



Global Conference  
on **Integrated Care**

**2018** ADVANCE! Accelerating  
the Integration of Care

1 - 3 FEB | Resorts World Sentosa, Singapore

# SPONSORSHIP PROSPECTUS



# GENERAL INFORMATION



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## **Global Conference on Integrated Care (GCIC) 2018**

GCIC 2018 is an international conference that will bring together clinicians, health and social care professionals and practitioners, and policymakers from around the world to share knowledge, experiences, ideas and innovations in integrated care delivery. The conference will be used as a platform to look beyond the immediate horizon, future-proof healthcare delivery, and strengthen relationships between policymakers and public users to enable successful care integration.

A world-class programme of keynote lectures, plenary sessions and symposia has been designed to facilitate impactful knowledge exchange and foster fruitful dialogues with internationally renowned experts. It will cover the 3 key themes of:

1. Care Integration in Practice
2. Enabling Care Integration
3. Interdisciplinary Collaboration in Integrated Care

GCIC 2018 will kick off with pre-conference workshops on 1 February 2018, with the main conference held on 2 – 3 February 2018.



# GENERAL INFORMATION



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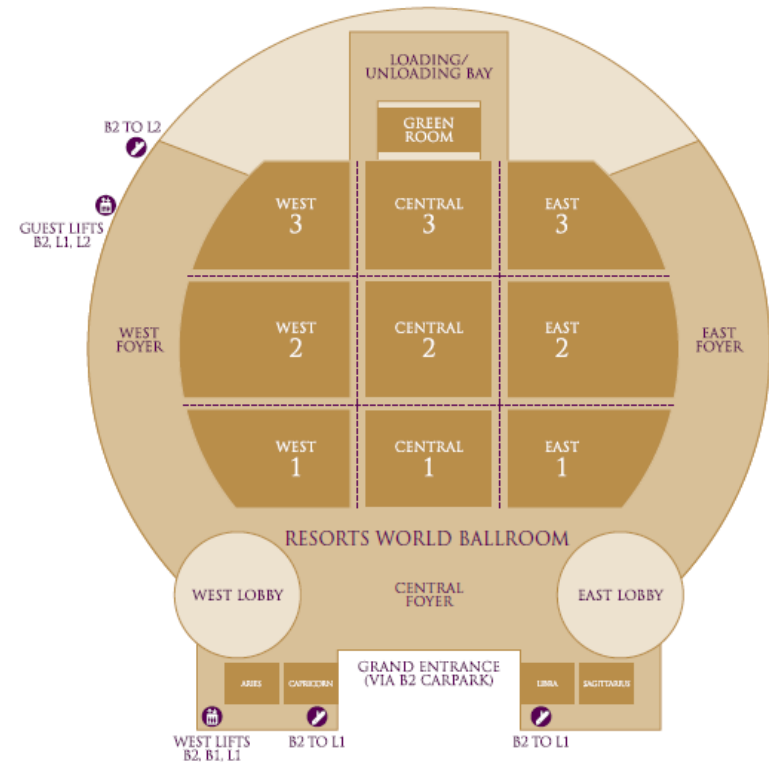
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## Venue

GCIC 2018 will be held at the Resorts World Convention Centre™, located in Resorts World™ Sentosa in Singapore. The Convention Centre has state-of-the-art facilities and the region's largest column-free ballroom covering 6,000 square meters of unobstructed space.

It is a 25-minute drive from Changi International Airport, and a 10-minute drive from the Central Business District.



# CONFERENCE ORGANISER



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## Agency for Integrated Care (AIC)

GCIC 2018 is organised by the Agency for Integrated Care (AIC). AIC is an agency set up by Singapore's Ministry of Health to develop the Primary and Community Care sectors. We seek to improve access to appropriate care and to support clients and their caregivers. Our vision is to enable them to live well and age gracefully at home and in the community.



Partner



Saw Swee Hock  
School of Public Health



# SYMPOSIUM / PLENARY SPEAKERS



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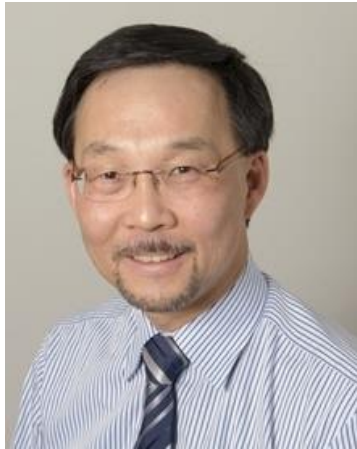
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**Prof Samir K.  
SINHA**

Director of Geriatrics  
Mount Sinai and the  
University Health  
Network Hospitals  
Canada



**Mr Chai CHUAH**

Director-General of  
Health and  
Chief Executive  
Ministry of Health  
New Zealand



**Dr Christina  
MAW**

Chief Manager  
(Primary &  
Community Services)  
Hospital Authority  
Hong Kong



**Prof Daniel  
HASTINGS**

CEO and Director  
MIT Alliance for  
Research and  
Technology  
Singapore



**Prof Philip CHOO**

Group Chief Executive  
Officer  
National Healthcare  
Group  
Singapore



# TARGET AUDIENCE



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## Profile of Delegates

GCIC 2018 is expected to convene over 1,200 local and international delegates from the different realms of the healthcare sector involved in the design and delivery of integrated care.

<b>Practitioners</b>	Physicians / clinicians (i.e. specialists, family physicians, general practitioners)
	Nurses, allied health and social care professionals
<b>Key Decision Makers</b>	Group CEOs, CEOs, COOs, and administrators of health clusters, hospitals and Voluntary Welfare Organisations (VWOs) from the Intermediate and Long-term Care (ILTC) Sector
	Policymakers
<b>Academia</b>	Academic faculty and researchers
	Public health and medical students



# SPONSORSHIP OPPORTUNITIES



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GCIC 2018 is offering sponsorship opportunities that will provide companies with access to delegates who have spheres of influence over products and services within their healthcare institutions, as well as to new and untapped audiences.

Besides being able to showcase your products and innovations to key opinion leaders and other stakeholders, there would be valuable networking opportunities to help you build long-term partnerships with the healthcare community.

Available sponsorship opportunities include:

1. Platinum
2. Gold
3. Silver
4. Exhibition Booth only



# OVERVIEW OF SPONSORSHIP PACKAGES (I)



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Benefits	Platinum \$60,000*	Gold \$40,000*
Symposium	1 Lunch Symposium	1 Lunch Symposium
Exhibition Space	Island booth	2 x shell booths
Complimentary Registrations	8	6
Banner ad on Conference Website	1	NA
Logo on Delegate Bag	1	NA
Collateral inserts in Delegate Bag	1	1
Advertisements in Conference Programme	1 Full-page colour ad	1 Full-page colour ad
Logo on Conference Programme, website, and other conference collaterals	✓	✓
Use of Conference logo on company communications relating to GCIC 2018	✓	✓

\*All prices listed are in Singapore Dollars (SGD)





# OVERVIEW OF SPONSORSHIP PACKAGES (II)



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Benefits	Silver \$20,000*	Exhibition Booth \$8,000*
Symposium	NA	NA
Exhibition Space	1 x shell booth	1 x shell booth
Complimentary Registrations	4	NA
Banner ad on Conference Website	NA	
Logo on Delegate Bag		
Collateral inserts in Delegate Bag		
Advertisements in Conference Programme	1 Full-page colour ad	
Logo on Conference Programme, website, and other conference collaterals	✓	✓#
Use of Conference logo on company communications relating to GCIC 2018	✓	NA

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#Excludes Conference collaterals



# PLATINUM PACKAGE-\$60,000\* (I)



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Item	Details
Hosted Symposium	<ol style="list-style-type: none"><li>1 x Lunch Symposium in an assigned breakout room (45 mins)</li><li>Opportunity for display of pull-up banner outside room</li><li>Efforts will be made to accommodate Sponsor's preference, but final schedule will be determined by Organiser</li><li>Separate catering is available (if required) at Sponsor's expenses</li></ol>
Exhibition Space	<ol style="list-style-type: none"><li>27m<sup>2</sup> Island Exhibition Booth<sup>^</sup></li><li>6 Exhibitor passes</li><li>Priority accorded for selection of exhibition space location</li></ol>
Registrations	<ol style="list-style-type: none"><li>8 complimentary Delegate passes</li></ol>
Premium Branding Opportunities	<ol style="list-style-type: none"><li>Company logo to be printed (1 colour) on Delegate Bag along with congress logo</li><li>1 product catalogue (less than 5 pages) insertion in Delegate Bag</li></ol>

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<sup>^</sup>Customisation of configuration will be at sponsor's own expense, and subjected to approval of Conference Organiser



# PLATINUM PACKAGE-\$60,000\* (II)



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Item	Details
Branding Exposure	<ol style="list-style-type: none"><li>1 x Full-page colour advertisement in Conference Programme</li><li>Company logo to be printed on<ul style="list-style-type: none"><li>✓ Conference Programme</li><li>✓ Conference backdrops</li><li>✓ Holding slides</li><li>✓ Conference marketing collaterals</li><li>✓ Banners</li><li>✓ Direction signage</li><li>✓ Back of Delegate name badge</li></ul></li><li>Company logo to be featured on Conference website</li><li>1 x banner ad on Conference website</li></ol>
Use of GCIC 2018 Logo	<ol style="list-style-type: none"><li>Permitted use of Conference logo in company communications relating to GCIC 2018</li></ol>

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# GOLD PACKAGE-\$40,000\* (I)



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Item	Details
Hosted Symposium	<ol style="list-style-type: none"><li>1 x Lunch Symposium in an assigned breakout room (45 mins)</li><li>Opportunity to display banner outside room</li><li>Efforts will be made to accommodate Sponsor's preference, but final schedule will be determined by Organiser</li><li>Separate catering is available (if required) at Sponsor's expenses</li></ol>
Exhibition Space	<ol style="list-style-type: none"><li>2 x Exhibition Booths (Modular Booth: 3m x 3m each – Total: 18m<sup>2</sup>)</li><li>4 Exhibitor passes</li><li>Priority accorded for selection of exhibition space location</li></ol>
Registrations	<ol style="list-style-type: none"><li>6 complimentary Delegate passes</li></ol>
Premium Branding Opportunities	<ol style="list-style-type: none"><li>1 promotional flyer insertion in Delegate Bag</li></ol>

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# GOLD PACKAGE-\$40,000\* (II)



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Item	Details
Branding Exposure	<ol style="list-style-type: none"><li>1 x Full-page colour advertisement in Conference Programme</li><li>Company logo to be printed on<ul style="list-style-type: none"><li>✓ Conference Programme</li><li>✓ Conference backdrops</li><li>✓ Holding slides</li><li>✓ Conference marketing collaterals</li><li>✓ Banners</li><li>✓ Direction signage</li><li>✓ Back of Delegate name badge</li></ul></li><li>Company logo to be featured on Conference website</li></ol>
Use of GCIC 2018 Logo	<ol style="list-style-type: none"><li>Permitted use of Conference logo in company communications relating to GCIC 2018</li></ol>

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# SILVER PACKAGE-\$20,000\*



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Item	Details
Exhibition Space	<ol style="list-style-type: none"><li>1 x Exhibition Booth (Modular Booth: 3m x 3m – Total: 9m<sup>2</sup>)</li><li>2 Exhibitor passes</li></ol>
Registrations	<ol style="list-style-type: none"><li>4 complimentary Delegate passes</li></ol>
Branding Exposure	<ol style="list-style-type: none"><li>1 x Full-page colour advertisement in Conference Programme</li><li>Company logo to be printed on<ul style="list-style-type: none"><li>✓ Conference Programme</li><li>✓ Conference backdrops</li><li>✓ Holding slides</li><li>✓ Conference marketing collaterals</li><li>✓ Banners</li><li>✓ Direction signage</li><li>✓ Back of Delegate name badge</li></ul></li><li>Company logo to be featured on Conference website</li></ol>
Use of GCIC 2018 Logo	<ol style="list-style-type: none"><li>Permitted use of Conference logo in company communications relating to GCIC 2018</li></ol>

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# EXHIBITION BOOTH



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<b>^Early Bird Rate - \$7,000*</b> <b>Standard Rate - \$8,000*</b>	<b>Details</b>
Exhibition Booth	<ol style="list-style-type: none"><li>1. Modular booth (3m x 3m), with<ul style="list-style-type: none"><li>✓ 1 x table</li><li>✓ 2x chairs</li><li>✓ 1 x fascia board with company name</li><li>✓ 1 x lockable cabinet</li><li>✓ 2 x fluorescent tubes</li><li>✓ 2 x spotlights for fascia board</li><li>✓ 1 Power outlet</li></ul></li><li>2. 2 x Exhibitor Passes</li></ol>
Brand Exposure	<ol style="list-style-type: none"><li>1. Organisation logo to be included in:<ul style="list-style-type: none"><li>✓ Conference website</li><li>✓ Conference programme</li></ul></li></ol>

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^Early Bird Validity: 1 April 2017 – 31 May 2017



# OTHER SPONSORSHIP OPPORTUNITIES – SPONSORED SESSIONS



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Sponsored Sessions	Details
Lunch Symposium <b>\$15,000*</b>	<ol style="list-style-type: none"><li>1. 45-min session in an assigned room</li><li>2. Opportunity for display of pull-up banner outside room</li><li>3. Efforts will be made to accommodate Sponsor's preference, but final schedule will be determined by Organiser</li><li>4. Separate catering is available (if required) at Sponsor's expenses</li></ol>
Breakfast Symposium <b>\$12,000*</b>	<ol style="list-style-type: none"><li>1. 30-min session in an assigned room</li><li>2. Opportunity for display of pull-up banner outside room</li><li>3. Efforts will be made to accommodate Sponsor's preference, but final schedule will be determined by Organiser</li><li>4. Separate catering is available (if required) at Sponsor's expenses</li></ol>
Tea Break <b>\$8,000*</b>	<ol style="list-style-type: none"><li>1. Acknowledgement signage with company logo</li><li>2. Opportunity for collaterals (i.e. brochures and pull-up banners) to be placed at designated spots in coffee break areas</li></ol>

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# OTHER SPONSORSHIP OPPORTUNITIES – ADVERTISEMENTS



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Advertisements	Details
Full Page (Full Colour) in Conference Programme	<ol style="list-style-type: none"><li>1. Inside Front Cover – \$5,000*</li><li>2. Inside Back Cover – \$4,000*</li><li>3. Back Cover – \$6,000*</li><li>4. Run of Page – \$3,000*</li><li>5. Divider – \$4,000*</li></ol>
Half Page (Full Colour) in Conference Programme	<ol style="list-style-type: none"><li>1. Run of Page – \$2,000*</li></ol>

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# CONTACT INFORMATION



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