

ASUM 25

Wellington NZ | 10-12 OCTOBER

Tākina | Wellington Convention & Exhibition Centre

Sponsorship Prospectus

GATHER
CONNECT
INVIGORATE

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INVITATION TO PARTNER WITH US FOR ASUM25



Tēnā koutou katoa | Welcome Message from the ASUM President

Ngā mihi nui ki a koutou | Warm greetings to you all,

On behalf of the Australasian Society for Ultrasound in Medicine (ASUM), I would like express our appreciation for your support of this year's conference. Your commitment to this event is invaluable, and we are excited to have you join us in creating an enriching experience for all involved.

This year's theme, **Gather, Connect, Invigorate**, reflects the spirit of our conference: bringing ultrasound professionals together from across the globe, fostering meaningful connections, and invigorating our collective passion for advancing ultrasound in medicine. We are excited to create an environment where innovation thrives, new ideas emerge, and lasting collaborations are formed.

The contributions of our partners, sponsors, and exhibitors are essential to the success of this event, providing attendees with opportunities to explore the latest advancements in ultrasound, engage in professional development, and exchange ideas that will shape the future of the field. We look forward to seeing the meaningful interactions that will emerge over the course of the conference.

Once again, thank you for your continued support and partnership. Together, we can make this event a memorable and impactful experience for all participants, and contribute to the ongoing growth and innovation in ultrasound in medicine.

Ngā manaakitanga | With best wishes,

A handwritten signature in blue ink, appearing to be 'Jo McCann'.

Jo McCann

President, Australasian Society for Ultrasound in Medicine (ASUM)

“This was my first ASUM conference as a member. I felt I had the opportunity to get to all the presentations that interested me. There was excellent opportunity to talk to the speakers (experts) and network with like-minded people. The workshops were hands-on and I felt like I could take the information and apply it to my everyday clinical practice.”

ASUM24 TESTIMONIAL

ABOUT ASUM

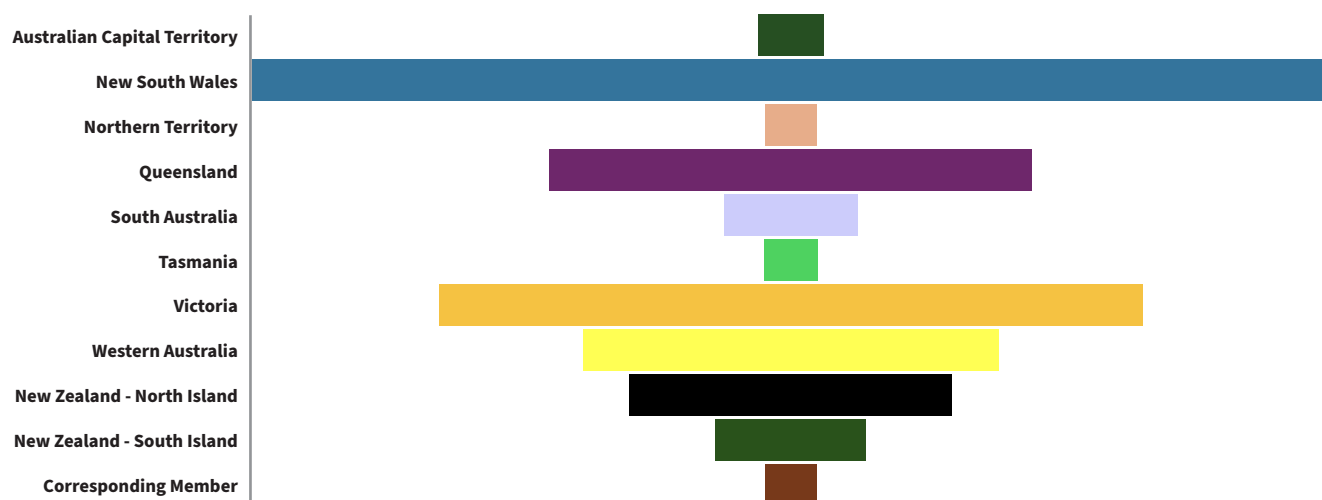


The Australasian Society for Ultrasound in Medicine (ASUM) mission is to foster a collaborative multi-disciplinary community of highly competent health professionals who deliver ultrasound excellence. To achieve this mission, ASUM provides ongoing education, events, and standards across all disciplines of diagnostic ultrasound. ASUM is unique in that it focuses the efforts of a broad group of professionals, bringing together a range of views, skills, and experience involving all aspects of diagnostic ultrasound across Australia, New Zealand and beyond. The breadth of experience and expertise found within ASUM is unequalled by any other organisation in the field of ultrasound.

ASUM conferences are known for quality education delivery and the collaboration of the multi-disciplinary community. Our community includes sonographers, medical and allied health professionals, researchers, scientists, students, and international members.

ASUM MEMBERSHIP

ASUM Membership by Region



Membership by specialty/interest

| | | | |
|--------------------------------|--|-------------------------------|--------------|
| Abdominal/ Gastroenterology | General Ultrasound | Obstetrics and Gynaecology | Respiratory |
| Anaesthesia | Maternal and Fetal Medicine/Neonatology | Paediatrics | Rheumatology |
| Breast | Musculoskeletal | Phlebology | Vascular |
| Cardiac | Nuclear Medicine | Radiology/ Radiography | |
| Endocrinology | Nursing | | |

WHY SPONSOR ASUM25

- **Brand Exposure** – Position your company at the forefront of a premier conference uniting multidisciplinary ultrasound professionals.
- **Champion Innovation & Education** – Showcase your commitment to advancing ultrasound technology, research, and clinical excellence.
- **Strengthen Industry Leadership** – Demonstrate your dedication to shaping the future of the ultrasound industry.
- **Engage & Inspire** – Connect directly with key decision-makers, sharing the latest advancements in your products and services.
- **Accelerate Growth** – Drive sales and boost product adoption through hands-on interaction and high-impact visibility.
- **Expand Your Reach** – Increase brand awareness and build powerful industry connections.
- **Connect with Your Audience** – Meet your ideal customers all in one place, maximising your impact and influence.



“I found the ASUM24 exhibitors friendly, welcoming, engaging and informative.”

ASUM24 TESTIMONIAL

Program Features of ASUM25:

- **International Keynote Speakers** and an **innovative scientific program** supported by leading Australasian presenters
- **Hands-on workshops held across all 3 conference days**
- **ASUM Games**, an interactive networking opportunity held before the Welcome Reception on Friday 10 October
- **ASUM Outreach Breakfast Session** on Saturday 11 October, before conference sessions
- Breakfast and lunch and learn sessions
- **Gala Dinner & Awards of Excellence at Museum of New Zealand Te Papa Tongarewa** on Saturday 11 October



“The most practically useful conference I have been to in some time.”

ASUM24 TESTIMONIAL

SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR - \$33,000 + GST NZD

Each gold sponsorship includes:

- ✓ Sole rights to a branded session room for one day of programmed conference sessions with a dedicated equipment station set up area for use in programmed demonstrations and hands-on workshops, showcasing your equipment exclusively. Sessions held within the room will be a mix of didactic lectures, demonstrations and hands-on sessions (additional days available, see below)
 - ✓ Opportunity to provide a co-chair for the sessions scheduled within the branded session room day
 - ✓ Opportunity to host a breakfast session or lunch and learn session (Catering additional cost and subject to availability)
 - ✓ Premium recognition of gold sponsorship across all conference marketing (see the sponsorship summary on page 9 for more information)
 - ✓ Involvement in the ASUM Games on Friday 10 October (Interactive Networking activity)
 - ✓ 6m x 4m display premium build space in the exhibition area
 - ✓ 4 full registrations, including all social functions, Gala Dinner, and 2 exhibitor registrations (no Gala Dinner)
 - ✓ 2 full conference delegate registrations, including social functions to offer to a client/customer for you to host at ASUM25
 - ✓ The consenting delegate list 2 weeks prior & 2 days prior to the conference with permission for one pre and one post-conference communication (Delegate information will include name, email address, state, country)
 - ✓ The opportunity to host two Gala Dinner tables and invite dinner attendees to sit at your table (Dinner tickets not included)
 - ✓ The opportunity to suggest and sponsor travel costs for an invited keynote speaker
- Keynote Speaker Sponsorship includes:
- Opportunity to introduce keynote presentations
 - Subject to keynote speaker approval, host 'Meet the Expert' time for delegates to connect with the keynote speaker. This can be held at your or ASUM's exhibition space
 - Branded event recognition – 'keynote presentation sponsored by your organisation name'

Note:

- Keynote speaker sponsorships are subject to approval by both the Organising Committees, and the keynote speaker

Gold Sponsor Opportunity \$5,000 + GST NZD

Sole rights to a branded session room with a dedicated equipment station set up area for use in demonstrations and hands on workshops, showcasing your equipment exclusively for an additional day. Sessions held within the room will be a mix of didactic lectures, demonstrations, and hands on sessions.

Limited opportunities available, subject to availability at time of booking and in line with the program.

SILVER SPONSOR - \$12,000 + GST NZD

Each silver sponsorship includes:

- ✓ 6m x 2m premium booth area (shell scheme included) in the exhibition area
- ✓ 2 full registrations, including all social functions, Gala Dinner, and 2 exhibitor registrations (no Gala Dinner)
- ✓ Involvement in the ASUM Games on Friday 10 October (Interactive Networking activity)
- ✓ Silver status recognition across all conference marketing (see the sponsorship summary on page 9 for more information)
- ✓ A full conference delegate registration, including social functions to offer to a client/customers for you to host at ASUM25
- ✓ The consenting delegate list 1 week prior & 2 days prior to the conference with permission for one pre and one post-conference communication (Delegate information will include name, email address, state, country)
- ✓ The opportunity to host a Gala Dinner table and invite dinner attendees to sit at your table (Dinner tickets not included)
- ✓ The opportunity to suggest and sponsor travel costs for an invited keynote speaker
 - Keynote Speaker Sponsorship includes:
 - Opportunity to introduce keynote presentations
 - Subject to keynote speaker approval, host 'Meet the Expert' time for delegates to connect with the keynote speaker. This can be held at your or ASUM's exhibition space
 - Branded event recognition – 'keynote presentation sponsored by your organisation name'

Note:

- Keynote speaker sponsorships are subject to approval by ASUM, the Organising Committees and the keynote speaker

Silver Sponsor Opportunity \$10,000 + GST NZD

Sole rights to a branded session room with a dedicated equipment station set up area for use in demonstrations and hands on workshops, showcasing your equipment exclusively for one day. Sessions held within the room will be a mix of didactic lectures, demonstrations, and hands on sessions.

Limited opportunities available, subject to availability at time of booking and in line with the program.

EXHIBITOR SPONSOR - \$6,000 + GST NZD

Each exhibitor sponsorship includes:

- ✓ 3m x 2m booth area (shell scheme included) in the exhibition area
- ✓ 2 exhibitor registrations, including attendance at the welcome reception (no gala dinner tickets)
- ✓ Involvement in the ASUM Games on Friday 10 October (Interactive Networking activity)
- ✓ Exhibitor status recognition across the marketing for the conference and at the conference (see the sponsorship summary on page 9 for more information)
- ✓ The consenting delegate list, 2 days prior to the conference (Delegate information will include name, email address, state, country)

| ASUM25 SPONSORSHIP SUMMARY | GOLD | SILVER | EXHIBITOR |
|--|--------------|------------------------|-------------|
| All prices are + GST | \$33,000 NZD | \$12,000 NZD | \$6,000 NZD |
| PROGRAM INCLUSIONS | | | |
| Sole rights to a branded session room for one day of programmed conference sessions, with a dedicated equipment station area for use in demonstrations and hands on workshops, showcasing your equipment exclusively | Y | N | N |
| Exhibition space (details on exhibition stand sizes and inclusions are on pages 7-8) | 6m x 4m | 6m x 2m | 3m x 2m |
| ASUM Games involvement | Y | Y | Y |
| Opportunity to provide a co-chair for the sessions scheduled within the branded session room day | Y | N | N |
| Opportunity to host a breakfast or lunch and learn session | Y | N | N |
| Opportunity to host a Gala dinner table and invite dinner attendees to sit at your table (Dinner tickets not included) | Y-2 | Y-1 | N |
| SOCIAL MEDIA WEBSITE AND MARKETING | | | |
| Recognition as a sponsor on the ASUM25 website with your logo hyperlinked to your website | Y | Y | Y |
| Homepage recognition on the ASUM25 website | Y | N | N |
| Announcement of sponsorship across ASUM social media channels (Facebook, LinkedIn, Instagram & X) | Y | Y – group announcement | N |
| Logo included in ASUM25 email & marketing communications, hyperlinked to your website | Y | Y | N |
| Recognition as a sponsor on ASUM25 thank you to sponsor slides | Y | Y | N |
| Recognition as a sponsor with your logo and a profile in the Conference App | 250 words | 150 words | 75 words |
| ASUM25 conference app push notifications | 4 | 2 | General |
| Access to a soft copy of the delegate list (subject to privacy laws and delegate opt-out option) | Y | Y | Y |
| REGISTRATIONS | | | |
| Full registration to ASUM25 including conference sessions (CPD points available) all social functions, including the Gala Dinner | 4 | 2 | 0 |
| Exhibitor registrations to ASUM25 including access to the exhibition hall and social functions at Tākina (Gala Dinner tickets can be purchased separately) | 2 | 2 | 2 |
| A full conference delegate registration, including social functions, to host a client/customer for you to host at ASUM25 | 2 | 1 | N |

Additional full registrations to ASUM25 can be purchased at the ASUM member sonographer rates. Exhibition-only passes (access to the exhibition area and conference venue catering only) can be purchased. Additional tickets to the Welcome Reception and Gala Dinner & Awards Night can be purchased, subject to availability.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

ASUM OUTREACH BREAKFAST SESSION SPONSOR - \$8,000 + GST NZD

Maximum 1 Opportunity available

ASUM Outreach advances the use of clinical ultrasound through education and workshops to a multi-disciplinary group of medical professionals spanning Radiology, Nurse Practitioners, Allied Health, and Medical Practitioners. Through this work ASUM Outreach aims to improve patient outcomes in resource-limited communities throughout Australasia and Oceania.

- ✓ Naming rights to the ASUM Outreach Breakfast session scheduled for 45 minutes on Saturday 11 October with time available prior to the session for breakfast to be served
- ✓ Standard audio-visual services and room will be provided. Any additional audio-visual equipment, stage set, or theming are at the sponsor's own cost
- ✓ Opportunity to invite your own speaker subject to the Scientific Committee's approval
- ✓ Subject to speaker approval, host 'Meet the Expert' time for delegates to connect with the speaker. This can be held at your or ASUM's exhibition space
- ✓ Branded event recognition – 'ASUM Outreach Breakfast Session sponsored by your organisation name'. Note: the ASUM Outreach Breakfast will include either a short presentation by an ASUM Outreach speaker or a video on the impact of ASUM Outreach across the Australasian region
- ✓ Recognition as the ASUM Outreach Breakfast Sponsor with your logo on the website and in the Conference App

COFFEE CART SPONSORSHIP - \$7,000 + GST NZD

- ✓ Promoted as the coffee cart sponsor
- ✓ Access to consenting delegate list at time of event (delegate information will include name, email address, state, country)
- ✓ Logo on the conference website with hyperlink to your website
- ✓ Opportunity to brand coffee cart (at the sponsor's cost)
- ✓ Opportunity to display free standing banner at coffee cart

MORNING/AFTERNOON TEA SPONSORSHIP - \$5,000 + GST NZD

- ✓ Naming rights to all morning and afternoon tea breaks
- ✓ Verbal acknowledgement by the chairperson prior to the breaks
- ✓ Opportunity to display a free standing banner near the catering tables
- ✓ Opportunity to brand serviettes (sponsor to supply)
- ✓ Access to delegate list at time of meeting (Delegate information will include name, email address, state, country)
- ✓ Logo on meeting website with hyperlink

ASUM25 SPEAKER PREPARATION LOUNGE SPONSORSHIP - \$7500 + GST NZD

- ✓ Exclusive branding rights of the ASUM25 speaker preparation lounge
- ✓ Opportunity to provide banners in speaker preparation lounge
- ✓ Acknowledgement that snacks and beverages* served in the lounge are provided by sponsor
- ✓ Access to delegate list at time of meeting
- ✓ Recognition as a partner with your logo on the website and in the Conference App
- ✓ Exclusive recognition on speaker preparation emails sent to speakers ahead of the meeting as Speaker Preparation Lounge sponsor

*Catering selections determined by ASUM25 Organising Committee

“Excellent speakers and information. The live workshops were great to fill in any gaps in knowledge, and the speakers were approachable for questions.”

ASUM24 TESTIMONIAL

GALA DINNER & AWARDS NIGHT SPONSOR - \$15,000 + GST NZD

The prestigious ASUM25 Gala Awards Dinner will be held in the stunning Wellington Foyer of the Museum of New Zealand Te Papa Tongarewa for a seated 3 course dinner and awards presentation.

Gala Dinner & Awards Night Sponsorship includes:

- ✓ Acknowledgement as the Gala Dinner & Awards Night Sponsor in the conference program
- ✓ Recognition as the Gala Dinner sponsor on printed dinner menus, ASUM25 website, and conference app
- ✓ Opportunity to provide signage at the dinner (e.g. pull up banners)
- ✓ 1 full registration, including all social functions and Gala Dinner
- ✓ Recognition as a partner with your logo on the website and in the Conference App
- ✓ Recognition as a Gala Dinner sponsor throughout ASUM25 thank you to sponsor slides
- ✓ 3 minute speaking slot at the start of the Gala Dinner
- ✓ 2x Gala dinner tickets included, and the opportunity to host a Gala Dinner table and invite attendees to join your table (Dinner tickets not included)



ASUM25 PROGRAM OUTLINE

****This program outline is draft and subject to change**

Exhibitor pack in: Thursday 9 October from 1pm - 5pm

Day One | Friday 10 October

| | |
|---------|--|
| 8.30am | Delegate arrival |
| 9.00am | Welcome: Mihi whakatau and conference sessions |
| 10.30am | Morning tea in the Exhibition area |
| 11:00am | Conference sessions |
| 12.30pm | Lunch in the Exhibition Area |
| 1.30pm | Conference sessions |
| 3.00pm | Afternoon tea in the Exhibition Area |
| 3.30pm | ASUM Games |
| 5.00pm | Welcome Reception in the Exhibition Area |

Day Two | Saturday 11 October

| | |
|---------|---|
| 7.30am | ASUM Outreach Breakfast Session |
| 8.30am | Delegate arrival |
| 9.00am | Conference sessions |
| 10.30am | Morning tea in the Exhibition area |
| 11.00am | Conference sessions |
| 12.30pm | AGM |
| 1.00pm | Lunch in the Exhibition Area |
| 2.00pm | Conference sessions |
| 3.30pm | Afternoon tea in the Exhibition area |
| 4.00pm | Conference sessions |
| 5.30pm | ASUM25 Day Two conference concludes |
| 7.30pm | Gala Dinner & Awards Night at Museum of New Zealand Te Papa Tongarewa |

Day Three | Sunday 12 October

| | |
|---------|------------------------------------|
| 8.30am | Delegate arrival |
| 9.00am | Conference sessions |
| 10.30am | Morning tea in the Exhibition area |
| 11.00am | Conference sessions |
| 12.30pm | Lunch in the Exhibition area |
| 1.30pm | Keynote presentations |
| | ASUM25 concludes |

DESTINATION

Wellington, New Zealand | Te Whanganui-a-Tara, Aotearoa

Nestled on the water's edge and surrounded by nature, Wellington is a compact, connected and vibrant capital.

With daily flights from Australia and international destinations. Wellington's city centre is only a 15-minute drive from Wellington Airport, boasting multiple accommodation options for every budget, all within walking distance of dining and the city's cultural precincts.

Renowned for its creative and cultural heart, Wellington is home to the national museum Te Papa Tongarewa, award-winning eateries, regional wine and craft beer, and hosts a jam-packed events calendar.



Tākina Wellington Convention Centre

Sitting at the heart of Wellington's cultural precinct, Tākina Wellington Convention & Exhibition Centre is the nation's new meeting place. It's a place of welcoming, learning, and sharing. With two levels of purpose-built event space designed for the ultimate experience, the ground floor hosts a premium café and a rotating calendar of world-class exhibitions.

Through local, sustainable and delicious cuisine that showcases the region, cutting-edge contemporary design and panoramic views over the city and Wellington Harbour, Tākina offers the ultimate Wellington experience.



Tākina is a landmark for Wellington's sustainable future and has been awarded a 5-Star Green Star design certification representing New Zealand's excellence for environmental sustainability.

“There was a lot of knowledge to be gained for sonographers to learn, reinforce and gain confidence that we are providing a good quality scan for our patients.”

ASUM24 TESTIMONIAL

BOOKING NOTES

All sponsorship fees are in NZD and are exclusive of GST. All sponsorship package benefits must be redeemed by 25 October 2025.

Promotional campaign execution timings will be governed by ASUM to complement existing plans, with requests accommodated where possible.

Participation in any session panel is subject to ASUM's determination that no conflict of interest exists between engaged panellists and/or other partners.

All travel, accommodation, freight and logistics costs are to be met separately by the partner.

Exhibition booth location choice subject to set floorplan and existing commitments.

Exhibition booth shell schemes will be provided by the ASUM25 exhibition partner, Exhibition Hire (excluding Gold Sponsors). Customisation is possible and encouraged within your allocated space.

Branded session room signage and banners to be provided by the Sponsor (available to Gold & Silver Sponsors).

TERMS & CONDITIONS

BOOKING CONDITIONS

Acceptance of Sponsorship / Exhibition / Advertisement applications will be subject to ASUM approval. ASUM reserves the right to decline applications based on any association, direct or indirect, that does not uphold ASUM's objectives. An application does not warrant immediate acceptance.

For sponsors to be acknowledged, your payment must be received before the advertised bookings and material deadlines provided to you. Partnership and exhibition applications and advertising requests are considered in order of receipt of payment.

All monies due and payable must be received by ASUM (represented by The Conference Company) prior to the event or advertisement being published. No company will be listed as a Partner / Exhibitor / Advertiser in any official material until the completed and signed booking form and full payment have been received.

CANCELLATION POLICY

In the case of the cancellation of or reduction in exhibiting/ partnership/ advertising, a service fee of 50% of total fees applies for cancellations greater than 60 days before the conference or published advertisement. After this, ASUM reserves the right to retain the monies received. If the balance of the partnership payment is not received within the trading terms, the allocated partnership will be cancelled, and this cancellation policy will apply.

FORCE MAJEURE

The organiser will not be in breach of this Agreement or any way liable to the other party, if it is prevented from complying with this Agreement by reason of act of God, act of public enemy, war, earthquake, riot, flood, explosion, compliance with any law or Government restraint order, rule regulations, strikes, lock outs or any other cause not reasonably within the control of the organiser.

ATTENDANCE AT ASUM25

The Exhibitor understands that all attendees must officially register.

The exhibitor understands that booths and/or space will be allocated strictly in order of invoice payment, and that ASUM's decision will be final.

LIABILITY AND INSURANCE

Sponsors and Exhibitors must comply with the guidelines for 'Activities Directed at Healthcare Professionals' described in the most recent edition of the Medicines New Zealand Code of Practice.

The exhibitor and the servants, agents and contractors of the exhibitor occupy and use the exhibition space/booth allotted under this exhibition contract and enter the conference venue and act under or pursuant to this exhibition contract at their own risk.

The exhibitor hereby indemnifies and releases ASUM, The Conference Company, the conference venue, and the exhibition contractor against all actions, suits, costs, claims and demands brought against ASUM and the Venue Managers by any natural person, firm or corporation for any damage or loss caused directly or indirectly to, or suffered by any person, firm or corporation as a result of any act or default of the exhibitor or the servants, agents, contractors or invitees of the exhibitor or resulting directly or indirectly from the attendance of the exhibitor at the exhibition, including travel to and from such venues and without limiting the foregoing ASUM and the Venue Managers or any of them shall not in any circumstances be liable for any loss, damage or injury which may occur to the exhibitor or the servants, agents or contractors of the exhibitor for any damage to their property including damage to exhibits, plant, equipment, fixtures, fittings, or other property whatsoever or for any loss of profits which they may suffer howsoever caused.

It is strongly advised that each exhibitor seek to cover their equipment, exhibits and display material with adequate insurance and also effect public risk insurance at the expense of the exhibitor. Public Liability insurance of a minimum of \$5 million NZD is required. Certificates of Insurance must be provided to the conference organisers ahead of the meeting.

ASUM will not be liable for any direct or consequential damages arising out of a breach of this exhibition contract.

SECURITY

As arrangements vary from venue to venue, security arrangements will be confirmed within 30 days of the conference and 14 days of other partnered events.

VARIATIONS

ASUM may in the event of any circumstances which renders it necessary vary the booth or stand space allocation and the exhibitor will accept such re-allocation without any claim for a reduction in charges or otherwise.

UNAVOIDABLE OCCURRENCES

In the event that the exhibition is cancelled or delayed through no fault of ASUM, the Venue Manager or the Partners including but not limited to fire, flood, labour disputes, natural disasters, acts of God, civil disorders, riots, insurrections, work stoppages, slowdowns or disputes, or other similar events then the exhibitor shall not be entitled to any refund or to claim for any loss or damage.

ASSIGNMENTS AND SUBLETTING

No exhibitor shall assign, sublet or share the whole or any part of the space booth allotted without the knowledge and consent of ASUM.

HOURS

ASUM shall determine the hours during which the exhibition shall be conducted and as to hours of access for exhibitors including variations of such times as shall be necessary.

PRIVACY STATEMENT

I hereby consent to my details being shared with suppliers and contractors of the conference and other partnered events to assist with my participation, being included in participant lists, and for the information distribution in respect of promotion of the conference.

GST

The New Zealand goods and services tax (GST) at 15% apply to all goods and services offered by ASUM and all prices in this document are exclusive of the GST (except where indicated). GST is calculated at the date of publication of this document. ASUM reserves the right to vary the quoted prices in accordance with any movements in the legislated rate of the GST.

GET IN TOUCH

To discuss sponsorship opportunities, or for more information, please contact:

The Conference Company

Phone:

Free calling from Australia 1800 193 405

New Zealand +64 9 360 1240

Email: asum@theconferencecompany.com

PO Box 90040

Auckland 1142, New Zealand

**THE
CONFERENCE
COMPANY**

ASUM 25

Wellington NZ | 10-12 OCTOBER

Tākina | Wellington Convention & Exhibition Centre