8,000 medical facilities worldwide. At the 2017 PIAA International Conference you can expect to meet with around 250 senior level professionals including:

- Chief executive officers/Chief operating officers
- Chairs and board members
- Senior managers and other insurance professionals
- Patient safety and risk management experts
- Actuaries, corporate and defense counsel
- Physicians
- Dentists
- Other healthcare professionals

Executives from companies that provide essential goods and services for MPL/HPL are regular attendees as well.

CONFERENCE PROMOTION AND MARKETING

A sophisticated and extensive marketing communications campaign during the months leading up to the conference will use a wide range of print and online media, ensuring all PIAA members are very aware of the conference and its sponsors. This will guarantee your organisation exposure to a large, high quality, enthusiastic medical professional liability audience.

SPONSORSHIP OPPORTUNITIES

The PIAA Medical Liability Conference offers unique and creative promotional opportunities enabling you to demonstrate dedication and investment in the MPL community and to stand out as a leader. Our packages provide the means to portray key messages to a focussed, influential audience, leaving a strong and lasting impression of your brand. The packages below offer prominent exposure at the event and in pre-event marketing materials.

Gold sponsor - £25,000 **SOLD!**

- Breakfast seminar for up to 100 delegates, marketed as part of the main programme
- 6x2m exhibition space
- Sponsor of the welcome reception on Wednesday 4 October 2017
- Full page advert in *Inside Medical Liability* magazine (distributed at conference)
- Company logo, web link and 200 words on the conference website
- Banner advert on conference homepage
- Logo and web link in weekly PIAA e-newsletters
- Pre-event stand-alone email to delegates (to be sent by conference organisers)
- Logo on delegate bags
- Logo on delegate badges
- Insert in delegate bags
- Logo on stage set in main conference room
- Logo on registration desk
- Logo and 100 words in conference marketing leaflet
- Logo and 100 words in the conference handbook
- Double page advert in the conference handbook
- 5 delegate registrations
- 5 tickets to welcome reception
- 10 tickets to the Gala event on 5th October 2017

Silver sponsor - £12,500

- 3x2m exhibition space
- Half page advert in *Inside Medical Liability* magazine (distributed at conference)
- Company logo, web link and 100 words on the conference website
- Insert in delegate bags
- Logo on conference marketing leaflet
- Logo and 100 words in the conference handbook
- Full page advert in the conference handbook
- 3 delegate registrations
- 3 invites to welcome reception on Wednesday 4th October 2017
- 3 tickets to Gala event on 5th October

Silver sponsor PLUS - £15,000

- **Add** a Breakfast seminar for up to 100 delegates, marketed as part of the main programme

Bronze sponsor - £7,500

- 3x2m exhibition space
- Company logo, web link and 50 words on the conference website
- Insert in delegate bags
- Logo on conference marketing leaflet
- Logo and 100 words in the conference handbook
- Half page advert in the conference handbook
- 3 invites to welcome reception on Wednesday 4th October 2017

ADDITIONAL SPONSORSHIP ITEMS

Conference Gala Event – 5th October £10,000

THE ST. PAUL'S EXPERIENCE, St Paul's Cathedral

Sponsorship of the whole event, including entertainment. The sponsorship includes the opportunity to address the guests, a display in the drinks reception, 10 tickets to the event, your logo on tickets, logo on the sponsor's page of the conference handbook and on conference website.

10 tickets to the Conference Gala Event – 5th October £3,000

10 tickets to Gala Event, logo on the sponsor's page of the conference handbook and conference website.

Delegates' lanyards £2,000 **SOLD!**

Logo on each lanyard, logo on the sponsor's page of the conference handbook and conference website.

Delegates' registration wallets £1,500

A5 colour advert on the back of each wallet, logo on the sponsor's page of the conference handbook and the conference website

Pads and pens £2,000 **SOLD!**

Logo on pads and pens, logo on the sponsor's page of the conference handbook and the conference website

All prices will be subject to VAT at the prevailing rate.

CONFERENCE ORGANISERS

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