

*"Prevent deaths.
Save lives. Sustain
solutions"*

ROAD SAFETY CONFERENCE

SPONSORSHIP
PROPOSAL



*"Opportunities Un*l*imited"*

11th BIOINQUIRER CONFERENCE

www.roadsafety.bioinquirer.org

21st July 2017
8.30am to 5.00pm
Sri Lankan Foundation
Institute, Colombo 7

Organized by



BioInquirer'11
Global Incubator



HEALTHY ROADS
INTERNATIONAL CONFERENCE 2017



About IIHS

IIHS is a health care training institute with a commitment to lifetime education. We believe in providing the education and guidance that will enable students to make a success of their chosen career. The institute conducts training programs from Diplomas to Bachelors and Masters Degrees to PhD in the areas of Nursing, Physiotherapy, Bio-medical Sciences, Business Management and Education. We are also a training centre and examination centre for IELTS.

We are currently affiliated to Deakin University-Australia, La Trobe University-Australia, University of Canberra-Australia, University of New England-Australia, Murdoch University, Griffith University, University of South Australia, Charlton Brown, Melbourne Institute of Technology, State University of New York-Canton USA, Coventry University-UK, Open University-Malaysia, Asia e University-Malaysia, Cyberjaya University of Medical Sciences, Box Hill Institute-Australia, TAFE South Australia and Helsinki Metropolia University, Finland.

The primary focus of IIHS is to provide a course of training with the highest standards that will qualify students to pursue satisfying careers and to seek well-paying employment opportunities through healthcare careers. Not only will the students benefit individually by their training and career potential, there will be opportunity for financial improvement for each family represented, with a corresponding economic boost for the country.

Our Vision

"To transform People, Community and Landscape through Innovation."

Our Mission

"We are a Human Resource development organization born to bring innovation to training at a green campus, infusing the traditional values of professionalism, whilst adhering to international training standards to improve the quality of lives of professionals through developing their personalities, by partnering with international organizations, to provide a total solution to the Global need of professionals."

About BioInquirer

The BioInquirer forum is a platform which arms professionals with knowledge and promotes growth. IIHS typically hosts 2 BioInquirer forums annually in where professionals are encouraged to present their work at a competitive level. The evidence based research that is generated during each forum is passed on through to generations of professionals. Whilst professionals are motivated to present their work at a competitive level, each conference aims to transform each consumer from a task oriented individual to a critical thinker.

On the 21st July 2017 the IIHS – BioInquirer Forum will host an excess of health and non-health care professionals

Vision

Stimulate growth within the health research sphere and expand critical thinking among health care professionals and ultimately enrich the quality of patient care.

Mission

Organize international health conferences to exchange knowledge biannually with the view of utilizing the outcomes of the global incubator to enrich patient lives.

On the 21st July 2017 the IIHS – BioInquirer Forum will host its very first Road Safety Conference – “Healthy Roads” whilst attracting an excess of 500 + professionals from the health and non- health care backgrounds. IIHS being the premium health education delivery center for Sri Lanka, will also draw international stakeholders through intense networking and solid relationships.

BioInquirer
Global Incubator



Background

In Sri Lanka, (RTA) road traffic accidents are being recognized as the biggest disaster in terms of mortality, loss of public and private properties resulting in diminished social harmony. According to the recent studies done on road traffic accidents by the Ministry of transport and civil aviation Sri Lanka, 2824 fatal accidents and over 36,154 minor and critical accidents have been reported in 2016. 14000 individuals sustained injuries due to RTAs annually. And a gradual increment in road traffic accidents has been reported within last few years.

Since this is an issue of national importance that has not been addressed before in Sri Lanka, we thought it was about time to take action. Given this line of thought, the conference came into play for a collaborative network of all related parties to address the existing issues under one roof in an international forum. The stakeholders in this event would include parties involved in road development, vehicle manufacturing passengers and pedestrians and the health sector, thereby enabling a multi-disciplinary forum to identify and rectify the issues. This would play a role in bringing down the statistics mentioned above and promote our concept of "Healthy Roads".

Objectives

Conference Objectives

1. To create awareness of RTAs and its consequence with a view to prevent RTAs thereby reducing associated morbidity and mortality.

- Gain an overview of the current situation, RTA's and its health and financial consequences for the community, country and region.
- To highlight the leading causes for RTAs and outline evidence based and globally accepted methods to prevent RTAs
- To consider multisectoral perspectives (health, infrastructure, legal, social) and organize collaborative efforts through networking.

2. To prevent and minimize the impact of injuries from RTA

- Organize training programs to protect the victims of RTA through effective first aid training and mobility ; (" Golden hour and protection").
- Organize health and non-health collaborative efforts through networking.

ROAD TRAFFIC ACCIDENTS AND UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

3 GOOD HEALTH
AND WELL-BEING



11 SUSTAINABLE CITIES
AND COMMUNITIES



THE GLOBAL GOALS
For Sustainable Development

EXISTING GLOBAL INITIATIVES

Governments, businesses and civil society together with the United Nations have started to mobilize efforts to achieve the Sustainable Development Agenda by 2030. Universal, inclusive and indivisible, the Agenda calls for action by all countries to improve the lives of people everywhere.

Goal 3: Ensure healthy lives and promote well-being for all ages **3.6.** By 2020, halve the number of global deaths and injuries from road traffic accidents

The road safety target figures alongside other major priorities including maternal mortality, AIDS and universal health coverage in the Health Goal.

Goal 11: Make cities and human settlements inclusive, safe, resilient and sustainable

11.2. By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons.

Target Audience

The 11th BioInquirer 'Healthy Roads' Conference targets a variety of stakeholders varying from national and international government bodies, policy makers, private organizations and those at the very grass-root level.



The Conference attracts delegates from across the Asia Pacific region and beyond, and is typically attended by more than 500 participants from the health and non-health backgrounds. Expected audience includes;

- Officials representing the Ministry for Higher Education and Highways – Sri Lanka
- Officials representing the Ministry of Health – Sri Lanka
- Australian Government (Austrade)
- Policemen
- National and International Medical Practitioners (Trauma consultants/ Hospital Administrators / Surgeons)
- Nurses (Government and Private sectors)
- Nurse Educators
- Insurance Companies
- High School and Tertiary level students

Each session is webcast and remote viewers can watch the conference, participate, and provide online feedback.

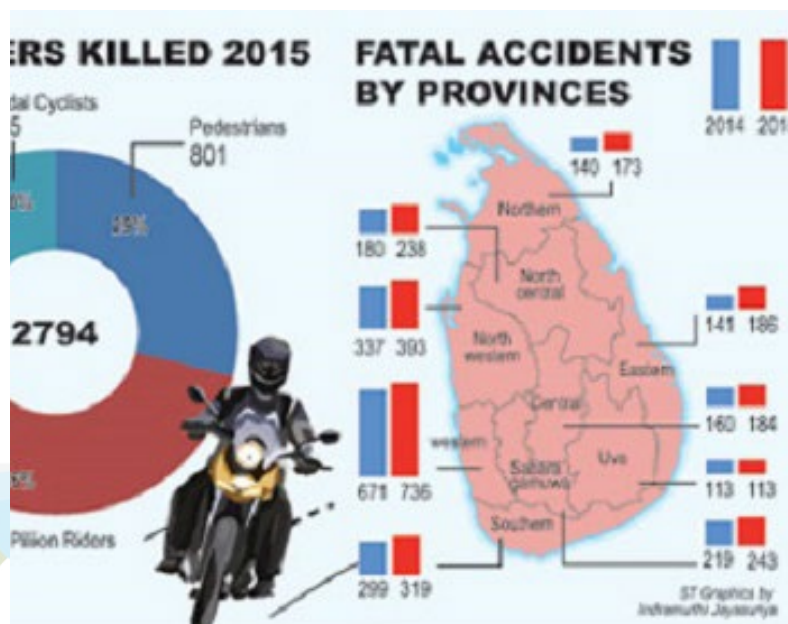
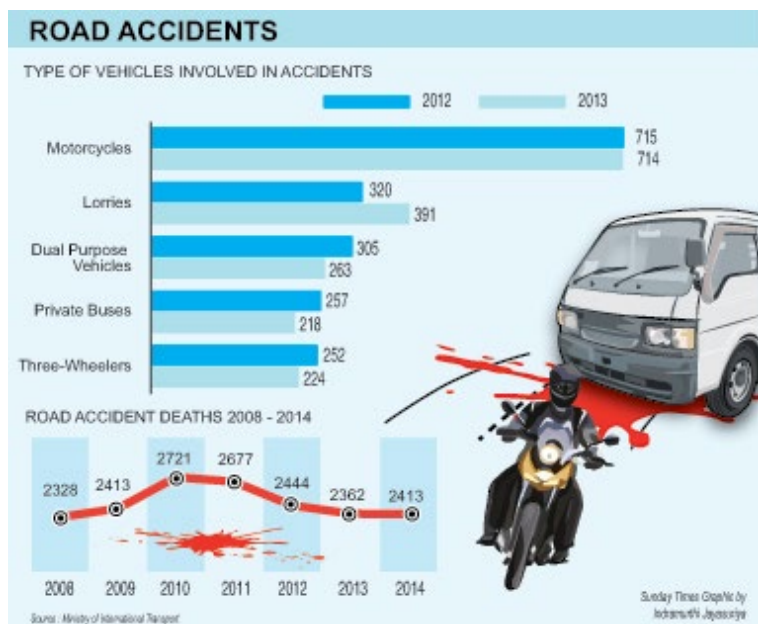
Sponsorships

Sponsorship Opportunities

Sponsoring the BioInquirer Healthy Roads Conference provides you with an opportunity to directly support the current national situation surrounding Road Traffic Accidents.

BioInquirer offers flexible sponsorship options to align with your objectives including day, session, and social event sponsorship packages. The Conference provides the ideal forum for health, education, construction and technology-related companies to increase their visibility to the region. A range of Sponsorship opportunities exist for leading organizations to promote their products and services and increase their company profile, while meeting their marketing objectives.

Sponsorship / Tier	Platinum	Gold	Silver	Bronze	Community
	Rs. 500,000	Rs. 100,000	Rs.50,000	Rs. 25,000	Rs 10,000
Number	1	3	Unlimited	Unlimited	Unlimited
Details	Presentation during Opening Ceremony (Main Conference)	Presentation during Workshop	Presentation during Workshop	NO	NO
Logo on Conference Website	YES	YES	YES	YES	NO
Logo on event signage	YES	YES	YES	YES	NO
Logo on back of Printed Program	YES	YES	YES	YES	NO
Opportunity to sponsor conference lanyards	YES	NO	NO	NO	NO
Supply of branded pens and notepads for workshops	YES	YES	NO	NO	NO
Display of pull-up banner at conference and social events	YES	YES	YES	YES	YES
Conduct a session at the conference to promote product (needs to be applicable to conference theme)	YES	NO	NO	NO	NO
Short speech at selected events	YES	YES	NO	NO	NO
Mention brand at selected intervals during conference	YES	YES	YES	YES	NO
Invitation to Inaugural Ceremony	YES	YES	YES	YES	YES
Promotional material (permission to distribute)	2 pieces	2 pieces	1 piece	1 piece	1 piece



Why should you sponsor the BioInquirer 'Healthy Road' Conference?

•Target a wide range of stakeholders

BioInquirer Conference Sponsors are visible to an international audience of health and non-health policymaking communities. Whilst BioInquirer 'Healthy Roads' Conference participants are of various backgrounds it predominantly targets opinion leaders and influential folk from across the region.

•Provide access to all

Sponsorship revenue significantly reduces the overall cost of participation, enabling more attendees to participate at the conference. Your Sponsorship support helps to bring the widest possible range of participants to the BioInquirer 'Healthy Roads' Conference, especially those from underprivileged communities.

IIHS values strong, ongoing relationships with each of our Sponsors and works closely with them to ensure their individual needs are met to receive a good return on their investment. Respected names in the health and education industry regularly support BioInquirer Conferences and have gained valuable exposure to key health and education industry organizations.



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