Connecting the dots between all stakeholders to reach ZERO preventable deaths.

2020
World Patient Safety, Science & Technology Summit

Sponsorship Opportunities
March 5-7, 2020 | Huntington Beach, California

Co-conveners:

Founder:

Benefactor:

Connecting the dots between all stakeholders to reach ZERO preventable deaths.
MISSION: TO ELIMINATE PREVENTABLE DEATHS IN HOSPITALS ACROSS THE WORLD

Within seven short years, over 4,710 healthcare organizations full of compassionate caregivers, bold entrepreneurs, and wise leaders from across the world made Commitments to the Patient Safety Movement Foundation’s mission; to eliminate preventable patient deaths in hospitals across the world. These sustainable Commitments will transform what was once a vision into a reality, serving as a catalyst that will galvanize the healthcare system as a whole.

We now convene for the 8th year at the annual World Patient Safety, Science & Technology Summit where our vision originated, bringing the world’s leading patient safety front runners across the continuum of care, together, to share ideas and discuss solutions.

With your help, support and commitment, we have been able to save over 90,146 lives in 2018 alone and over 273,077 cumulatively since 2012.

Your sponsorship now will directly impact our goal of ZERO preventable deaths and aid us in facilitating a venue for education for all stakeholders to advance patient safety goals by sharing their knowledge with one another, strategically planning for actionable processes, and empowering institutions to implement actionable solutions. By presenting each critical patient safety challenge with a solution that’s both actionable and effective, we will see an end in sight for these preventable tragedies.

This Movement began in 2012 because of a multidisciplinary group of individuals’ vision, leadership, and action. As we advance closer to ZERO each year, collectively taking action-oriented and scientific steps that impact the healthcare community and effectuate change, we will transform healthcare across the world.

Help us spread the word, grow the movement, and save lives by joining us as partners and sponsoring the 2020 World Patient Safety, Science & Technology Summit. Your sponsorship is an opportunity to be a part of something meaningful. ZERO is possible, but only with your help.

With profound appreciation,

Joe Kiani
Founder & Chairman
The Patient Safety Movement Foundation is committed to eliminating over 200,000 preventable patient deaths in the U.S. and over 4.8 million globally.

TOGETHER WE WILL REACH ZERO PREVENTABLE DEATHS

The PSMF is a commitment-based organization that connects the dots between people, ideas, and technologies that are traditionally siloed in our healthcare system. We encourage commitments from healthcare organizations to implement actionable patient safety solutions and pledges from healthcare technology companies to share their data. Together we will:

1. Unify the healthcare ecosystem (hospitals, healthcare technology companies, government agencies, policy makers, patient advocates, clinicians, engineers, payers, etc.)
2. Identify the challenges that are killing patients to create actionable solutions (Actionable Patient Safety Solutions)
3. Ask hospitals to implement Actionable Patient Safety Solutions (APSS)
4. Ask healthcare technology companies to share the data their devices generate in order to create a Patient Data Super Highway to help identify at-risk patients
5. Promote transparency and aligned incentives
6. Promote patient dignity & love
7. Educate providers, health professionals in training, patients, and families about patient safety

ONE PLUS 90,145 LIVES SAVED

At our 2019, 7th Annual World Patient Safety, Science & Technology Summit in Huntington Beach, California, we announced over 4,710 hospitals and 89 healthcare technology companies made public commitments to ZERO, resulting in 90,146 lives saved.

We say “one plus 90,145” because it is important to remember that our commitment is to every life saved, not to the elimination of a statistic. We are extremely proud of our progress to date and prouder still that the world will be enriched by 90,146 more of our loved ones this year.

Achieving ZERO will require these numbers to grow exponentially each year, so we implore you to take action.
2013
Lives Saved: 63  
Hospitals: 51  
Health Tech: 9

2014
Lives Saved: 603  
Hospitals: 100  
Health Tech: 38

2015
Lives Saved: 6,571  
Hospitals: 515  
Health Tech: 40

2016
Lives Saved: 24,643  
Hospitals: 1,624  
Health Tech: 45

2017
Lives Saved: 69,519  
Hospitals: 3,526  
Health Tech: 69

2018
Lives Saved: 81,533  
Hospitals: 4,598  
Health Tech: 83

2019
Lives Saved: 90,146  
Hospitals: 4,710  
Health Tech: 89

* Numbers are based on data provided by committed hospitals.
The World Patient Safety Science & Technology Summit is an annual educational event that brings together the world’s leading patient safety frontrunners across the continuum of care to share ideas and discuss solutions to the leading challenges that cause preventable patient deaths in hospitals. The Summit is a forum for making connections with the right people, sparking practical, actionable and much needed solutions, and paving the way for thought leaders and visionaries to advance patient safety goals.

Join us for the
2020 WORLD PATIENT SAFETY, SCIENCE & TECHNOLOGY SUMMIT

Featured Speakers from Past Summits

JOE KIANI
Founder and Chairman, Patient Safety Movement Foundation,
Founder, Chairman, and CEO of Masimo Corporation

RT. HON. JEREMY HUNT MP
Foreign Secretary (2018 - Present);
Former Secretary of State for Health,

PRESIDENT BILL CLINTON
Founder of the Clinton Foundation,
42nd President of the United States

PATRICK H. CONWAY, MD, MSC
Acting Administrator, Deputy Administrator
for Innovation and Quality, Centers for
Medicare and Medicaid Services

VICE PRESIDENT JOE BIDEN
47th Vice President of the United States

SHELDON WHITEHOUSE
United States Senator for Rhode Island

BOB CASEY
United States Senator for Pennsylvania

MARTIN BROMILEY
Chair, Clinical Human Factors Group

TEDROS ADHANOM GHEBREYESUS
Director General,
World Health Organization

Media Coverage

BBC | Bloomberg | Daily Mail | Fox News | EL PAÍS

epa | gettyimages | theguardian | HEALTH EUROPA | HSJ

LA Times | PA Press Association | sky | Televisa | THE TIMES
WHY SUPPORT THE 2020 WORLD PATIENT SAFETY, SCIENCE & TECHNOLOGY SUMMIT?

Your support of the 8th annual World Patient Safety, Science & Technology Summit will sustain our vision of education globally to eliminate preventable deaths in hospitals across the world as well as amplify your organization’s presence as a leader and advocate for patient safety.

Your sponsorship will put your organization in the spotlight and will help connect you with Summit attendees, which includes healthcare professionals, healthcare technology companies, policymakers, pharmacists, media and patient advocates who are eager to find out more about your organization.

Sponsoring the 2020 World Patient Safety, Science & Technology Summit is a tangible way to showcase your commitment to ZERO and will play a significant role in helping us attain our objectives at an accelerated pace!

WHO ATTENDS THE WORLD PATIENT SAFETY, SCIENCE & TECHNOLOGY SUMMIT?

Typical Composition of Summit Attendees

Past Summit’s Attendee by Title
ORGANIZATIONS REPRESENTED AT THE 2019 SUMMIT

10th Dot
AAMI Foundation
Mexican Academy of Surgery
Alliance for Safety Awareness for Patients (ASAP)
American Association of Nurse Anesthetists
American Association of Respiratory Care
American College of Ob-Gyn
American Society of Anesthesiologists
Anesthesia Consultants of Indianapolis
Anesthesia Patient Safety Foundation
Anesthesia Safety Network
ANZCA
Applied Medical
AS PEN
Ayeneh Foundation
B-Line Medical
Baxter Healthcare
Baylor Scott & White Health Care
BC Womens Hospital University of British Columbia
BD Medical
Bioniz Therapeutics, Inc
Biovigil
Boston Medical Center
British Columbia Mental Health and Substance Use Services
CAE Healthcare
California Office of Statewide Health Planning and Development
California Society of Health-System Pharmacists
CALmatters
CampaignZERO: Families for Patient Safety
Canyon Ranch
Cardinal Health
Center for Medical Interoperability
Chang Bing Show Chwang Memorial Hospital
Changhua Christian Hospital
Chapman University
Chapman University School of Pharmacy
Children's Hospital Orange County
Children's Mercy Kansas City
China Medical University Hospital
Cigna
Clear Protocol, Inc.
Dartmouth-Hitchcock Health
Dignity Health
Diva Technologies Inc
Draeger
eBroselow
Emily Jerry Foundation
European Society of Anaesthesiology
FierceHealthcare
Find Your Script & Clarify Simplify Align
Fox National
Galavision
Galway University Hospital
GCSOM
GE Healthcare
Geisinger Commonwealth School of Medicine
Global Network For Simulation in Healthcare
Greater National Advocates
H2Pi
Halldale Group
Harvard
HA W Hamburg
Health Interconnect China-America
Health Quality Advisors LLC
Health Service Journal
HealthySimulation.com
Hen ry Ford Health System
Hospital Español
Hospital Quality Institute
Imperial College London
Inova Heart and Vascular Institute
International Association of Oral and Maxillofacial Surgeons
International Society for Quality in Health Care
IU Health Methodist Hospital of Indiana
Jefferson College of Population Health
Johns Hopkins Medicine
Johns Hopkins School of Medicine
Kaiser Permanente
KIRN Radio
Knobbe Martens
Laerdal Global Health
Laerdal Medical
Like Minded Entertainment
Loma Linda Publishing Company
Loma Linda University Health
Louise Batz Patient Safety Foundation
Mallinckrodt
Masimo Corporation
Masimo Foundation
Masimo International
Massachusetts General Hospital
Maternal Safety Foundation
Medline Industries, Inc.
MedStar Health
MedStar Institute for Quality & Safety
Medtronic
MemorialCare Health System
Mexican Federation of Anesthesiology Colleges
Mindray NA
NBC San Diego
NBC4 News
NCPDP
Newborn Foundation
Newport Beach Dermatology and Plastic Surgery
NHS Improvement
Nile's Project
Occupational Medicine
OCTANE
Office of the National Coordinator for Health Information Technology, Department of Health and Human
Orange County Business Journal
Parrish Medical Center
Pegwin - Patient Safety Innovation
Pennsylvania Action Coalition
Performance Improvement Enterprises
Philips Healthcare
Philips Medizin Systeme Boeblingen
Private Practice, Health Services Mexico
Providence St. Joseph Health
PSAN
PSQH
PSQM-WACD
Quality and Safety First
Radioactive Broadcasting
Safen Medical Products
Sage Hill School
Saint Agnes Medical Center
Schochor, Federico and Staton, PA.
Secretaria de Salud
Securisyn Medical
Society of Critical Care Medicine
Sodexo
St. Joseph Hospital of Orange
Tai chung Veterans general Hospital
Taiwan Healthcare Quality Association
Taiwan Patient Safety Culture Club
Televisa
The Bergendahl Institute, LLC
The international Consortium of Investigative Journalists
The Messina Group
Top Med Talk
Truepill, Inc.
UC Irvine Health
UCI Applied Innovation
UCI Health
UCSD
University Hospital Frankfurt
University Hospitals
University Hospitals of Cleveland
University of California, Irvine
University of Colorado Health
University of Vermont Health Network
University of Vermont Medical Center
Univision
UPMC
USA Today
Vancouver General Hospital University of British Columbia
Vanderbilt University Medical Center
VGHTC
Vilnius university, Lithuania
Washington Advocates for Patient Safety
Western University School of Medicine
World Federation of Societies of Anaesthesiologists
The Patient Safety Movement Foundation invites your organization to sponsor the 8th annual World Patient Safety, Science and Technology Summit on March 5-7, 2020, in Huntington Beach, California. There are several sponsorship levels, each designed to maximize your involvement and exposure at the Summit. Regardless of your level of sponsorship, your support for the Patient Safety Movement Foundation’s annual event will greatly enhance the experience for Summit attendees, who are eager to improve patient safety and reduce preventable deaths from occurring in hospitals across the world. Customized benefits and packages are available by request.

**Select a Sponsorship Level**

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td><strong>$500</strong></td>
<td><strong>STUDENT/ADVOCATE SCHOLARSHIP</strong></td>
</tr>
<tr>
<td></td>
<td>• Show your support by sponsoring registration for a student, resident or patient advocate who would like to attend the Summit but cannot afford registration</td>
</tr>
<tr>
<td></td>
<td>• The PSMF will notify the recipient of the kind donation made that allowed them to attend</td>
</tr>
<tr>
<td><strong>$5,000</strong></td>
<td><strong>BREAK SNACK SPONSOR</strong></td>
</tr>
<tr>
<td></td>
<td>• Prominent logo placement and recognition on snack tables visible to attendees during event intermissions</td>
</tr>
<tr>
<td></td>
<td>• Acknowledgement in Summit program and logo placement on website and in event app</td>
</tr>
<tr>
<td></td>
<td>• 1 complimentary invitation to the Chairman’s private reception</td>
</tr>
<tr>
<td><strong>$1,000</strong></td>
<td><strong>FUND INTERNATIONAL SCHOLARSHIP</strong></td>
</tr>
<tr>
<td></td>
<td>• Show your support by sponsoring registration for an international attendee who wouldn’t be able to travel without a scholarship at the World Patient Safety, Science &amp; Technology Summit</td>
</tr>
<tr>
<td></td>
<td>• The PSMF will notify the recipient of the kind donation made that allowed them to attend</td>
</tr>
<tr>
<td><strong>$5,000</strong></td>
<td><strong>BREAK REFRESHMENTS SPONSOR</strong></td>
</tr>
<tr>
<td></td>
<td>• Prominent logo placement and recognition on refreshment tables visible to attendees during event intermissions</td>
</tr>
<tr>
<td></td>
<td>• Acknowledgement in event program and logo placement on website and in event app</td>
</tr>
<tr>
<td></td>
<td>• 1 complimentary invitation to the Chairman’s private reception</td>
</tr>
<tr>
<td><strong>$10,000</strong></td>
<td><strong>SOCIAL MEDIA WALL SPONSOR</strong></td>
</tr>
<tr>
<td></td>
<td>• Prominent logo placement and company name front-and-center on the social media wall</td>
</tr>
<tr>
<td></td>
<td>• ¼ Page color advertisement in event program and logo placement on website and in event app</td>
</tr>
<tr>
<td></td>
<td>• 1 complimentary invitation to the Chairman’s private reception</td>
</tr>
<tr>
<td><strong>$500</strong></td>
<td><strong>CHARGING STATION SPONSOR</strong></td>
</tr>
<tr>
<td></td>
<td>• Prominent logo placement and recognition on charging station</td>
</tr>
<tr>
<td></td>
<td>• ¼ Page color advertisement in event program and logo placement on website and in event app</td>
</tr>
<tr>
<td></td>
<td>• 1 complimentary invitation to the Chairman’s private reception</td>
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</table>
## Select an Educational Sponsorship Level

### $15,000

<table>
<thead>
<tr>
<th><strong>CHAIRMAN’S RECEPTION SPONSOR</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Branding recognition on signage and materials relating to the exclusive Chairman’s Reception held on the first evening of the Summit</td>
</tr>
<tr>
<td>• ¼ Page color advertisement in event program and logo placement on website and in event app</td>
</tr>
<tr>
<td>• 1 complimentary invitation to the Chairman’s private reception</td>
</tr>
<tr>
<td>• 1 complimentary registration (valued at $1,000) to the Summit</td>
</tr>
<tr>
<td>• Special mention on the PSMF’s social channels (Facebook, Twitter, LinkedIn).</td>
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</table>

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<tr>
<th><strong>EVENT APP SPONSOR</strong></th>
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<tbody>
<tr>
<td>• Premier branding and logo placement in the Summit’s mobile event app</td>
</tr>
<tr>
<td>• Prominent logo placement on signage and materials relating to the Summit event app</td>
</tr>
<tr>
<td>• ¼ Page color advertisement in event program and logo placement on website and in event app</td>
</tr>
<tr>
<td>• 1 complimentary invitation to the Chairman’s private reception</td>
</tr>
<tr>
<td>• 1 complimentary registration (valued at $1,000) to the Summit</td>
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<td>• Special mention on the PSMF’s social channels (Facebook, Twitter, LinkedIn).</td>
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### $25,000

<table>
<thead>
<tr>
<th><strong>PATIENT VIDEO SPONSOR</strong></th>
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<tbody>
<tr>
<td>• ½ Page color advertisement in event program and logo placement on website and in event app</td>
</tr>
<tr>
<td>• 2 complimentary invitations to the Chairman’s private reception</td>
</tr>
<tr>
<td>• 2 complimentary registrations (each valued at $1,000) to the Summit</td>
</tr>
<tr>
<td>• Special mention on the PSMF’s social channels (Facebook, Twitter, LinkedIn)</td>
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<tr>
<th><strong>MEDIA ROOM SPONSOR</strong></th>
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<tbody>
<tr>
<td>• Branding recognition on all signage and materials relating to the Media Ready Room, a gathering room dedicated to media covering the Summit</td>
</tr>
<tr>
<td>• ½ Page color advertisement in event program and logo placement on website and in event app</td>
</tr>
<tr>
<td>• 2 complimentary invitations to the Chairman’s private reception</td>
</tr>
<tr>
<td>• 2 complimentary registrations (each valued at $1,000) to the Summit</td>
</tr>
<tr>
<td>• Special mention on the PSMF’s social channels (Facebook, Twitter, LinkedIn)</td>
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</table>

### Event App Banner Ads

<table>
<thead>
<tr>
<th><strong>$1,000 FOR ALL THREE DAYS</strong></th>
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</thead>
<tbody>
<tr>
<td>• Feature a banner ad in our mobile app.</td>
</tr>
<tr>
<td>• Adoption rate of the app was 54% in 2019 with over 9,100 engagements over the two-day meeting.</td>
</tr>
</tbody>
</table>

### Event Program Print Ads

<table>
<thead>
<tr>
<th><strong>Event Program Print Ads</strong></th>
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<tbody>
<tr>
<td>• Full Page Back Cover $3,500</td>
</tr>
<tr>
<td>• Full Page Inside Front Cover $2,500</td>
</tr>
<tr>
<td>• Full Page Inside Back Cover $2,000</td>
</tr>
<tr>
<td>• Full Page $750</td>
</tr>
<tr>
<td>• Half Page $500</td>
</tr>
<tr>
<td>• Quarter Page $325</td>
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</tbody>
</table>
## Summit Sponsorship Opportunities

### Select an Educational Sponsorship Level

<table>
<thead>
<tr>
<th>Level</th>
<th>$50,000</th>
<th>$75,000</th>
<th>$100,000</th>
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</thead>
</table>
| **Taste of Laguna Sponsor** | • Recognition on all signage and materials as they relate to the Summit’s grand dinner party.  
• Full Page color advertisement in event program and logo placement on website and in event app  
• 3 complimentary invitations to the Chairman’s private reception  
• 3 complimentary registrations *(each valued at $1,000)* to the Summit  
• Special mention on the PSMF’s social channels (Facebook, Twitter, LinkedIn).  
• Logo placement on Summit stage | • Premium sponsorship recognition as well as logo placement on event materials (notepads, signage, etc.)  
• Full Page color advertisement in event program and logo placement on website and in event app  
• 5 complimentary invitations to the Chairman’s private reception  
• 5 complimentary registrations *(each valued at $1,000)* to the Summit  
• Special mention on the PSMF’s social channels (Facebook, Twitter, LinkedIn)  
• Premier logo placement on Summit stage | • The highest sponsorship recognition as well as premier logo placement at the Summit and on event materials (notepads, signage, etc.)  
• Full Page color advertisement in event program and logo placement on website and in event app  
• 10 complimentary invitations to the Chairman’s private reception  
• 10 complimentary registrations *(each valued at $1,000)* to the Summit  
• Special mention on the PSMF’s social channels (Facebook, Twitter, LinkedIn)  
• Premier logo placement on event stage |

| **Thursday Breakout Sessions Sponsor** | • Recognition on all signage and materials as they relate to the Pre-Summit Breakout Sessions being held on Thursday, March 5th  
• Full Page color advertisement in event program and logo placement on website and in event app  
• 3 complimentary invitations to the Chairman’s private reception  
• 3 complimentary registrations *(each valued at $1,000)* to the Summit  
• Special mention on the PSMF’s social channels (Facebook, Twitter, LinkedIn)  
• Logo placement on Summit stage | | |

| **Patron Sponsor** | Customized benefits available by request | | |

| **Presenting Sponsor** | Customized benefits available by request | | |
Select a Media Sponsorship Level

<table>
<thead>
<tr>
<th>$5,000-10,000</th>
<th>$10,000-20,000</th>
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</thead>
</table>
| **SILVER MEDIA SPONSOR**  
As Silver Media Sponsor, you have the choice of donating $5k worth of in-kind advertisements or editorial, including advertorial or media coverage, in your publication, or providing a check for $5k. You will receive benefits as a sponsor, detailed below.  
• Acknowledgement in event program  
• 1 complimentary invitation to the Chairman’s private reception  
• Logo placement on website | **BRONZE MEDIA SPONSOR**  
As Bronze Media Sponsor, you have the choice of donating $10k-20k worth of in-kind advertisements or editorial, including advertorial or media coverage, in your publication, or providing a check for $10-20k. You will receive benefits as a sponsor, detailed below.  
• ¼ Page color advertisement in event program  
• 1 complimentary invitation to the Chairman’s private reception  
• Logo placement on website  
• Special mention on the PSMF’s social channels (Facebook, Twitter, LinkedIn) |

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<tr>
<th>$20,000-40,000</th>
<th>$40,000 +</th>
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</table>
| **GOLD MEDIA SPONSOR**  
As Gold Media Sponsor, you have the choice of donating $20-40k worth of in-kind advertisements or editorial, including advertorial or media coverage, in your publication, or providing a check for $20-40k. You will receive benefits as a sponsor, detailed below.  
• ½ page color advertisement in event program  
• 1 complimentary registration (valued at $1,000) to the Summit  
• 1 complimentary invitation to the Chairman’s private reception  
• Logo placement on website  
• Special mention on the PSMF’s social channels (Facebook, Twitter, LinkedIn) | **PLATINUM MEDIA SPONSOR**  
As Platinum Media Sponsor, you have the choice of donating $40,000k or more worth of in-kind advertisements or editorial, including advertorial or media coverage, in your publication, or providing a check for $40k or higher. You will receive the highest media sponsorship recognition as well as premier logo placement at the Summit. Platinum Media Sponsor benefits detailed below  
• Full page color advertisement in event program  
• 2 complimentary registrations (each valued at $1,000) to the Summit  
• 2 complimentary invitations to the Chairman’s private reception  
• Logo placement on website  
• Special mention on the PSMF’s social channels (Facebook, Twitter, LinkedIn) |
A Note to Summit Sponsors

• Sponsors cannot influence the Summit’s programming in any way.

• Sponsor logos will be uniform in size regardless of their donation amount and may be displayed in various locations: Summit program, monitors at registration, in lobby/foyer, etc.

• Sponsors must register VIPs that are attending the Summit under their sponsorship agreement in advance of the event. Sponsors may not send individuals from their organization unannounced. Names must be submitted by January 31, 2020 to be considered for registration.

Sponsor Limitations

The following will not be offered to our Summit Sponsors:

• The right to influence who or what appears onstage at the Summit

• The right to influence who can attend the Summit

• Product endorsements or advertisements

WANT TO SPONSOR?

Please Contact:

events@patientsafetymovement.org
877.236.0279