

# PARTNERING WITH THE ASA



## ABOUT THE ASA

The Australasian Sonographers Association (ASA) is the peak body and leading voice for sonographers in Australia and New Zealand and is the only professional association in Australasia that solely represents sonographers.

The ASA has over 5,800 members in Australia and New Zealand, representing over 70% of the region’s accredited medical sonographers. This makes the ASA membership a highly specialized, target audience for organisations operating in the field of ultrasound.

The ASA’s purpose is to lead the sonography profession in delivering excellence in ultrasound for the community, with a vision to ensure a sonographer is known as the expert in ultrasound, in the community. We have four clear goals as a professional association:

- to promote and advance the sonography profession
- to enhance the quality and standards of ultrasound
- to provide and support the highest quality professional development and research, and
- to deliver exceptional member value and organisational excellence.

Fundamental to the ASA goals is offering a broad range of continuing professional development opportunities with increased participation of members from all locations, clinical streams, and levels of experience.

Our major educational events attract large sonographer audiences. The Annual Conference saw over 1,500 delegates in 2018 and the Special Interest Group Symposium in Perth had over 300 highly skilled participants. We also offer localised workshops and meetings, plus online learning opportunities to reach large audiences, without the need for the sonographer to travel. Our live **asawebinars** each attract up to 900 registrants, with well over 1000 views once available on demand.

Our valued partners are integral to the success of our educational calendar and are seen by ASA members as key to shaping and influencing the sonography profession in Australasia.

## MEMBERSHIP PROFILE

5721

Members strong

38

Corporate partners



22%

47

Average age

PARTNERING OPPORTUNITIES WITH THE ASA



## HOW PARTNERING WITH THE ASA HELPS ACHIEVE YOUR BUSINESS OBJECTIVES

At the ASA, we firmly believe that your success is our success and we will work with you to ensure that your business objectives are achieved. We aim to provide you with opportunities to raise your profile, create competitor differentiation, build brand interaction and, most importantly, delegate engagement.

Sonographers are specialists in the performance of ultrasound imaging; they are expert users of ultrasound systems and daily users of a range of associated products. The ASA provides opportunities to connect, engage and develop relationships with sonographers through:

- Profile and brand awareness opportunities to heighten visibility within the diagnostic imaging profession.
- Face to face opportunities to connect and engage sonographers with your brand and build business relationships that will drive sales growth.
- Opportunities to showcase your company's innovations and points of difference, creating competitor differentiation.
- Enhancing your organisation's reputation by supporting the sonography profession and aligning with our valued education platforms.
- Supporting CPD and learning activities, ensuring members remain at the forefront of their profession.
- Networking events with key influencers and decision-makers in the sonography profession.
- Sponsorship of major events that provide a prospect database list (subject to privacy laws and the delegate opt-out option).

The ASA offers sponsorship options to suit a range of industry partners; from major partnerships covering a range of activities, to individual events or elements of events. These include involvement in:

1. Major Events – Annual Conference (AC) and Special Interest Group Symposium (SIGS)
2. Education and Learning Activities (Travelling Workshops, **asawebinars**)
3. Corporate Membership Program
4. Advertising in ASA communication mediums.

*(For the reach analytics behind ASA partnering opportunities please see appendix 2)*



## ASA MAJOR EVENTS

### ANNUAL CONFERENCE – ASA2019 BRISBANE

The annual conference is the flagship event for the ASA, and the largest annual event specifically for sonographers in Australasia. With over 1,500+ sonographers under one roof, the ASA annual conference presents a prime opportunity for you to spend time with the key decision makers and influencers of ultrasound.

In 2019 the ASA will be returning to the Brisbane Convention and Exhibition Centre. The location has been carefully selected based on member feedback and over 75% of the ASA membership on the east coast of Australia. From 21–23 June, sonographers from Australia and New Zealand will meet to celebrate:

- the highly specialised role of sonographers and their unique view of the human body
- the future of the sonography profession: enhanced practice, education and training, sustaining the sonography workforce
- new technology and innovations for acquisition and analysis of ultrasound images
- a program offering education, professional development and ongoing skill development within both the lecture sessions and workshops.
- catching up with friends, colleagues, industry rep's and leading educators in the industry.



### INSIGHTS FROM ASA2018 SYDNEY

1. Over 1,500 people attended ASA2018 Sydney, with 83% stating they were extremely or very likely to attend ASA2019 Brisbane.
2. Of those whom attended, 50% came from the home state (NSW) and 50% travelled from interstate.
3. Of those delegates attending 15% stated they held managerial or head of department roles.
4. From the trade show, most beneficial to delegates was seeing new products and technology, networking and forming relationships with suppliers.

*(For the attendance analytics and delegate feedback of Annual Conference please see appendix 2)*

### VENUE AND DATES | FRIDAY TO SUNDAY, 21–23 JUNE 2019

In 2019 the ASA will be returning to the Brisbane Convention and Exhibition Centre, Merivale Street and Glenelg Street, South Brisbane, Queensland 4101, Australia **W**: [www.bcec.com.au](http://www.bcec.com.au)





# ASA2019 BRISBANE

THE 26TH ANNUAL CONFERENCE OF THE AUSTRALASIAN SONOGRAPHERS ASSOCIATION  
21–23 June 2019, Brisbane Convention & Exhibition Centre

PARTNERING OPPORTUNITIES WITH THE ASA | ASA2019 BRISBANE

| SPONSORSHIP PACKAGES   ASA2019 BRISBANE   21–23 JUNE 2019   | *Gold       | *Silver     | Bronze  |
|---|-------------|-------------|---------|
|   | \$35,000    | \$10,000    | \$3,500 |
| <b>Opportunities to raise profile and brand awareness</b>   |             |             |         |
| Recognition as a sponsor/exhibitor on the conference website (company name, logo and website link)  | ✓           | ✓           | ✓       |
| Recognition as a major partner on all marketing material leading up to the event (company name, logo) <b>(new)</b>  | ✓           | –           | –       |
| Full-colour company logo published on the front cover of the delegate handbook  | ✓           | –           | –       |
| Recognition on the sponsors page in the delegate handbook (company name, logo)  | ✓           | ✓           | ✓       |
| Banner advertisement on conference app  | ✓           | –           | –       |
| Recognition on sponsorship slide displayed in workshop room   | ✓           | –           | –       |
| Acknowledgement as a Gold Partner in the opening plenary  | ✓           | –           | –       |
| <b>Opportunities for demonstration and showcasing equipment face-to-face</b>  |             |             |         |
| Booth in a prominent location (option of a customised build upon ASA approval)  | 6 x 6       | 6 x 3       | –       |
| Booth (no custom build)   |             |             | 3 x 3   |
| <ul style="list-style-type: none"> <li>• 2 x 120 watt spot on track (per 9 sqm)</li> <li>• 1 x 4 amp GPO (per 9 sqm)</li> <li>• Fascia name board sign (digital print)</li> <li>• Velcro-compatible, fabric-covered walls</li> </ul>  | –           | –           | –       |
| Option of undertaking live-scanning on booth (subject to <i>ASA_live_scanning_guidelines_2018.pdf</i> – see appendix 3)   | ✓           | ✓**         | –       |
| Opportunity to sponsor one (1) workshop room across the 3 days with live-scanning to showcase and promote your equipment.<br><small>(Sponsors are required to provide an ultrasound machine with DVD capabilities for demonstration of a variety of examinations, a full range of probes and AV cables, a fully adjustable scanning chair and couch, and an applications specialist).</small> | ✓           | –           | –       |
| Opportunity for vendors within each workshop to provide ‘one minute, one technology’ point to highlight their machines specialty, relevant to the session   | ✓           | –           | –       |
| Opportunity to provide input into keynote speaker options   | ✓           | –           | –       |
| Opportunity to host two (2) education workshop sessions (determine topics and provide speakers) (subject to committee approval to ensure there is no clash of streams)  | ✓           | –           | –       |
| Dedicated hospitality suite (within the exhibitor hall) for private commercial dealings   | ✓           | –           | –       |
| Opportunity to provide a breakfast on Friday morning for a special workshop or new product launch (promoted in the program, with delegates registering with their workshop selection) +   | ✓           | –           | –       |
| Opportunity to provide a breakfast session on Sunday morning for a special workshop or new product launch (promoted in the program, with delegates registering with their workshop selection) +   | ✓           | –           | –       |
| Opportunity to provide a Thursday night event (e.g. new product launch) (promoted in the program, with delegates registering with their workshop selection) +   | ✓           | –           | –       |
| Opportunity to provide a Friday night event post ASA Networking Drinks (e.g. new product launch) (promoted in the program, with delegates registering with their workshop selection) +  | ✓           | –           | –       |
| <b>Opportunity to differentiate and stand out against your competition</b>  |             |             |         |
| Advertisement in delegate handbook  | 1 full page | 1 half page | –       |
| Opportunity to provide a question for Scientific Quiz   | ✓           | –           | –       |
| Advertisement in an issue of <i>soundeffects news</i> in 2019   | 1 full page | 1 half page | –       |
| App alert (one per day)   | ✓           | –           | –       |
| Satchel insert (brochure, flyer, CD, USB) or option of conference app alert   | ✓           | ✓           | –       |
| The option of scanning delegate name tags and capturing delegate data for future follow up  | ✓           | ✓           | ✓       |
| Delegate list including name, state and email (subject to privacy laws and the delegate opt-out option) (2 weeks prior to conference)   | ✓           | ✓           | –       |
| Delegate list including name, state and email (subject to privacy laws and the delegate opt-out option) (2 days prior to conference)  | –           | –           | ✓       |
| <b>Have a team on the ground for face to face client contact</b>  |             |             |         |
| Full delegate registrations (includes conference sessions and social functions)   | 4           | 2           | –       |
| Full exhibitor registrations (includes social functions and exhibitor access only) (cost \$450 ea)  | 6           | 2           | 2       |
| Exhibitor day passes to your stand (includes morning tea, lunch and afternoon tea; no access to conference sessions or social functions) (visitor’s name badge must be collected from the registration desk on arrival) (cost \$110 ea)   | 6           | 6           | –       |
| Conference satchels   | 2           | 2           | 2       |

\* Gold and Silver level partnerships available to corporate members only

\*\* Option of live scanning on booth for additional \$5k per day (Saturday only)

+ Subject to first come, first serviced basis (room hire waived if ASA contracted space – vendor to cover usage costs including change over, catering etc.

All exhibitors will be given an exhibition manual for ASA2019 Brisbane, approximately three months prior to the event. It will outline the bump in/ bump out schedule, venue details (loading dock, OH&S, etc.) and deadlines for artwork. Supplier contact details and required forms will also be included.

Exhibitor Floor Plan is at Appendix 1.

## SOCIAL EVENTS ASA2019 BRISBANE

The social program creates the perfect opportunity to network with key opinion leaders, customers, friends, educators and colleagues to catch up or connect in a relaxed social environment.

### WELCOME RECEPTION

**\$5,000**

A stand up cocktail event in the heart of the exhibition. The reception provides the perfect opportunity for delegates to network, catch up with old friends and renew past acquaintances.

- Naming rights for the Welcome Reception
- Recognition on all marketing material (website, delegate handbook)
- Input into the theming of the reception
- Opportunity for 3-minute introductory speech
- Opportunity to provide signage (e.g. pull-up banners)
- Opportunity to provide a door prize
- Eight (8) additional tickets for the Welcome Reception



### GALA DINNER

**\$5,000**

The signature social event of the ASA Annual Conference. This is a night of glamour and a chance for all delegates, speakers, and supporters to kick up their heels with friends and colleagues.

- Naming rights for the dinner
- Recognition on all marketing material (website, delegate handbook)
- Input into the event to ensure appropriate recognition
- Company logo on the function tickets.
- Opportunity for a maximum of 3-minute introductory speech.
- Opportunity to provide signage (e.g. pull-up banners and logo in slides projected during the dinner and entertainment)
- Opportunity to provide a door prize
- Ten (10) additional tickets for the dinner



## PRIZES

### CONFERENCE AWARDS

**(4 X \$500)**

Support and recognise innovation and leadership within the sonography profession, in the form of outstanding presentations of original and evidence-based work. Recognition on the conference website and in the delegate handbook as well as acknowledgement by the presenter during the closing plenary and your logo slides.

- Best oral presentation
- Best ePoster presentation
- Best research presentation
- Best first-time presentation



### RURAL AND REMOTE SONOGRAPHER SUPPORT GRANTS

**(3 X \$1,000)**

Support rural and remote sonographers to attend the ASA annual conference.

- Recognition on all marketing material (website, delegate handbook)
- Sponsor recognition at the opening plenary (along with gold partners)
- Branding around the scholarship recipient's article in the ASA's member magazine *soundeffects news* about their experience at ASA2019 Brisbane. (This will include the ASA thanking the sponsor for their support, and their company name and logo attached to the recipient's article)



## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### NAMING RIGHTS FOR LECTURE SESSIONS (\$500 PER SESSION)

- Highly visible branding and engagement with delegates
  - One (1) minute introduction of the specialties of the machine to the session
  - Branding and recognition of support on the session holding slide
  - Company banner option at session entrance and stage
- Opportunity to chair the session

### SACHEL SPONSORSHIP (\$5,000)

- Company logo printed on satchel. Have your brand on the hip of delegates both at the conference and beyond.
- Includes option of supplying notepads and pens
- Includes satchel insert or option of conference app alert
- One (1) half-page advertisement in delegate handbook

### ePOSTER LOUNGE (\$3,000)

Be seen supporting research and development in clinical practice, and encouraging leadership within the sonography profession.

- Includes exclusive branding rights on ePoster lounge (screens between rolling posters)
- Includes satchel insert or option of conference app alert
- One (1) half-page advertisement in delegate handbook



## ADDITIONAL OPPORTUNITIES TO GET INVOLVED

### BARISTA ON YOUR BOOTH

Draw the crowd to your booth (to be arranged through the venue supplier).\*

\* At your expense

### VOLUNTEER TEE-SHIRTS

Have your brand at all key support points at the conference.\*

\* At your expense

### SACHEL NOTEPADS AND PENS

Branding that goes to work with delegates.\*

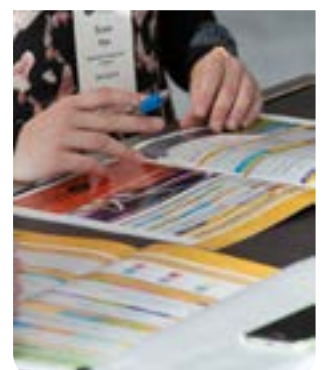
\*At your expense and subject to availability (minimum notepad size is A5 and maximum is A4).

### DELEGATE SACHEL MARKETING INSERT OR OPTION OF CONFERENCE APP ALERT (\$500)

A great vehicle to deliver your key message or profile a new innovation.

### ADVERTISE IN THE ASA2019 BRISBANE DELEGATE HANDBOOK

The delegate handbook is the primary source of program information for the duration of the conference. It is often kept by delegates for future reference.





# SIGS2019 CANBERRA

THE 15TH ANNUAL SPECIAL INTEREST GROUP SYMPOSIUM  
OF THE AUSTRALASIAN SONOGRAPHERS ASSOCIATION  
NATIONAL CONVENTION CENTRE CANBERRA, 26–27 OCTOBER 2019

## SPECIAL INTEREST GROUP SYMPOSIUM | SIGS2019 CANBERRA

The ASA's annual Special Interest Group (SIG) Symposium is a boutique event, providing concentrated professional development in specific scanning specialties.

### INSIGHTS FROM SIGS2018 PERTH

- Over **300** people attended SIGS2018 with **65%** stating they were likely to attend SIGS2019 Canberra.
- The program and nature of the SIG Symposium attracts the more **senior clinical sonographers**.
- What was deemed by delegates to be most beneficial about engaging with exhibitors
  1. The opportunity to see the latest advances in equipment and technology
  2. Networking and interaction with reps/apps people
  3. Availability for questions and face to face communicating
- What would you like to see from exhibitors in the future?
  - More live scanning on booth to prove machine capabilities and demonstrate new technology.

(For the attendance analytics and delegate feedback of SIGS2018 Perth please see appendix 2)

| SPONSORSHIP PACKAGES   SIGS2019 CANBERRA   25–27 OCTOBER 2019  | GOLD*       | SILVER*     |
|--|-------------|-------------|
|  | \$15,000    | \$3,000     |
| <b>Opportunities to raise profile and brand awareness</b>  |             |             |
| Recognition on the symposium website with company logo and website link  | ✓           | ✓           |
| Company logo published in the A5 delegate handbook   | ✓           | ✓           |
| One (1) full-page colour advertisement published in the delegate handbook (size A5)  | 1 Full page | –           |
| One (1) half-page colour advertisement published in the delegate handbook (size A5)  | –           | 1 Half page |
| One (1) full-page colour advertisement published in <i>soundeffects news</i> , September issue   | 1 Full page | –           |
| <b>Opportunities for demonstration and showcasing equipment face-to-face</b>   |             |             |
| One (1) plenary-workshop room across the 2 days to display company branding and promote your company's equipment via the live-scanning workshop program.<br><small>(Gold sponsors are required to provide an ultrasound machine with DVD capabilities for demonstration of a variety of examinations, a full range of probes and AV cables, a fully adjustable scanning chair and couch, and an applications specialist for their plenary/workshop.)</small> | ✓           | –           |
| In workshop sessions the sponsor will be introduced by the Chair and afforded the opportunity of 'one minute, one technology' point to highlight their machines speciality, relevant to the session  | ✓           | –           |
| Opportunity to provide input into keynote speakers options   | ✓           | –           |
| One (3 m x 2 m) trade booth. Exhibitors package includes: 2 x 150 watt (or energy efficient equivalent) spot light; 1 x 4 amp GPO; fascia name board sign (if required); velcro-compatible, fabric-covered walls   | ✓           | ✓           |
| Option of undertaking live-scanning on booth (subject to <i>ASA_live scanning guidelines_2018.pdf</i> – see appendix 3)  | ✓           | ✓           |
| <b>Have a team on the ground for face-to-face client contact</b>   |             |             |
| Delegate registrations (includes conference sessions and social functions)   | 2           | –           |
| Exhibitor registrations (includes social functions and exhibitor access only)  | 2           | 2           |
| Exhibitor Day Passes to your exhibitor stand (incl: morning tea, lunch and afternoon tea; no access to conference sessions or social functions – visitor's name badge to be collected from the registration desk on arrival)   | 4           | 1           |
| Networking Reception   | 4           | 2           |

\* Available to our corporate members

PARTNERING OPPORTUNITIES WITH THE ASA | SIGS2019 CANBERRA



## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### NETWORKING RECEPTION

(\$2,000)

- Naming rights for the Networking Reception
- Opportunity to provide a up to a 3-minute presentation at the opening of the function
- Opportunity to provide a door prize
- Opportunity to provide signage (sponsor to supply pull-up banners)
- Four (4) additional tickets for the Networking Reception.



### RURAL AND REMOTE SONOGRAPHER SUPPORT GRANTS

(3 X \$600)

Support rural and remote songwriters to attend SIGS2019 Canberra

- Recognition on all marketing material (website, delegate handbook)
- Branding around the recipient's article in the ASA's member magazine *soundeffects news* about their experience at SIGS2019 Canberra (this will include the ASA thanking the sponsor for their support, and their company name and logo attached to the recipient's article).



## CPD EVENTS

The ASA offers you regular opportunities to connect with members throughout the year by supporting its continuing professional development (CPD) program. This includes **asawebinars** and Travelling Workshops, where the CPD is provided free-of-charge to its members. The CPD events are essential for sonographer accreditation. They are popular and well attended by ASA members, and are delivered across all states of Australia and in New Zealand.

### TRAVELLING WORKSHOPS

**\$1,500**

The ASA's Travelling Workshops provide high-quality professional development opportunities to sonographers living in capital cities as well as regional and rural locations across Australia and New Zealand.

The workshops can range from 20 to over 100 attendees, depending on the topic, location and venue. They are highly popular with our members due to the format based on expert sonographer live scanning.

Travelling Workshops are held generally on a Saturday as a 5–6 hour block. Workshops comprise a series of short PowerPoint presentations followed by live-scanning demonstrations, often with supervised hands-on scanning by delegates.

- Opportunity to choose the location from an extensive list (see below) and subject to availability
- Opportunity to suggest potential speakers and topics which the EAC and local contact will take into consideration
- Opportunity to provide signage (sponsor to supply pull-up banners)
- Opportunity to provide 5–10-minute introductory speech/video at the start of the day
- Provision of networking lunch and/or morning tea (if applicable)
- Opportunity to showcase your ultrasound machine with an applications specialist.
- An opportunity for the applications person to be interactive with the presenter (how the technology of the machine benefits the scanning situation) **(new trial)**.
- Exclusive co-branding with the ASA on all related marketing materials (*cross section*, *soundeffects news* and in the online ASA event calendar [www.sonographers.org/education/events-calendar/](http://www.sonographers.org/education/events-calendar/)) and at the event.

| State | Location       | State | Location              |
|-------|----------------|-------|-----------------------|
| NSW   | Coffs Harbour  | WA    | Perth area (2)        |
| NSW   | Port Macquarie | VIC   | Shepparton            |
| NSW   | Wollongong     | VIC   | Ballarat              |
| NSW   | Newcastle      | VIC   | Traralgon / Gippsland |
| NSW   | Orange         | SA    | Adelaide area (1)     |
| NSW   | Albury         | SA    | Adelaide area (2)     |
| QLD   | Tweed Heads    | TAS   | Hobart                |
| QLD   | Cairns         | TAS   | Launceston            |
| QLD   | Mackay         | NZ    | Wellington            |
| QLD   | Bundaberg      | NZ    | Auckland              |
| QLD   | Sunshine Coast | NZ    | Christchurch          |
| WA    | Perth area (1) | NZ    | Wellington            |

Available to our corporate members only. Subject to First-come, First-serve basis. Terms and Conditions apply – see *appendix 3*.  
(For the attendance analytics on Travelling Workshops please see *appendix 2*)

For the latest program, please visit [www.sonographers.org/education/events-calendar/](http://www.sonographers.org/education/events-calendar/)



## ASAWEBINARS

**\$1,500 (3 FOR \$3000)**

The **asawebinar** series is extremely popular due to the flexibility of the online learning platform and the excellent educational content of the presentations. The **asawebinars** are presented live on the second Wednesday of each month, and a recorded version of the presentation is available to members for up to 24 months. Averaging over 300 attendees for each live webinar presentation, and almost 1,000 total views over 12 months through 'on demand' access, **asawebinars** provide an excellent and convenient opportunity to connect with sonographers while contributing to the knowledge base of the profession.

- Opportunity for 3-minute presentation at the beginning and 2-minute presentation at the completion of each live **asawebinar**.
- Delegate attendee list provided (subject to privacy laws and the delegate opt out option)
- Exclusive co-branding with the ASA on all related marketing materials:
  - weekly e-newsletter *cross section*
  - quarterly member magazine, *soundeffects news*
  - event listing in the ASA online events calendar [www.sonographers.org/education/events-calendar/](http://www.sonographers.org/education/events-calendar/)
- All event promotion, registration and administration of attendance records will be managed by the ASA.

Available to our corporate members only. Subject to First-come, First-serve basis. Terms and Conditions apply – see appendix 3.  
(For the attendance analytics on **asawebinars** please see appendix 2)

For the latest program, please visit [www.sonographers.org/education/events-calendar/](http://www.sonographers.org/education/events-calendar/)



## CORPORATE MEMBERSHIP PROGRAM

### CORPORATE MEMBERSHIP

**\$720**

Industry partners have the opportunity to support and enhance the future of the sonography profession by being part of the ASA's corporate partner program, advocating for the provision of the highest standards of sonography practice.

For companies supplying the ultrasound industry, employing, or educating and training sonographers, ASA Corporate Membership is the most effective way to connect, engage and support our 5,800+ members. It also allows you input into the ASA's advocacy platform and influence in shaping the sonography profession.

An ASA Corporate Membership provides you with the perfect opportunity to:

- demonstrate your support of the profession
- showcase your business to the profession
- stand out in an increasingly competitive market
- align your company with the ASA, the peak body for sonographers in Australia and New Zealand
- gain brand exposure to sonographers and other key stakeholders.
- network with key sonographer decision-makers at ASA conferences and CPD member events

As a Corporate Member, you will receive a range of member benefits including:

- input into the ASA's advocacy direction and the strategic policy focus of the ASA (new);
- news feed of key policy change/issues effecting sonographers (new);
- access to the ASA biennial Sonography Industry Report (released in August 2018) (cost to non-members, \$500);
- opportunity to be a major partner at our main events and CPD activities held throughout Australia and in NZ, available to corporate members only.
- free access to ASA digital and print publications:
  - *cross section* – the ASA weekly e-newsletter keeping you abreast of ASA and industry news and events
  - *soundeffects news* – the ASA quarterly member magazine with in-depth articles written for and by sonographers
  - *Sonography* – the ASA peer-reviewed scientific journal
- 25% discount on advertising in ASA publications as outlined in our **Advertising kit**
- priority offer of advertising on the ASA annual Wall Planner (**new**)
- free employment advertising through the ASA Website **employment listings (new)**
- free promotional listing on the **Corporate Partners page** of the ASA website (**new**)
- free listing in the Corporate Members directory in *soundeffects news*, the ASA's member magazine
- free advertisement in *cross section*, the ASA's weekly member e-newsletter delivered to over 5,700 members (**new**).

If you would like to become a Corporate Member of the ASA, please complete the [Corporate Membership Application Form](#), available on the [ASA website](#)



## ADVERTISING OPPORTUNITIES

The ASA offers a number of advertising opportunities through its publications, which deliver your message directly to over 5,800 sonographers.

| Publication              | Publication type   | Frequency    | Format            | Distribution         |
|--------------------------|--------------------|--------------|-------------------|----------------------|
| <i>cross section</i>     | e-newsletter       | Weekly       | Digital           | Members              |
| <i>soundeffects news</i> | Member magazine    | Quarterly    | Digital and Print | Members              |
| <i>Sonography</i>        | Scientific journal | Quarterly    | Digital and print | Ultrasound community |
| Event handbook           | Handbook           | Twice yearly | Print             | Delegates            |
| Wall planner             | Wall calendar      | Yearly       | Print             | Members              |

View the full ASA [Advertising Media Kit here](#)



FOR MORE INFORMATION PLEASE CONTACT: Loreena Bloomfield, General Manager Corporate Partnerships and Growth  
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Australasian Sonographers Association | Level 2, 93–95 Queen Street, Melbourne, 3000  
**T:** +61 3 9552 0000 | **W:** [www.sonographers.org](http://www.sonographers.org)

# APPENDIX 1 | BRISBANE FLOOR PLAN | GREAT HALLS 1,2 & 4

PARTNERING OPPORTUNITIES WITH THE ASA | APPENDIX 1



## APPENDIX 2 | MARKETING ANALYTICS AND RETURN ON INVESTMENT

Membership profile

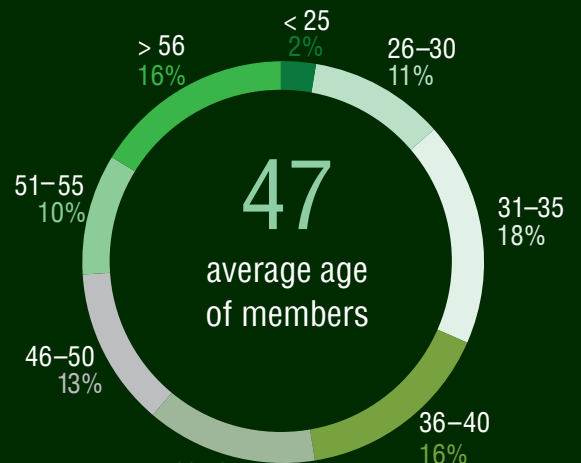
5721

Members strong

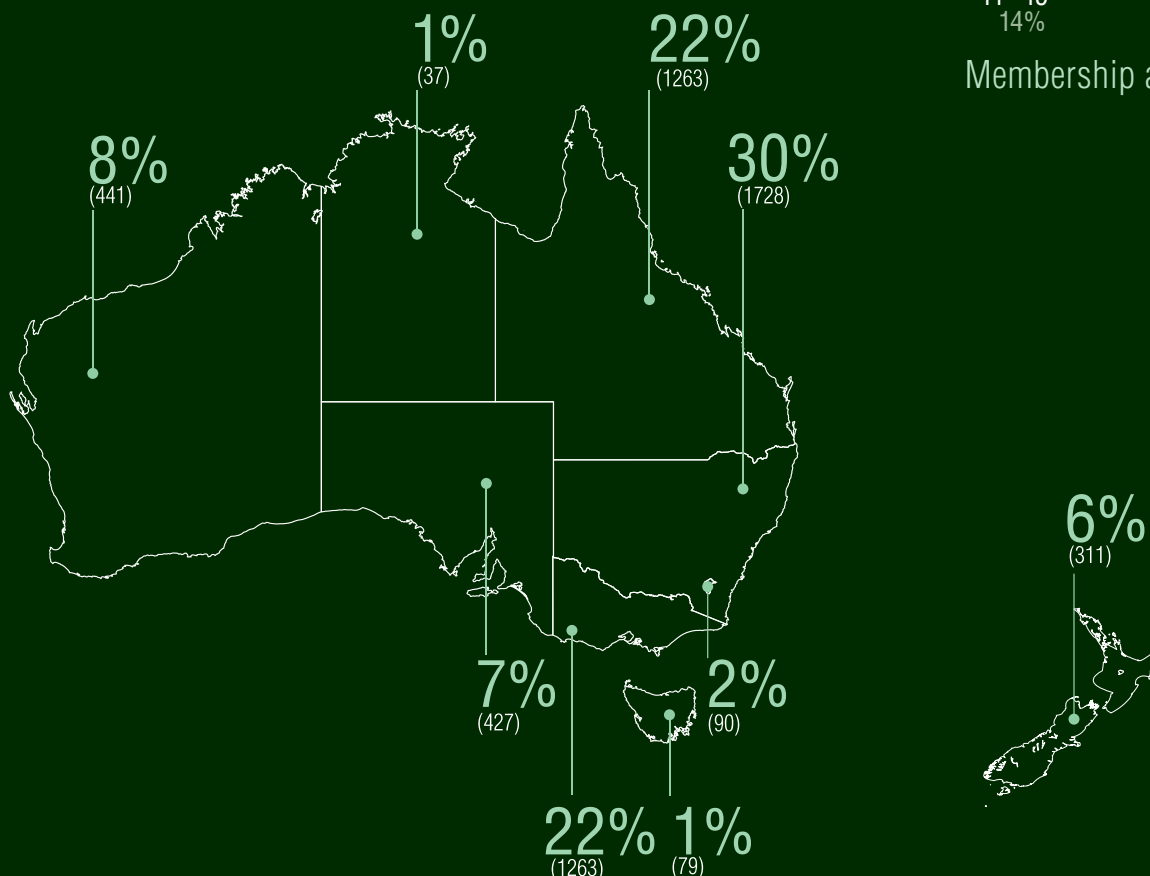
Membership gender



78%  
22%



47 average age of members



Membership location

## APPENDIX 2 | MARKETING ANALYTICS AND RETURN ON INVESTMENT

### Membership employment

80%

of members perform some of their work within private practices

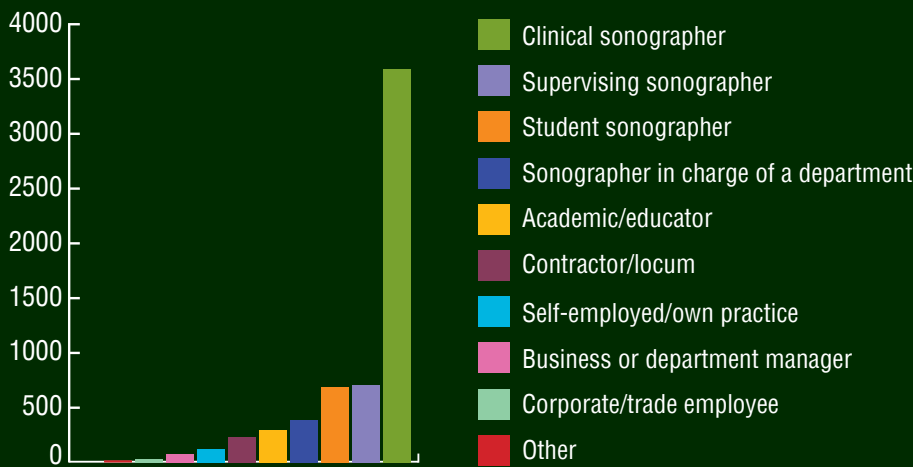
30%

of members perform some of their work within public hospitals

3%

of members perform some of their work at universities or training centres

### Membership – Current role



ASA membership data 2016/17

### Membership major areas of interest



Obstetrics and gynaecology



MSK



Vascular



## APPENDIX 2 | MARKETING ANALYTICS AND RETURN ON INVESTMENT

### EXHIBITING AT OUR MAJOR EVENTS – FACE-TO-FACE ENGAGEMENT WITH SONOGRAPHERS

| Historical attendance at major events |                   |           |                                  |           |
|---------------------------------------|-------------------|-----------|----------------------------------|-----------|
| Year                                  | Annual Conference |           | Special Interest Group Symposium |           |
|                                       | Location          | Attendees | Location                         | Attendees |
| 2018                                  | Sydney            | 1580      | Perth                            | 316       |
| 2017                                  | Brisbane          | 1295      | Adelaide                         | 256       |
| 2016                                  | Melbourne         | 1324      | Queenstown, NZ                   | 187       |
| 2015                                  | Perth             | 769       | Sydney                           | 388       |
| 2014                                  | Adelaide          | 796       | Brisbane                         | 435       |
| 2013                                  | Sydney            | 1030      | Wellington, NZ                   | 178       |
| 2012                                  | Canberra          | 721       | Gold Coast                       | 279       |

### ANNUAL CONFERENCE – ASA2018 SYDNEY DELEGATE PROFILE AND FEEDBACK

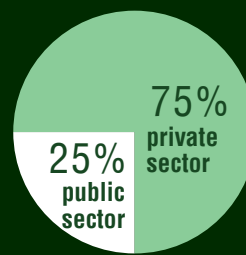
Attendance



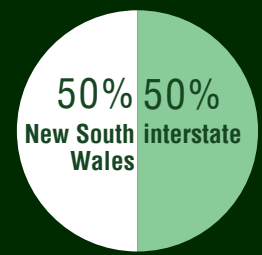
Occupation



Practice type



Delegate origin



Top 3 workshop streams – indicating sonographers are generalists wanting to up-skill in specialist areas



MSK



Obstetrics



Gynaecology

## APPENDIX 2 | MARKETING ANALYTICS AND RETURN ON INVESTMENT

### What was most beneficial about engaging with exhibitors (in order of priority)

1. Seeing new Technology/products
2. Networking and forming relationships with suppliers
3. Comparing ultrasound machines
4. Talking to the applications people for information/support
5. Being able to see live scanning

### ASA2019 Brisbane – Looking forward

Will you be coming along to ASA2019 Brisbane?

83%

extremely or very likely

What do you most want to see from exhibitors at ASA2019 Brisbane?



more live scanning

### SYMPOSIUM – SIGS2018 PERTH DELEGATE PROFILE AND FEEDBACK

Attendance

>300

participants

Number of decision makers

64%

of participants held a managerial role (supervisor, manager, business manager or charge sonographer)

## APPENDIX 2 | MARKETING ANALYTICS AND RETURN ON INVESTMENT

Symposium satisfaction (% satisfied or very satisfied)

| Area                                | Satisfied (%) | Very satisfied (%) | TOTAL (%)  |
|-------------------------------------|---------------|--------------------|------------|
| Lecture sessions (range and choice) | 28            | 65                 | <b>93%</b> |
| Lecture sessions (presenters)       | 19            | 74                 | <b>93%</b> |
| Workshop (range and choice)         | 35            | 56                 | <b>91%</b> |
| Workshop (presenters)               | 26            | 69                 | <b>95%</b> |
| Overall Learning Experience         | 31            | 63                 | <b>94%</b> |
| Exhibition Area                     | 56            | 35                 | <b>92%</b> |

### What was most beneficial about engaging with exhibitors?

1. The opportunity to see the latest advances in equipment and technology
2. Meeting people and face to face communicating!!
3. Able to discuss equipment with less people around than at ASA conference
4. Learning about new products
5. Interaction with reps/apps people and availability for questions

### SIGS2019 Canberra – Looking forward

Will you be coming along to SIGS2019 Canberra?

**65%**

very likely

### What would you like to see from exhibitors?

1. Same or have difficult patients to scan
2. More mini workshops with patients to demonstrate new technology
3. More live scanning to prove their capabilities.
4. Demo of their machines during the break
5. Ability to play with machines/live scan
6. Educational give aways or items to purchase
7. More competitions.

## APPENDIX 2 | MARKETING ANALYTICS AND RETURN ON INVESTMENT

### ASAWEBINAR SERIES

9

The **asawebinar** series is extremely popular due to the flexibility of the online learning platform. The **asawebinars** are presented live, and a recorded version of the presentation is available to members for up to 24 months.

Averaging over 300 attendees for each live webinar presentation, with historical data indicating almost 1,000 views in total over 12 months, **asawebinars** provide an excellent and convenient opportunity to connect with sonographers while contributing to the knowledge base of the profession.

8780 participants

| Webinar title  | Presenter          | Live date   | No. of participants LIVE | No. of participants ON DEMAND |
|--|--------------------|-------------|--------------------------|-------------------------------|
| Righty or lefty? A hands-on approach to fetal heterotaxy | Ann Quinton        | 14 Feb 2018 | 329                      | 286                           |
| Right heart assessment: Pressure vs systolic function    | Leah Wright        | 14 Mar 2018 | 166                      | 159                           |
| Paediatric MSK   | Leanne Lamborn     | 11 Apr 2018 | 340                      | 238                           |
| Ultrasound guided MSK interventions                      | Mark Stieler       | 12 Jun 2018 | 323                      | 91                            |
| Liver elastography                                       | Giovanna Ferraioli | 8 Aug 2018  | 219                      | 35                            |

\*On Demand data as of 3 September 2018

For the latest program, please visit [www.sonographers.org/education/events-calendar/](http://www.sonographers.org/education/events-calendar/)

### TRAVELLING WORKSHOPS

17

The ASA's Travelling Workshops provide high-quality professional development opportunities to sonographers living in capital cities, regional and rural locations alike across Australia and New Zealand.

The workshops can range from 20 to 90 attendees, depending on the topic and location. They are highly popular with our members due to the format based on expert sonographer live scanning.

353 participants

| Date          | Location        | Topic                                   | Presenter          | Attended |
|---------------|-----------------|---|--------------------|----------|
| 28 April 2018 | Gold Coast, Qld | Stepping up obstetrics                  | Catherine Robinson | 54       |
| 5 May 2018    | Goulburn, NSW   | A mixed bag of MSK                      | Daniel Walkley     | 26       |
| 9 June 2018   | Darwin, NT      | MSK ultrasound: The art and the science | Greg Lammers       | 11       |
| 14 July 2018  | Wellington, NZ  | Neonatal and paediatric ultrasound      | Cain Brockley      | 19       |
| 4 August 2018 | Launceston, Tas | Launceston O&G                          | Tracey Taylor      | 21       |

An increased number of Travelling Workshops are scheduled for 2019 in response to the popularity of the events, and requests from members for greater access.

For the latest program, please visit [www.sonographers.org/education/events-calendar/](http://www.sonographers.org/education/events-calendar/)

## APPENDIX 2 | MARKETING ANALYTICS AND RETURN ON INVESTMENT

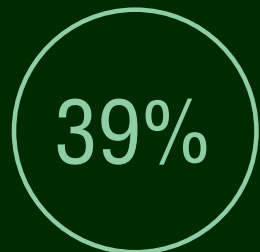
### ADVERTISING – TOUCH POINTS FOR COMMUNICATING AND ENGAGING WITH US

#### *cross section*

The weekly newsletter *cross section* provides updates on ASA activities and events, making it the ‘go to’ communication for ASA members.

Open rate

Click-through rate



Industry average is 19%

Industry average is 2%

#### *soundeffects news*

The quarterly member magazine *soundeffects news* delivers news articles primarily written by members about member activities, topics of interest and updates on advocacy and current professional issues.

Circulation



#### Event handbooks

Event handbooks capitalise on your attendance at ASA major events, reinforcing your key message. It's the delegate bible for the conference and often kept as a source of information about topics and speakers – this is a ‘well thumbed’ publication!

ASA2018 Sydney

SIGS2018 Perth



circulation

circulation

## APPENDIX 2 | MARKETING ANALYTICS AND RETURN ON INVESTMENT

### Wall planner

The wall planner gives advertisers year-round exposure to sonographers and can be found on the walls of many medical imaging departments, where it plays a vital role in staff rostering and service management.



5,800+

circulation

### Sonography journal

Sonography is an international, peer-reviewed journal that publishes articles on all aspects of sonography by qualified professionals in the field.

Article downloads 2017

25,000

(43% increase on 2016)

Article downloads 2017

69%

outside of Australia



### Social media (increase over 12 months)

10% increase

2749 followers



32% increase

556 followers



13% increase

2016 followers



new

203 followers



## APPENDIX 3 | TERMS AND CONDITIONS

### MAJOR EVENTS

#### BOOKING AND PAYMENT

Complete the [application form](http://www.sonographers.org/the-asa/partner-with-us/) at [www.sonographers.org/the-asa/partner-with-us/](http://www.sonographers.org/the-asa/partner-with-us/) or contact Loreena Bloomfield via email [loreena.bloomfield@sonographers.org](mailto:loreena.bloomfield@sonographers.org).

- Full payment is required at time of booking, excluding:
  - Platinum Partners – Option of a monthly plan
  - Gold Partners for Annual Conference – Option of reviewing payment terms
- Payment can be made by credit card – Visa and MasterCard only or direct deposit (EFT) on receipt of invoice. A tax receipt will be issued.
- The Australian Goods and Services Tax (GST) of 10% is applicable to all goods and services offered.
- All sponsorship/exhibitor pricing listed in this prospectus excludes GST.
- The sponsorship and the exhibition booths will be allocated strictly in accordance with the date of receipt of the booking form. Note: sponsorship applications will not be deemed confirmed unless paid.
- No sponsor or exhibitor will be allowed to participate until the full payment and booking form have been received.
- All bookings are subject to the ASA (and/or contract organisers) approval with the right to refuse an application.

#### CANCELLATION POLICY

- All cancellations must be made in writing to the ASA.
- Annual Conference (AC) – the ASA shall retain 30% of the contract price in the event that a cancellation is accepted less than four months before the meeting and 50% after that time. 100% of the contract price will be forfeited if the cancellation is accepted within two months of the meeting.
- Special Interest Group Symposium (SIGS) – the ASA shall retain 10% of the contract price in the event of a cancellation up until 12 weeks before the event and 50% of the contract price up until 4 weeks before the event. A cancellation of less than 4 weeks before the event will incur 100% of the contract price to be forfeited.

#### SPONSORSHIP AND EXHIBITION

- Sponsors and exhibitors must register officially and entry to the exhibition or social events will not occur unless the attendee is wearing the appropriate identification or presents the correct ticket.
- Exhibitors must abide by the rules of the event venue (e.g. Brisbane Convention & Exhibition Centre).
- Bump in and out times must be strictly adhered to.
- Exhibitors are not permitted to pack up or leave prior to the event concluding.
- Sponsors and exhibitors are responsible for providing all their requirements, i.e. furniture, banners, artwork, promotional material and any other materials by the due dates requested by the ASA (and/or contract organisers).
- The ASA will provide security for entry into the exhibition area for the duration of ASA2019 Brisbane/SIGS2019 Canberra. It is the responsibility of sponsors and exhibitors to ensure that equipment and valuables are not left unattended for the duration of the conference.
- The event organiser (ASA) and event venue accept no liability for damage to exhibits by loss, damage, theft, fire, water, storms, strikes riots or any cause whatsoever. Sponsors and exhibitors are advised to insure against such liability.
- We (ASA) reserve the right to alter/substitute any aspect of the program, sponsorship packages and floor plan as deemed appropriate, without notice.
- Exhibit stands and booths are allocated on a sole entity basis, unless

otherwise indicated and agreed to by the ASA. Cross promotion is strictly prohibited.

- The ASA reserves the right to prohibit entry of any trade delegate at the event, or eject any exhibitor from the event based on behaviour deemed inappropriate by ASA staff and/or its agents and others working under its authority.
- Exhibitors must follow the guidelines agreed to when purchasing exhibition space (see below). Any deviation from this will result in the sponsor and/or exhibitor forfeiting their exhibition space. No funds will be returned.
- The ASA assumes no liability whatsoever for omissions or default, whether negligent or otherwise of those airlines, hoteliers or other persons providing services to the registrant.
- If the ASA cannot hold the event due to Acts of God, war, government regulations, disaster, strikes or other events outside of ASA's control, then the sponsors and exhibitors shall not be entitled to any refund or to claim for any loss or damage.

#### SPECIAL EXHIBITOR CONDITIONS AND CODE OF CONDUCT

- Sponsorship of workshop room – Gold sponsors are required to provide an ultrasound machine with DVD capabilities for demonstration of a variety of examinations: a full range of probes and AV cables, a fully adjustable scanning chair and couch, and an applications specialist for the plenary-workshop.
- Custom booth build (applicable to AC only) – Only Gold and Silver sponsors of ASA2019 Brisbane are provided the option of a custom build exhibitor stand. This option is conditional on ASA plan approval.
- Provision of educational sessions – it is strictly prohibited for an exhibitor to run any educational or training sessions in conflict to the ASA program (either within or outside the event venue) whilst being an exhibitor at ASA2019 Brisbane or SIGS2019 Canberra, without prior ASA approval. Those deemed to be contravening this clause will be removed from the exhibition hall and all their sponsorship/exhibitor rights and privileges revoked.
- Live scanning on booths – ultrasound scanning of live human models on exhibition booths is permitted by Gold sponsors only at AC and all exhibitors at SIGS, subject to ASA terms and conditions (2018) – see appendix 3.

#### PRIVACY STATEMENT AND RELEASE

- ASA protects the privacy and security of information provided by you. We are bound by the privacy principles contained in the Privacy Act 1988 as amended from time to time. ASA collects and stores your personal information for the purposes of providing membership services, education and training programs.
- By completing the sponsorship form, you agree to the ASA's use of your exhibitor information to process your application; to contact you about our products and services; and for internal purposes. The ASA will not sell or give your personal information to third parties. For more information on our privacy policy, visit [www.sonographers.org](http://www.sonographers.org). If you do not wish to receive marketing information from ASA please contact [marketing@sonographers.org](mailto:marketing@sonographers.org)
- In applying to sponsor the ASA events, exhibitors grant permission to ASA, its agents and others working under its authority, to take and to have full and free use of video/photographs containing their image/likeness.
- It is understood these images may be used for promotional, news, on-line/multimedia, research and/or educational purposes by and for ASA. Exhibitors agree that they are not entitled to remuneration, residuals, royalties or any other payment from ASA in respect of their image/likeness or its use. Exhibitors release, discharge, and hold harmless, ASA and its agents from any and all claims, demands or causes of actions that they may hereafter have by reason of anything contained in the photographs or video. Should a registrant not agree to the above image release, they must advise ASA by emailing [loreena.bloomfield@sonographers.org](mailto:loreena.bloomfield@sonographers.org)

## APPENDIX 3 | TERMS AND CONDITIONS

### ASAWEBINARS

#### BOOKING AND PAYMENT

1. Complete the **application form** or contact Loreena Bloomfield via email [loreena.bloomfield@sonographers.org](mailto:loreena.bloomfield@sonographers.org).
  - a. Available to corporate members only and subject to first come, first service basis.
  - b. Full payment is required at time of booking.
    - i. One (1) is \$1,500
    - ii. Three (3) is \$3,000
  - c. Payment can be made by credit card – Visa and MasterCard only or direct deposit (EFT) on receipt of invoice. A tax receipt will be issued.
  - d. The Australian Goods and Services Tax (GST) of 10% is applicable to all goods and services offered.
2. Cancellation by ‘the Sponsor’ of this Agreement for any reason will not require ASA to repay any monies received from the Sponsor under this Agreement.

#### RIGHTS AND OBLIGATIONS

##### Sponsor rights

1. Opportunity for 3-minute presentation at the beginning and 2-minute presentation at the completion of each live **asawebinar**.
2. Exclusive co-branding with the ASA on all related marketing materials (*cross section*, *soundeffects news* and online ASA event calendar) and on the **asawebinar** platform.
3. Registration list (subject to privacy laws and the delegate opt out option)
4. Report on the sponsored **asawebinar**
  - Number of participants LIVE and ON-DEMAND
  - In which state the registrants were located
  - Results of the customer satisfaction surveys.

##### Sponsor obligations

1. Sponsor acknowledges and agrees that sponsorship is not an endorsement by the ASA of any particular good or service supplied by the Sponsor.
2. The Sponsor must not use ASA’s logo, branding or any promotional material without prior approval by the ASA.

3. The Sponsor agrees to the appointment by the ASA of a platform provider as a subcontractor to supply the **asawebinar** platform and provide support services for the **asawebinar** platform.

##### ASA rights

1. ASA will have absolute discretion and responsibility over the content of the **asawebinar** and its promotion (including e-communications), and the placement and size of all branding.
2. The ASA has the rights to any registration fee paid by a non-member for the Sponsored Event.
3. The ASA has the rights to any administration fee paid by ASA members for registration of the Sponsored Event.

##### ASA obligations

1. To pay all costs associated with the production of the **asawebinar**.
2. The appointment of the Platform Provider as a subcontractor to supply the **asawebinar** Platform and provide support services for the **asawebinar** Platform.
3. To provide the **asawebinar** program including presenters, topics and content for all Sponsored Events.
4. For the **asawebinars** to run for one (1) hour the second Wednesday of each month.
5. The **asawebinars** are to be presented live, and a recorded version of the presentation made available on demand to members and non-members for up to 24 months.
6. To manage the Event promotion, registrations, attendance records and administration of CPD certificates.
7. ASA agrees that the Sponsor will be the exclusive Sponsor of the Event.
8. ASA agrees that the Sponsor will have exclusive rights of co-branding for the Sponsored Event on all promotional materials (including its weekly e-newsletter *cross section*, quarterly member magazine *soundeffect news*, event listing in the ASA online events calendar) and on other ASA communications (at its discretion).
9. In the event that a presenter is unable to deliver an **asawebinar** on a scheduled date, the ASA agrees to either reschedule the Sponsored Event with the same presenter to a different date, or provide another presenter and topic for the scheduled date.
10. If the Sponsored Event is not able to be rescheduled the ASA agrees to credit one equivalent event for the following year to the Sponsor at no additional cost.



## APPENDIX 3 | TERMS AND CONDITIONS

### TRAVELLING WORKSHOPS

#### BOOKING AND PAYMENT

1. Complete the **application form** or contact Loreena Bloomfield via email [loreena.bloomfield@sonographers.org](mailto:loreena.bloomfield@sonographers.org).
  - a. Available to corporate members only and subject to first come, first service basis.
  - b. Full payment is required at time of booking.
    - i. One (1) is \$1,500
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  - c. Payment can be made by credit card – Visa and MasterCard only or direct deposit (EFT) on receipt of invoice. A tax receipt will be issued.
  - d. The Australian Goods and Services Tax (GST) of 10% is applicable to all goods and services offered.
2. Cancellation by "the Sponsor" of this Agreement for any reason will not require ASA to repay any monies received from the Sponsor under this Agreement.

#### RIGHTS AND OBLIGATIONS

##### Sponsor rights

1. Opportunity to choose the location from an extensive list, subject to availability
2. Opportunity to suggest potential speakers and topics which the ASA Education Advisory Committee (EAC) and local contact will take into consideration
3. Opportunity to provide signage (sponsor to supply pull-up banners)
4. Opportunity to provide 5–10-minute introductory speech/video at the start of the day
5. Opportunity to showcase your ultrasound machine with an applications specialist.
6. Opportunity for the applications person to be interactive with the presenter (how the technology of the machine benefits the scanning situation)
7. Exclusive co-branding with the ASA on all related marketing materials (*cross section*, *soundeffects news* and online ASA event calendar) and at the event.

##### Sponsor obligations

1. Sponsor to provide the ultrasound machine, projector, probes, AV cables and on site applications specialist.
2. Sponsor acknowledges and agrees that Sponsorship is not an endorsement by the ASA of any particular good or service supplied by the Sponsor.
3. The Sponsor must not use ASA's logo, branding or any promotional material without prior approval by the ASA.

##### ASA rights

1. ASA will have absolute discretion over the content of all promotional materials (including signage and e-communications) including the placement and size of all branding.
2. The ASA has the rights to any registration fee paid by a non-member for the Sponsored Event.
3. The ASA has the rights to any administration fee paid by ASA members for registration of the Sponsored Event

##### ASA obligations

1. ASA to pay all costs associated with delivering the Travelling Workshop (such as catering, speaker, venue, AV hire costs etc).
2. Travelling Workshops are generally held on a Saturday as a 5–6 hour block, comprising a series of short PowerPoint presentations, followed by live-scanning demonstrations, often with supervised hands-on scanning by delegates.
3. Provision of a networking lunch and/or morning tea (if applicable).
4. Management of the event promotion, registrations and administration of CPD certificates.
5. ASA agrees that the Sponsor will be the exclusive Sponsor of the Event.
6. ASA agrees that the Sponsor will have exclusive rights to co-branding for the Sponsored Event including at the Event and on all promotional materials (including e-communications).
7. In the event a scheduled presenter(s) is unable to present at a Sponsored Event on the scheduled date, the ASA agrees to provide notice to the Sponsor and either reschedule the Sponsored Event with the same presenter(s) to a different date, or provide another presenter(s) and topic for the scheduled date.
8. If the sponsored event is not able to be rescheduled the ASA agrees to credit one equivalent Event for the following year to the Sponsor at no additional cost.
9. The ASA accepts no liability for damage to equipment during the Event. Sponsors are advised to insure against such liability.

## ASA booth imaging/scanning code of conduct

Ultrasound scanning of live human models by exhibitors is permitted, subject to the code of conduct requested by the ASA.

The live scanning option is available to Gold Partners and Silver Sponsors who have purchased a live scanning option. All scanning must be performed within the assigned booth space during exhibit posted hours of operation (so as not to conflict with the conference program) or in a private exhibitor space (such as the gold partner's entertainment suite). Exhibitors must adhere to the following live-ultrasound scanning regulations.

### Code of conduct

1. Group scanning sessions at the booth are restricted to conference breaks. Ad hoc/informal scanning demonstrations for an individual (or individuals without formal commentary), may occur any time.
2. Live scanning can only be undertaken on an exhibition booth of at least 3 m x 6 m and machines and plinths must be set back from aisles to accommodate all visiting delegates without impeding pedestrian flow in exhibition hall aisles.
3. Gold partner's entertainment suite can be used anytime for live scanning for both groups and individuals.
4. Live scanning conditions:
  - Each live-scanning exhibitor must have a readily available written policy that explains how to deal with serious incidental findings. This should be attached with the consent form (see below)
  - All scanning equipment must have received FDA clearance
  - Live-ultrasound scanning must be performed by a qualified healthcare professional
  - Companies are required to pre-scan all 'models' by a qualified healthcare professional prior to the event
  - Scanning is restricted to the following body regions: head, neck, upper abdomen, chest and extremities (i.e. limbs) but all 'models' must remain suitably attired throughout
  - Exhibiting companies must adhere to the 'As Low as Reasonably Achievable (ALARA)' principles of limited exposure on appropriate body areas.
5. Scanning exclusions apply:
  - Children under the age of 18 may not be scanned
  - Pregnant women may not be scanned – in the event that a previously unknown pregnancy is detected during scanning, the live scanning session must be terminated immediately
  - No intracavity scanning will be permitted
  - No intravenous contrast agents permitted.
6. Models must be registered through the exhibitor badge registration process and will be required to display their badge to enter the exhibit hall. Models should be properly attired at all times – loose sweat suit, t-shirts, and sneakers are acceptable.

7. The exhibitor is responsible for obtaining signed consent from the 'models' indicating that the 'model' understands the non-diagnostic nature of the scan, and in the case of women, confirms she is not pregnant. Exhibitors must have these readily available and present them if asked.
8. Exhibitors shall defend, indemnify, and hold harmless the ASA, Brisbane Conference and Exhibition Centre's officers, directors, agents, and employees of each against all claims, actions, causes of actions, liabilities, losses, damages and expenses, including reasonable attorney's fees and costs, resulting from the live ultrasound scanning, or an exhibitor's failure to comply with applicable state or federal law, or these rules and regulations.
9. ASA, at its sole discretion, reserves the right to discontinue any exhibit booth activity for any violation of this code of conduct. Violation of these rules could lead to loss of scanning privileges during current and future meetings. If you have any questions please contact [Loreena.bloomfield@sonographers.org](mailto:Loreena.bloomfield@sonographers.org)

# *RSNA Imaging/Scanning Guidelines 2018* formed the basis for these guidelines:

## Live ultrasound scanning Form

### Exhibiting company information

Exhibiting company: \_\_\_\_\_

Official contact: \_\_\_\_\_

Booth number: \_\_\_\_\_ Telephone (office): \_\_\_\_\_

Mobile: \_\_\_\_\_ Email address: \_\_\_\_\_

### Live scanning information

Number of scanning stations/beds using live models: \_\_\_\_\_

Number of live scanning sessions to be performed per day: \_\_\_\_\_

Description of live scanning procedure(s) to be performed: \_\_\_\_\_

I have read, understand and agree to the *ASA booth imaging/scanning code of conduct* pertaining to live ultrasound scanning.

### Agreed to

X

\_\_\_\_\_  
Signature of main exhibit contact Date

Return signed form to:  
Loreena Bloomfield ([Loreena.Bloomfield@sonographers.org](mailto:Loreena.Bloomfield@sonographers.org))  
no later than **July 12 2019**

#### FOR ASA USE ONLY

DATE RECEIVED: \_\_\_/\_\_\_/\_\_\_

RESPONSE SENT: \_\_\_/\_\_\_/\_\_\_

APPROVED:  YES  NO

As noted: \_\_\_\_\_

Reviewed by: \_\_\_\_\_

Signature of ASA contact \_\_\_\_\_



**FOR MORE INFORMATION PLEASE CONTACT:**

**Loreena Bloomfield**

General Manager Growth and Business Development

**D:** +61 3 9552 0011 | **M:** 0406 062 312

**E:** [loreena.bloomfield@sonographers.org](mailto:loreena.bloomfield@sonographers.org)

**Australasian Sonographers Association**

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**T:** +61 3 9552 0000

**E:** [memberservices@sonographers.org](mailto:memberservices@sonographers.org)

**W:** [www.sonographers.org](http://www.sonographers.org)

