



**Diagnostic Error – the need for change
25 March 2010, Woburn House, London**

Conference Sponsorship Opportunity

The need to minimise diagnostic error is a neglected aspect of patient safety, and has potentially devastating consequences for patients, families and healthcare professionals. This conference will examine the impact of diagnostic error, look at current research and emerging ideas on the approaches to reducing error, and identify the measures that will affect change in practice, procedures and medical education to improve patient safety.

This is an essential event for medical directors, clinical governance managers, policy makers, regulators, academics, doctors, nurses, lawyers, patients and patient safety bodies to attend.

By sponsoring this event for a fee of **£1,500 + VAT**, you will have an outstanding opportunity to promote your organisation to approximately 80-100 delegates at the conference, as well as receiving the following benefits:

- **Exhibition display space of 3m x 2m**
- **A full page synopsis/advertisement in the conference proceedings**
- **Company logo on the front cover of the conference proceedings and programme**
- **One free delegate place to attend all conference sessions; discounted rates for further delegates; lunch and refreshments for two stand personnel**
- **Delegate list**
- **Acknowledgement in the chairman’s opening remarks**
- **Company logo on conference signage and on screen between conference sessions**
- **Company logo, acknowledgement and web link on the AvMA web site**
- **Acknowledgement in mailings to over 6,000 contacts from AvMA’s database**

If you would like to take advantage of this excellent promotional opportunity, then please complete your details below and return with payment. Should you require any further information, please do not hesitate to e-mail conferences@avma.org.uk or call 020 8688 9555.

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