



مؤسسة حمد الطبية
Hamad Medical Corporation

HEALTH • EDUCATION • RESEARCH
صحة • تعليم • بحوث

In Collaboration with



PLANETREE
INTERNATIONAL

Person-Centered Care

Virtual Forum 2021

Compassion in Action: **Spread Kindness**

15-16 October 2021

Sponsorship Packages



PCCF2021@hamad.qa

Brought to you by
Center for Patient Experience and Staff Engagement

Contents

Overview	1
Forum Tracks	2
About the Conference	3
Agreement	4
Terms of Agreement	5
Contact Information	6
Sponsorship and Exhibitor Packages	7
Virtual Exhibition Floor Layout	8
Sponsor Deliverables	9

Overview

The Person-Centered Care Forum 2021 formerly called Patient Experience Forum focuses in bringing together frontline staff, clinicians and experts from around the globe dedicated to improving the patient experience in healthcare. International and local speakers with knowledge and expertise in the softer aspect of care, improvement and person-centered care will deliver various sessions.

With the theme “Compassion in Action: Spread Kindness”, the focus of the forum is to build capability, encourage knowledge sharing and transfer, generate momentum to build on existing practices to enhance patient experience, and develop new ways to continue delivering person-centered care during a state of global pandemic. The forum shall provide opportunities for professional development of a wide variety of healthcare providers from a diverse set of discipline.



Forum Learning Objectives

- To highlight approaches on how to lead person-centered practices, lead in person-centered behavior expectations by focusing on person-centered practices, values, strategy and a shared sense of purpose.
- To showcase practices of excellence and unique practices in Person-Centered Care (PCC) that really shine in supporting PCC objectives.
- To demonstrate ways to measure compassion and caring, use the data to make improvements; recognizing the importance of both qualitative and quantitative data.
- To identify how to change a culture, and manage the culture change, in a meaningful and sustainable way.
- To operationalize the implementation of practices at the point of care to increase access, inclusion and engagement.



Forum Tracks

The Person-Centered Care Forum 2021 shall have a mix of lectures, workshops, panel discussions and patient stories. International speakers from Planetree International and national speakers will be sharing best practices, lessons learned and new methodologies in delivering a person-centered care approach to healthcare.

1. Leading in Person-Centered Care

To highlight approaches on how to lead person-centered practices, lead in person-centered behavior expectations by focusing on person-centered practices, values, strategy and a shared sense of purpose.

2. Service Excellence

To showcase practices of excellence and unique practices in Person-Centered Care (PCC) that really shine in supporting PCC objectives.

3. Measuring and Improving What Matters

To demonstrate ways to measure compassion and caring, use the data to make improvements; recognizing the importance of both qualitative and quantitative data.

4. Driving a Transformation

To identify how to change a culture, and manage the culture change, in a meaningful and sustainable way.

5. Partnerships with Patients, Families, Staff, and the Community

To operationalize the implementation of practices at the point of care to increase access, inclusion and engagement.

About the Conference

Expert Speakers



Renowned international keynote and breakout session speakers, and highly respected national speakers will share best practices, lessons learned and new experiences in delivering person-centered care approach by putting compassion into action and spreading kindness.

Target Audience



Based on the participants' profile from Patient Experience Forum 2019, we are expecting approximately 3000 to maximum of 4000 attendees. The participants will include physicians, nurses, allied health professionals, students, medical residents and healthcare administrators.

Posters and Exhibition



There will be many opportunities for virtual presentations of submitted abstracts. A conservative estimate is set at 30-50 per track.

We plan to host sponsors exhibit that will be in compliance with the HMC Medical Education and Department of Healthcare Professions (formerly known as Qatar Council of Healthcare Practitioners) regulations as we did for Patient Experience Forum 2019. In addition, there are plans in placed to attract more local and international exhibitors to make their presence and products known virtually or potentially within the forum venue.

Agreement



مركز خبرات ومشاركات المرضى والموظفين
Center for Patient Experience and Staff Engagement

Referred to _____

as **Partner**

The _____

agrees to fund the Person-Centered Care Forum 2021

And

Referred to **Hamad Medical Corporation** as Organizer/CPD Provider

This agreement is made on _____ of _____, 2021.

Between Hamad Medical Corporation – Person-Centered Care Forum
2021 Organizing Committee

Signed by:

Mr. Nasser Al Naimi

Co-Chair, Person-Centered Care Forum 2021

Terms of Agreement

1. The Organizer agrees to grant the Partner/Sponsor the benefits of sponsorship outlined in Schedule A: Partnership/Sponsorship Levels & Packages (attached).
2. The partnership/sponsorship will be within the period of
3. The Partner/ Sponsor agree on the CPD standards and guideline on sponsorships and partnerships as mentioned in Schedule B.
4. The Partner/Sponsor agrees to provide the Organizer with items outlined in Schedule C: Partner/Sponsor Deliverables
5. The Partner/Sponsor shall provide the Organizer cash or in-kind contribution according to the Sponsorship Levels & Packages outlined in Schedule A.
6. The Partner/Sponsor agrees to sign the Conference Sponsorship Agreement within 20 days of receipt of acceptance from the Organizer.
7. The Partner/Sponsor agrees to pay the sponsorship cash in full within 30 days of the Conference Sponsorship Agreement signature for the Platinum, Gold, Diamond, and Gold level sponsorships.
8. The Partner/Sponsor agrees to make the required arrangements for the sponsorship in-kind contribution within 30 days of the Conference Partnership/Sponsorship Agreement signature. Partnership/Sponsorship pledges cannot be processed without payment. For cash sponsorship, the Sponsor agreed to pay the sponsorship fee. The cheque should be made payable to the Organizer's bank account. For in-kind sponsorship, the sponsor agreed to provide in-kind contribution, the contribution should be provided to the target people through the Organizer.
9. The Sponsors of the Person-Centered Care Forum 2021 will not receive the attendee list. The attendance list is the sole property of Hamad Medical Corporation.
10. Sponsors may not sublet, assign, or apportion any part of the items(s) sponsored nor represented, advertise, or distribute literature or materials for the products or services of any other firm or organization except as approved in writing by the Organizer.
11. The Organizer reserves the right to finalize the design of advertisement materials.
12. The Sponsor is responsible for the submission of the advertising copy and materials by material deadlines.
13. The Sponsor agrees to submit all the soft copies related to the events; advertising and branding within three weeks of receiving the Conference Partnership/Sponsorship Agreement Signature.
14. The contents submitted by the Partner/Sponsor to the Organizer will be published on the website within two weeks from the date of submission. Should the situation arise in which the Organizer abandons the event at any time after the execution of this Conference Partnership/Sponsorship Agreement, this Agreement shall be terminated by both parties. The Organizer agrees to return the Sponsor's contribution. The Organizer shall not be liable to the Sponsor for loss of publicity if the Event is not conducted for any reason.

15. The Organizers agree to complete and submit a Satisfaction Event Report to the Sponsor's Communications Manager within 60 days, following the completion of the event.
16. The terms of this Conference Partnership/Sponsorship Agreement shall not be the rights of either party under this Conference Partnership/Sponsorship Agreement shall not be transferable or assignable either in whole or in part. Any demand, notice, or communication to be made in connection with this Conference Sponsorship Agreement shall be addressed to the recipient as follows:
17. Governing Law: This Agreement shall be governed and interpreted in accordance with the laws of the State of Qatar. All disputes and differences which may arise between the Sponsor and Organizer relating to the provisions of this agreements or any part thereof, or the operation of construction thereof, or the rights or the liabilities of the Parties hereunder, shall so far as possible be resolved between the Parties amicably. If the dispute is not resolved by negotiation, it shall be referred to Qatar courts for resolution and settlement.
 - a. Rescheduling/Cancellation of the Event: The Organizer shall notify the Sponsor promptly in writing of any cancellation or substantial reduction in scope of the conference and of any proposed alternative events in replacement of the Person-Centered Care Forum 2021.
 - b. Where the Sponsor decides that it does not want to be involved in any proposed alternative events in replacement of the Person-Centered Care Forum 2021, all monies paid by the Sponsor shall be refunded to it within thirty (30) days of such notice of disinterest.

For the avoidance of doubt, it is agreed that any rescheduling of an event shall be carried out at no additional costs to the Sponsor.

Any demand, notice, or communication to be made in connection with this Conference Sponsorship Agreement shall be addressed to the recipient as follows:

Contact Information

Organizer Details:

Center for Patient Experience and Staff Engagement
Hamad Medical Corporation
P. O. Box 3050, Doha, Qatar
Phone: +974 4439 5745, +974 4439 5736
Email: PCCF2021@hamad.qa
www.hamad.qa

Sponsor Details:

Organization's Full Name: _____

Postal Address: _____

Website URL: _____

Telephone: _____

Fax: _____

Authorized Contact for Agreement

Name: _____

Designation: _____

Email address: _____

Signature: _____

The undersigned agree to abide by the terms of this Agreement related to payments and by any further Person-Centered Care Forum 2021 rules and regulations. This Conference Partnership/ Sponsorship Agreement and its attachments are the sole definition of the benefits of the partnership/sponsorship program. The undersigned give Person-Centered Care Forum 2021 permission to use the Partner/Sponsor organizational name and logo for the purpose of sponsorship recognition and to display on any applicable sponsored items, certain recognition opportunities have specific deadlines, and failure to provide timely applications, logos, or artwork, etc., may result in a loss of benefits.

The undersigned, by signing this Conference Partnership/Sponsorship Agreement, acknowledges that he/she has read and understood all the terms contained herein, and that this Conference Partner- ship/Sponsorship Agreement is subject to all such terms, which are expressly made a part of this Conference Sponsorship Agreement. The undersigned certify that he/she is authorized to commit the Organization to this Conference Partnership/ Sponsorship Agreement.

Sponsorship and Exhibitor Packages



مركز خبرات ومشاركات المرضى والموظفين
Center for Patient Experience and Staff Engagement

Schedule A

The 360 exhibition will offer the following Virtual Sponsorship Opportunities to the Person-Centered Care Forum 2021 Partners, Sponsors, and Exhibitors

Partners and Sponsors

Features	Partners	Platinum Sponsor	Diamond Sponsor	Gold Sponsor
Recognition during the opening and closing ceremonies	✓	✓	✓	✓
Complimentary Registration	200 Complimentary	150 Complimentary	100 Complimentary	50 Complimentary
Virtual Exhibition presence	Custom Booth Prime Location	Large size booth	Medium size booth	Small size booth
Website Link	1 Year visible	1 Year visible	6 months visible	3 months visible
Website address placement on Person-Centered Care Forum 2021 Website for 1 Year	✓	✓	✓	✓
Live Networking opportunity with Audience (Audio - After end of educational activities)	✓	✓	✓	✓
Virtual Promoter	✓	45 seconds video	30 seconds video	15 seconds video
Promotional video on booth (provided by partner/sponsor)	3 videos in booth	2 videos in booth	1 video in booth	
Package Price in QAR	25,000	20,000	15,000	10,000

Sponsorship and Exhibitor Packages



مركز خبرات ومشاركات المرضى والموظفين
Center for Patient Experience and Staff Engagement

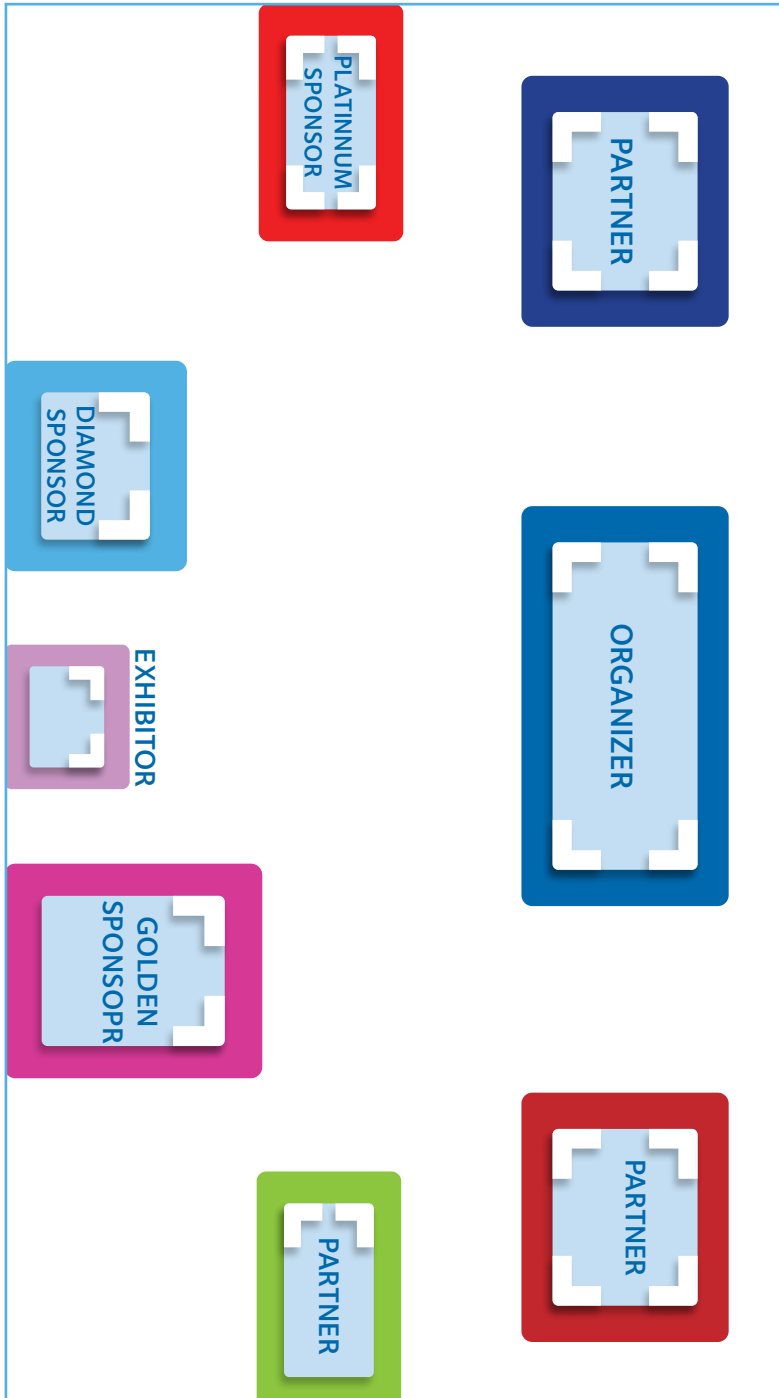
Schedule B:

Exhibitors

Features	Exhibitor
Exhibition booth	Small space
Branding	Booth fascia and Company logo in Exhibition e-guide
Complimentary Registration	10 Complimentary
Package price in QAR	3,000

Virtual Exhibition Floor Layout

(Sample only)



Sponsor Deliverables

In consideration of Hamad Medical Corporation being recognized as the Organizer of the Person-Centered Care Forum 2021, the Sponsor agrees to abide by the agreement and provide:

Sponsorship Details

a. Cash

Sponsorship Package Options	Price in Qatar Riyals	(Tick appropriate package)
Partner	25,000	
Platinum Sponsor	20,000	
Diamond Sponsor	15,000	
Gold Sponsor	10,000	
Exhibitor	3,000	

b. In-kind contribution

Payment Schedule

100% - to be provided within 30 days from signing the Sponsorship Agreement

Account Number: 0013-027569-001

Account Name: General Conferences

Bank Name: Qatar National Bank

Branch: Main

Swift code: QNBAQAQA

IBAN: QA14QNBA000000000013027569001

FIN/Project code: 9900185

100% - All arrangements for the In-kind contribution to be in place within 30 days from signing the Conference Partnership/Sponsorship Agreement

Provided to: Hamad Medical Corporation

