



Partnering with the asa 2020



Partnering opportunities with the asa

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Partnering opportunities with the asa

About the ASA

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

The ASA has over 6,300 members in Australia and New Zealand and represents over 75% of the region's accredited medical sonographers. Further, the ASA has as members 100% of student sonographers in Australia and over 70% of student sonographers in New Zealand. This makes the ASA membership a highly specialised, 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 in Brisbane saw over 1,200 delegates in 2019 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 **asa** webinars attract on average 450 registrants, with well over 41,000 sonographers participating through an online learning platform.

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.

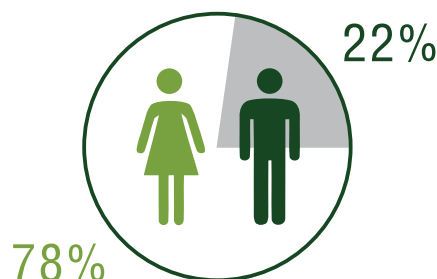
Membership profile



Members strong



Corporate partners



Gender profile



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, **asa**webinars, specialist days, live scanning videos)
3. Corporate Membership Program
4. Advertising in ASA communication mediums (*soundeffects news* magazine, *making waves* research reviews, *cross section* enewsletter, *Sonography journal*).

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



Partnering opportunities with the asa

ASA major events

Annual Conference – ASA2020 Melbourne

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's Annual Conference presents a prime opportunity for you to spend time with the key decision makers and influencers of ultrasound.

In 2020 the ASA will be returning to the Melbourne Convention and Exhibition Centre. From 29–31 May 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.

ASA2020 Melbourne Details

Friday to Sunday, 29–31 May 2020

In 2020 the ASA will be returning to the Melbourne Convention and Exhibition Centre, 1 Convention Centre Place, South Wharf, Victoria 3006, Australia.

W: www.mcec.com.au



asa
australasian
sonographers
association

ASA2020 MELBOURNE

THE 27TH ANNUAL CONFERENCE OF THE
AUSTRALASIAN SONOGRAPHERS ASSOCIATION
29–31 MAY 2020, MELBOURNE CONVENTION EXHIBITION CENTRE

Partnering opportunities with the asa

Sponsorship packages for ASA2020 Melbourne, 29–31 May 2020

Features	*Gold	*Silver	Bronze
	\$35,000	\$10,000	\$3,500

Opportunities to raise profile, brand awareness and acknowledge support

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)	✓	–	–
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	✓	–	–
Personally thanked for your support by the CEO in the opening and closing plenaries	✓	–	–
Recognition on holding slide in the 3 x lecture theatres – <i>thank you to Gold partners</i>	✓	–	–
Recognition on the holding slide as the workshop partner in your allocated workshop room	✓	–	–

Opportunities for demonstration and showcasing equipment face-to-face

Booth in a prominent location (option of a customised build upon ASA approval)	6 x 6	6 x 3	–
Booth (no custom build)			
<ul style="list-style-type: none"> • 2 x 120 watt spot on track (per 9 sqm) • 1 x 4 amp GPO (per 9 sqm) • Fascia name board sign (digital print) • Velcro-compatible, fabric-covered walls 	–	–	3 x 3
Option of undertaking live-scanning and demonstrations on your booth for groups only during the breaks, whilst individuals at any time (subject to ASA_live_scanning_guidelines_2019.pdf – see appendix 3)	✓	✓**	–
“Lunch & Learn”– speaker presentations on your booth promoted in the ASA program	✓	✓**	–
Opportunity to sponsor one (1) workshop room across the 3 days with live-scanning to demonstrate and promote your machine. Potential for sponsorship of a 2nd workshop room for a day (dependant on availability). <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 speciality, 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 or equivalent floor space for booth expansion	✓	–	–
Opportunity to provide a Thursday night event (e.g. new product launch) promoted in the program, with delegates registering with their workshop selection and CPD points provided (if applicable) +	✓	–	–
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 and CPD points provided (if applicable) +	✓	–	–
Opportunity to provide a Friday night event post ASA Welcome Reception (e.g. new product launch) promoted in the program, with delegates registering with their workshop selection and CPD points provided (if applicable) +	✓	–	–
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 and CPD points provided (if applicable) +	✓	–	–

Opportunity to differentiate and stand out against your competition

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 2020	1 full page	1 half page	–
Conference App alert (one per day)	✓	–	–
Conference App alert (single)	–	✓	–
Conference App alert week leading in the conference	✓	–	–
Option of scanning delegate name tags to collect delegate market research and delegate business card information for lead tracking	✓	✓	✓
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)	–	–	✓

Have a team on the ground for face-to-face client contact

Full delegate registrations (3 days – CPD points attached). Includes conference sessions and social functions	4	2	–
Full exhibitor registrations (3 days – no CPD points attached). Includes social functions and exhibitor access only (Cost for additional \$450 ea)	6	2	2
Exhibitor day passes to your stand (single day – no CPD points attached). 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 for additional passes is \$110 each)	6	6	–
Conference handbooks	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 served basis (room hire waived)

if ASA contracted space – vendor to cover usage costs including change over, catering etc. Conditions apply for inclusion of CPD points.

All exhibitors will be given an Exhibition Manual for ASA2020 Melbourne, 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.

Partnering opportunities with the asa

Annual Conference social events

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
- Company logo on the function ticket
- 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 theming around sponsorship recognition
- Company logo on the function tickets.
- Opportunity for a maximum of 3-minute introductory speech and/or video
- 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 verbally during the closing plenary and your name and logo on the Award slides.

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

Rural and Remote Sonographer support grants (4 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 on the scholarship recipient's article in the ASA's member magazine *soundeffects news* about their experience at ASA2020 Melbourne. (This will include the ASA thanking the sponsor for their support, and their company name and logo attached to the recipient's article)

Partnering opportunities with the asa

Additional sponsorship opportunities | Annual Conference

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

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 Conference App alert
- One (1) half-page advertisement in delegate handbook

Satchel 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 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

Phone charging stand

A key drawcard 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

Advertise in the ASA2020 Melbourne 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.

Satchel 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).

[CLICK HERE TO APPLY FOR ANNUAL CONFERENCE PARTNERSHIP](#)



Partnering opportunities with the asa

ASA major events

Special Interest Group Symposium

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

SIGS2020 Auckland details

**Saturday to Sunday,
12–13 September 2020**

Cordis Hotel, 83 Symonds Street,
Grafton, Auckland 1010, New Zealand
W: cordishotels.com/en/auckland

Sponsorship packages for SIGS2020 Auckland

Features	GOLD*	SILVER*
	\$15,000	\$3,000
Opportunities to raise profile and brand awareness		
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 soundeffects news, September issue	1 Full page	–
Opportunities for demonstration and showcasing equipment face-to-face		
Opportunity to sponsor one (1) workshop room across the 2 days with live-scanning to demonstrate and promote your machine. Potential for sponsorship of a second workshop room for a day (dependant on availability) (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)	✓	–
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 and demonstrations on your booth during the breaks (subject to <i>ASA_live scanning guidelines_2019.pdf – see appendix 3</i>)	✓	✓
Have a team on the ground for face-to-face client contact		
Full delegate registrations (2 days – CPD points attached). Includes conference sessions and social function	2	–
Full exhibitor registrations (2 days – no CPD points attached). Includes social function and exhibitor access only (Cost for additional \$300 ea)	2	2
Exhibitor day passes to your stand (single day – no CPD points attached). Includes morning tea, lunch and afternoon tea; no access to conference sessions or social function. (Visitor's name badge must be collected from the registration desk on arrival). (Cost for additional passes is \$110 each)	4	1
Networking Drinks	4	2

* Available to our corporate members



**SIGS2020
AUCKLAND**

THE 16TH ANNUAL SPECIAL INTEREST GROUP SYMPOSIUM
OF THE AUSTRALASIAN SONOGRAPHERS ASSOCIATION
Cordis Hotel Auckland, 12–13 September 2020

Partnering opportunities with the asa

Additional sponsorship opportunities | Special Interest Group Symposium

[CLICK HERE TO APPLY FOR SIGS PARTNERSHIP](#)

Networking Drinks (\$2,000)

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

Rural and Remote Sonographer Support Grants (3 x \$600)

Support rural and remote sonographers to attend SIGS2020 Auckland.

- 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 SIGS2020 Auckland (this will include the ASA thanking the sponsor for their support, and their company name and logo attached to the recipient's article).



Partnering opportunities with the asa

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, regional and rural locations alike across Australia and New Zealand.

The workshops can range from 20 to 100 attendees, depending on the topic and location. 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)
- 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/) and at the event
- Delegate attendee list provided subject to privacy laws and delegate Opt-Out option.

State	Location	State	Location	State	Location
WA	Bunbury	NSW	Tweed Heads	NZ	Wellington
VIC	Bendigo	SA	Adelaide (1)	VIC	Shepparton
ACT	Canberra	VIC	Traralgon	WA	Perth
NZ	Christ Church	VIC	Wangaratta	NSW	Coffs Harbour
TAS	Hobart	SA	Adelaide (2)	NSW	Dubbo
NSW	Wagga Wagga	TAS	Launceston	NSW	Tamworth
QLD	Rockhampton	NT	Darwin	QLD	Gold Coast
VIC	Geelong	NSW	Newcastle	VIC	Hamilton (VIC)
QLD	Sunshine Coast	QLD	Townsville	NSW	Wollongong

Available to our corporate members only. Subject to first come, first served 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/

Partnering opportunities with the asa

CPD events

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 and a recorded version of the presentation is available to members for up to 24 months. Averaging over 480 views for each webinar presentation, **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/
- 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 served 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/



CLICK HERE TO APPLY
FOR CPD EVENT PARTNERSHIP

Partnering opportunities with the asa

Corporate membership program

corporate membership

\$795

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 6,300+ members. It also allows you input into the ASA's advocacy platform and influence the shaping of 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.

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

- input into the ASA's advocacy direction and strategic policy focus
- news feed of key policy change/issues effecting sonographers
- access to the ASA biennial *Sonography Industry Report* (due to be released in January 2020) (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 member magazine with in-depth articles written for and by sonographers
 - *Sonography* – the ASA peer-reviewed scientific journal
 - *Making Waves in Sonography Research* – biannual research reviews including clinical implications
- 25% discount on advertising in ASA publications as outlined in our Advertising kit
- priority offer of advertising on the ASA annual Wall Planner
- free employment advertising through the ASA Website employment listings
- free promotional listing on the Corporate Partners page of the ASA website
- free listing in the Corporate Members directory in *soundeffects news*
- free advertisement in *cross section*, delivered to over 6,300 members.

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

[CLICK HERE TO APPLY FOR CORPORATE MEMBERSHIP](#)

Partnering opportunities with the asa

Advertising Opportunities

The ASA offers a number of advertising opportunities through its publications, which deliver your message directly to over 6,300 sonographers.

publication title	description	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
<i>Making Waves in Sonography Research</i>	research review summaries	biannual	digital	members
Event handbook	handbook	one per event (two per year)	print	delegates
Wall planner	wall calendar	yearly	print	members

[CLICK HERE TO BOOK ADVERTISING](#)

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

FOR MORE INFORMATION PLEASE CONTACT:

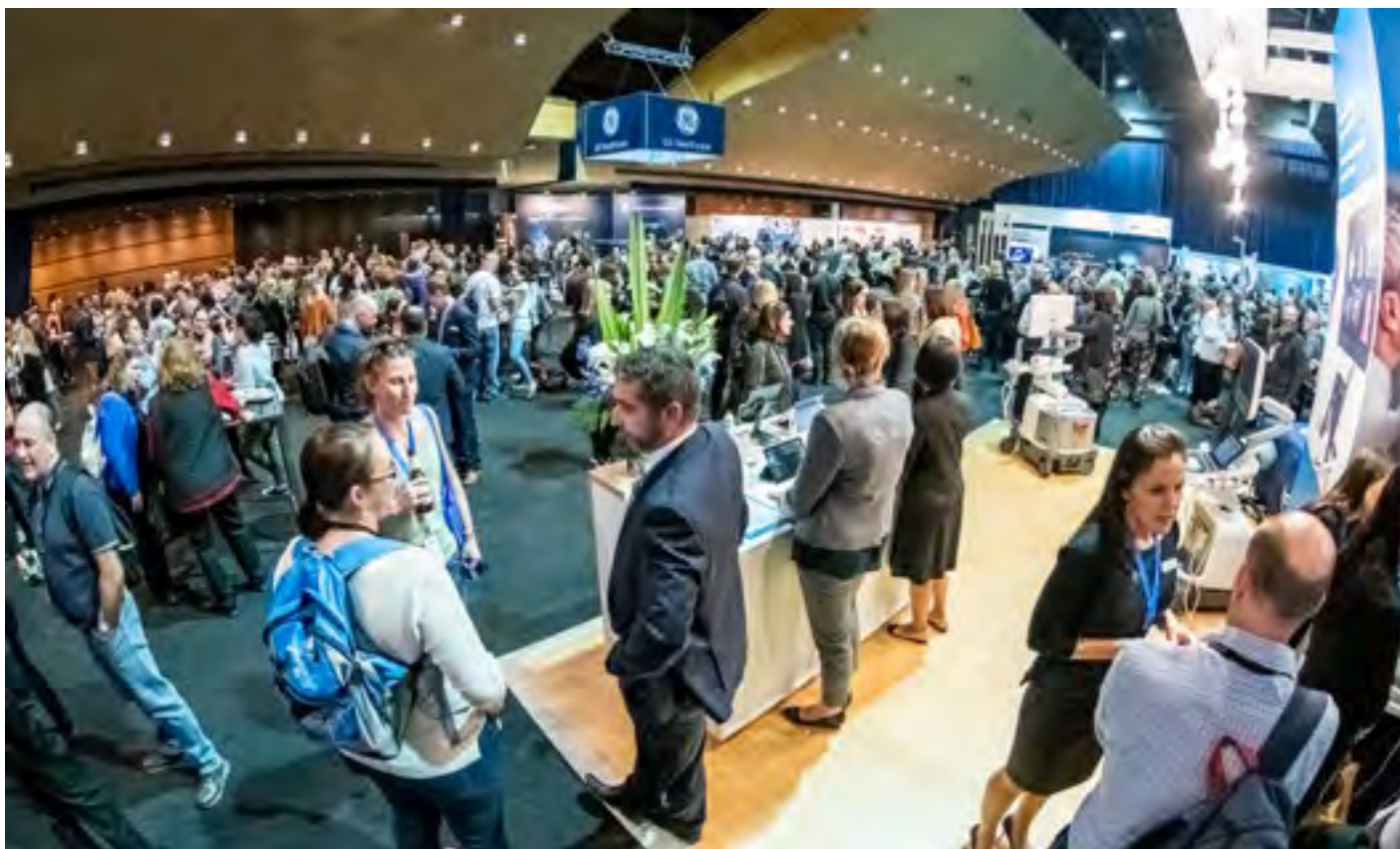
Loreena Bloomfield, General Manager Corporate Partnerships and Growth

D: +61 3 9552 0511 | **M:** 0406 062 312 | **E:** loreena.bloomfield@sonographers.org

Australasian Sonographers Association

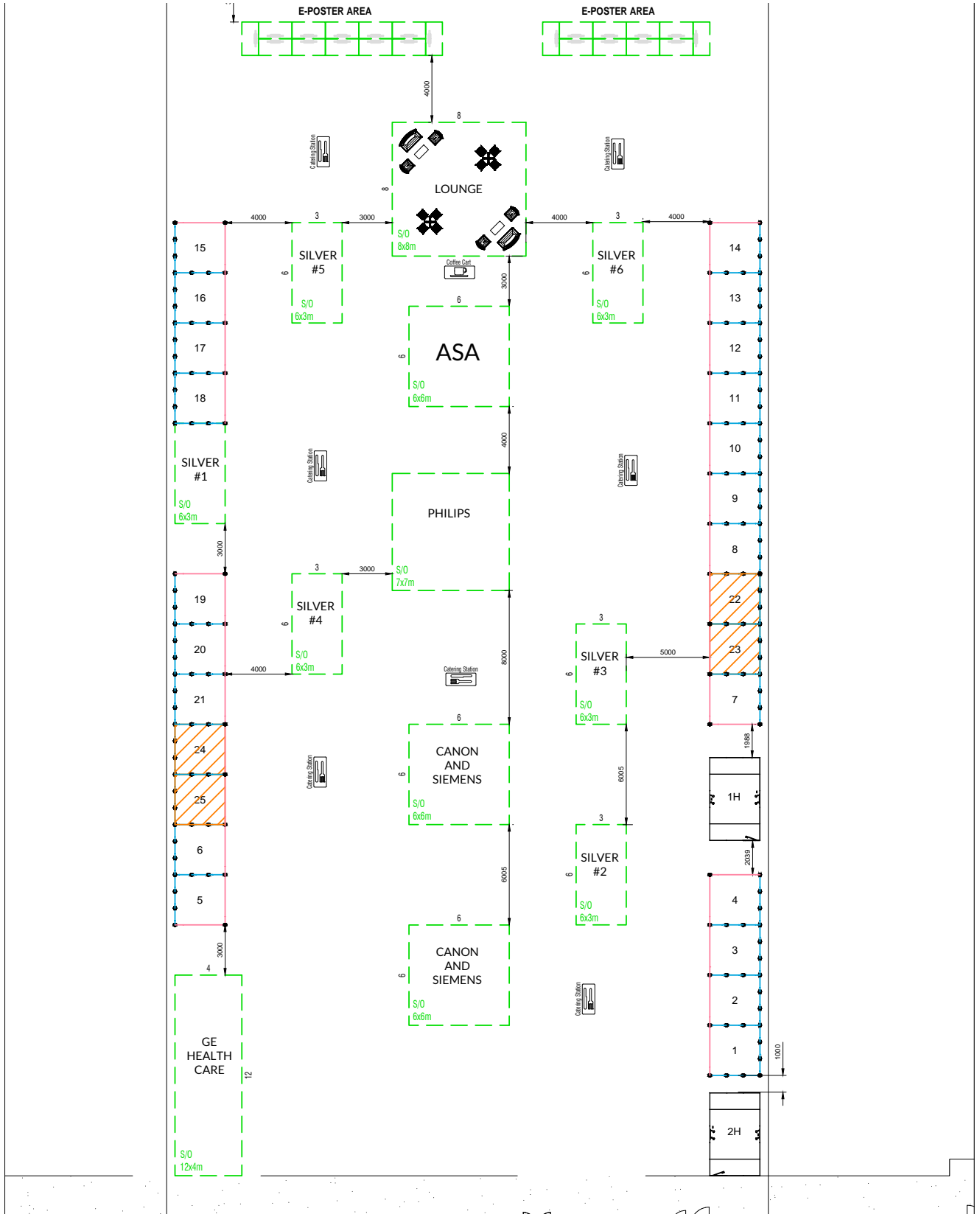
Level 2, 93-95 Queen Street, Melbourne, 3000

T: +61 3 9552 0000 | **W:** www.sonographers.org



Appendices

Appendix 1 | Conference floor plan



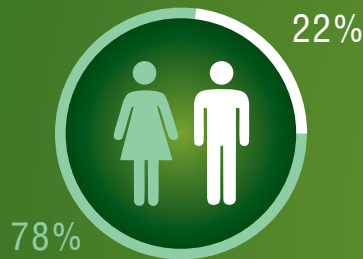
Appendices

Appendix 2 | Marketing analytics & return on investment

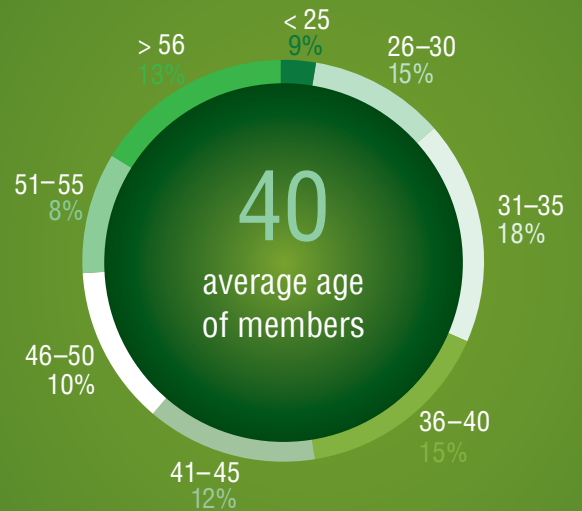
Membership profile

6,356
Members strong

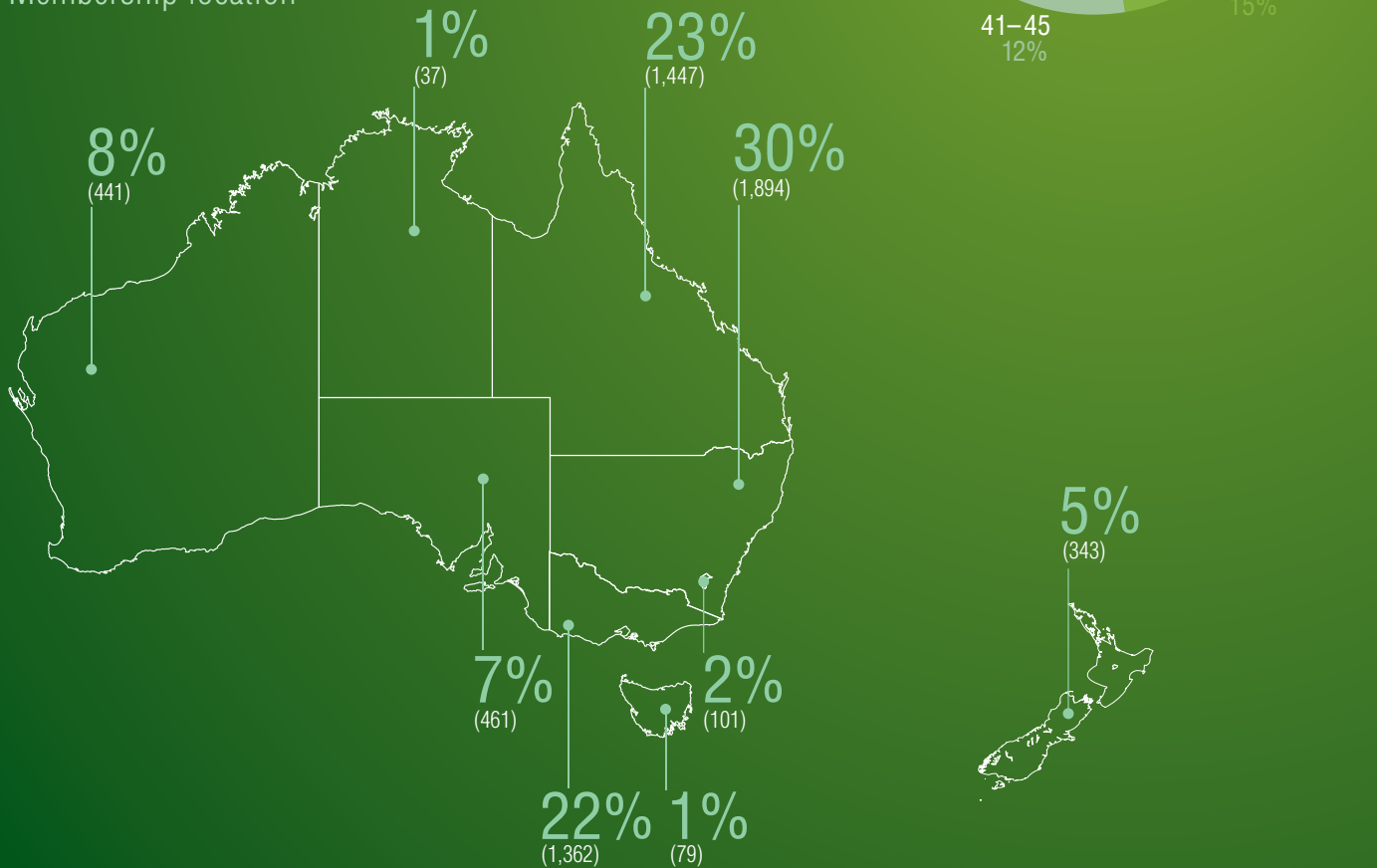
Membership gender



Membership age mix



Membership location



62%	capital city / metro area
32%	regional town
32%	regional town



Appendices

Appendix 2 | Marketing analytics & return on investment

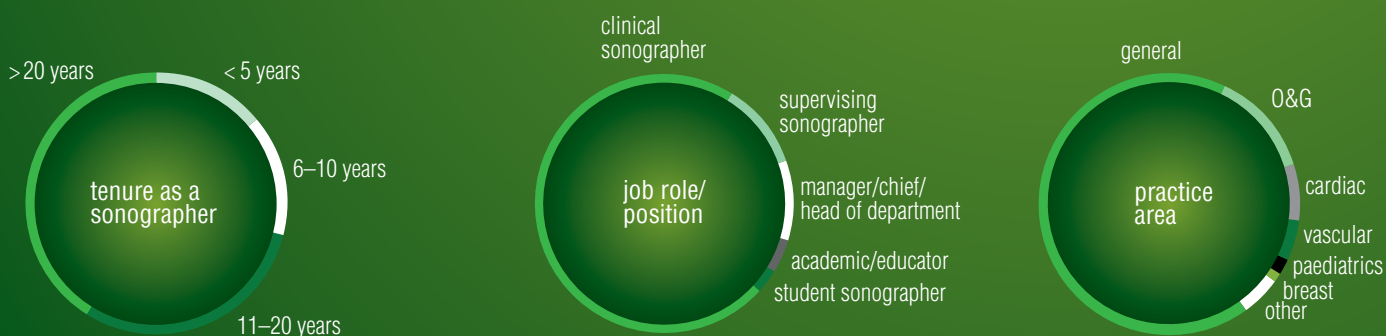
ASA Membership marketshare (@ 30 June 2019)



77%	of all accredited sonographers in Australia (up from 71% in 2018)
50%	of all accredited sonographers in New Zealand (up from 48% in 2018)
100%	of all accredited student sonographers in Australia (up from 95% in 2018)
71%	of all accredited student sonographers in New Zealand (up from 45% in 2018)
35%	of all accredited cardiac sonographers in Australia
33%	of all accredited student cardiac sonographers in Australia

Data as @ 30 June 2019

Membership demographic profile



Members major areas of interest



What do members want to see more of?

1.	access to cpd and events
2.	clinical information
3.	industry updates

Preferred method of CPD delivery?

1.	live webinars	58%
2.	conferences	55%
3.	hands-on workshops	52%
4.	online	48%

Appendices

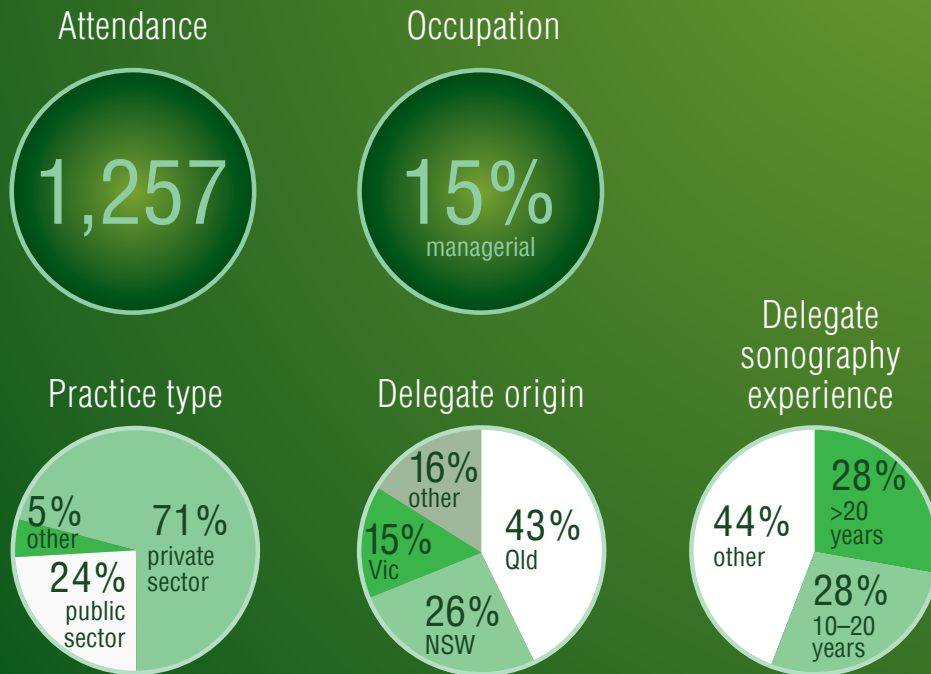
Appendix 2 | Marketing analytics & return on investment

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
2019	Brisbane	1,257	Canberra	to come
2018	Sydney	1,580	Perth	316
2017	Brisbane	1,295	Adelaide	256
2016	Melbourne	1,324	Queenstown, NZ	187
2015	Perth	769	Sydney	388
2014	Adelaide	796	Brisbane	435
2013	Sydney	1,030	Wellington, NZ	178
2012	Canberra	721	Gold Coast	279

Annual Conference – ASA2019 Brisbane delegate profile and feedback



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



O&G



MSK



Vascular

Appendices

Appendix 2 | Marketing analytics & return on investment

Looking forward – ASA2020 Melbourne

Seeing new technology/products



Networking and forming relationships



Comparing ultrasound machines



Talking to the applications people for information and support



Being able to see live scanning



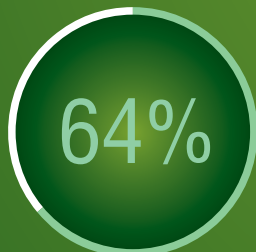
Symposium – SIGS2019 Canberra delegate profile and feedback

Attendance



participants

What sessions did they like best?



of participants liked workshops, 30% liked lectures

What did delegates find most beneficial about engaging with exhibitors?

- a. Seeing new technology – 38%
- b. Live scanning – 20%
- c. Networking – 17%
- d. Other – 25%

Experience of delegates

Years of experience	Percentage of delegates
Less 2 years	10%
2–5 years	15%
6–10 years	18%
11–20 years	25%
Greater 20 years	33%
TOTAL	100%

Implication – Roughly 60% of delegates had over 10 years' experience indicating symposium attractiveness to experienced sonographers

Appendices

Appendix 2 | Marketing analytics & return on investment

asawebinar series

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 480 views for each webinar presentation, **asawebinars** provide an excellent and convenient opportunity to connect with sonographers while contributing to the knowledge base of the profession.

9

4,378
participants

Date	Topic	Presenter	Attendees: live	Attendees: on-demand	Total
8/8/2018	Elastography	<i>Giovanna Ferraioli MD</i>	219	261	468
26/9/2018	My Health Record and diagnostic imaging	<i>Adriana Simmons, Heather McDonald and Paul Carroll</i>	262	305	546
21/11/2018	Shearwave: An introduction	<i>Sandra O'Hara</i>	233	74	288
5/12/2018	Vascular ultrasound	<i>James Maunder</i>	290	468	733
21/12/2018	Aneuploidy screening in Australia	<i>A/Prof Andrew McLennan</i>	0	290	290
20/2/2019	Stretching for sonographers	<i>Mark Roozen</i>	247	471	636
30/4/2019	Anterior ankle MF	<i>Michelle Fenech</i>	0	267	267
30/4/2019	Medial ankle MF	<i>Michelle Fenech</i>	0	366	366
15/5/2019	Ankle and foot ultrasound – What the podiatrist wants to know	<i>Quanson Sirlyn</i>	469	345	782

*Webinars 1 July 2018 to 30 June 2019 | For the latest program, please visit www.sonographers.org/education/events-calendar/

Travelling Workshops

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.

14

528
participants

Date	Location	Topic	Presenter	Attended
14/07/18	Wellington	Neonatal and paediatric ultrasound	<i>Cain Brockley</i>	19
4/8/18	Launceston	The role of ultrasound in the management of high risk pregnancies	<i>Tracey Taylor</i>	21
13/10/18	Echuca	Concise limb msk: upper limb – lower limb	<i>Lisa Hackett</i>	38
10/11/18	Mackay	Haemodynamics with a focus on the haemodialysis patient	<i>Jacqui Robinson</i>	17
17/11/18	Auckland	MSK overview: lower limb – ankle/foot and hip	<i>Scott Allen</i>	26
2/3/19	Shepparton	Obstetric ultrasound and fetal heart examinations	<i>Paula Kinnane</i>	54
6/4/19	Adelaide	Haemodynamics with a focus on the haemodialysis patient	<i>Jacqui Robinson</i>	54
13/04/19	Wellington	All about the abdo	<i>Kristy Thomas</i>	35
27/4/19	Perth	A new look at old scans	<i>Marilyn Zelesco</i>	76
18/5/19	Orange	All about the abdo	<i>Kristy Thomas</i>	33
25/5/19	Mackay	A mixed bag of MSK	<i>Daniel Walkley</i>	26
1/6/19	Newcastle	Concise limb msk: upper limb – lower limb	<i>Lisa Hackett</i>	71
8/6/19	Auckland	Neonatal and paediatric ultrasound	<i>Cain Brockley</i>	24
15/6/19	Hobart	A structured approach for assessing the normal and abnormal fetal heart	<i>Ann Quinton</i>	34

Over 25 Travelling Workshops are scheduled for 2020 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/

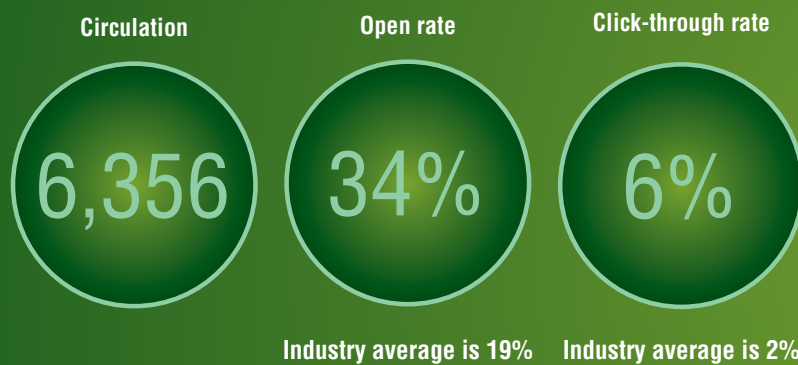
Appendices

Appendix 2 | Marketing analytics & 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.



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.



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!



Data as @ 30 June 2019

Appendices

Appendix 2 | Marketing analytics & 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.



circulation



Sonography journal

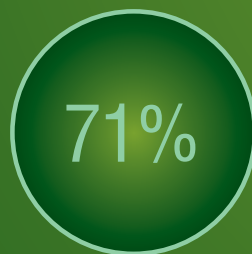
Sonography is an international, peer-reviewed journal that publishes articles on all aspects of sonography by qualified professionals in the field.

Article downloads 2018



(64% increase on 2017)

Article downloads 2018



outside of Australia
(USA is now the country with the most downloads)



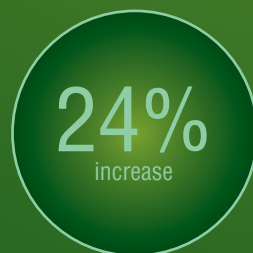
Social media following (increase over 12 months)



3,199 followers



639 followers



2,496 followers



417 followers



Data as @ 30 June 2019

Appendices

Appendix 3 | Terms and Conditions | Major events

Booking and payment

Complete the relevant (Annual Conference or SIGS) [application form](#) at www.sonographers.org or contact Loreena Bloomfield via email loreena.bloomfield@sonographers.org.

1. Full payment is required at time of booking.
2. 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.
3. The Australian Goods and Services Tax (GST) of 10% is applicable to all goods and services offered.
4. All sponsorship/exhibitor pricing listed in this prospectus excludes GST.
5. 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.
6. No sponsor or exhibitor will be allowed to participate until the full payment and booking form have been received.
7. All bookings are subject to the ASA (and/or contract organisers) approval with the right to refuse an application.

Cancellation policy

1. All cancellations must be made in writing to the ASA.
2. 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.
3. 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

1. 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.
2. Exhibitors must abide by the rules of the event venue (e.g. Melbourne Convention Exhibition Centre).
3. Bump in and out times must be strictly adhered to.
4. Exhibitors are not permitted to pack up or leave prior to the event concluding.
5. 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).
6. The ASA will provide security for entry into the exhibition area for the duration of ASA2020 Melbourne/SIGS2020 Auckland during operating hours. It is the responsibility of sponsors and exhibitors to ensure that equipment and valuables are not left unattended for the duration of the conference.
7. 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.
8. We (ASA) reserve the right to alter/substitute any aspect of the program, sponsorship packages and floor plan as deemed appropriate, without notice.
9. 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.
10. 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.

11. 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.
12. 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.
13. 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

1. 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.
2. Custom booth build (applicable to AC only) – only Gold and Silver sponsors of ASA2020 Melbourne are provided the option of a custom build exhibitor stand. This option is conditional on ASA plan approval.
3. 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 ASA2020 Melbourne or SIGS2020 Auckland, 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.
4. Live scanning on booths – ultrasound scanning of live human models on exhibition booths is permitted by Gold sponsors only at ASA2020 Melbourne and Silver sponsors who have purchased a live scanning option, subject to ASA terms and conditions (2019). Live scanning is permitted by all exhibitors at SIGS2020 Auckland, subject to ASA terms and conditions (2019).
5. Booth presentations relating to live scanning are allowed during the breaks at ASA2020 Melbourne only (not SIGS2020 Auckland) subject to ASA associated terms and conditions (2019).

Privacy Statement and release

1. 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.
2. 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. If you do not wish to receive marketing information from ASA please contact marketing@sonographers.org
3. 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.
4. 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

Appendices

Appendix 3 | Terms and Conditions | asawebinars

Booking and payment

1. Complete the [application form](#) or contact Loreena Bloomfield via email loreena.bloomfield@sonographers.org.
 - a. Available to corporate members only and subject to first come, first served 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.
5. The **asawebinars** will be presented live or on demand and made available 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.

Appendices

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.
 - a. Available to corporate members only and subject to first come, first served 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 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.

Appendices

Appendix 3 | Exhibitor live scanning

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 exhibition 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 hospitality suite). Exhibitors must adhere to the following live-ultrasound scanning regulations.

ASA live scanning code of conduct

1. Group scanning sessions at the booth are restricted to conference breaks.
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 hospitality suites can be used for live scanning for both groups and individuals on an ad hoc or formal basis during conference breaks.
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) with 'models' remaining 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 are 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 tracksuits, 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 to the ASA if asked.
8. Exhibitors shall defend, indemnify, and hold harmless the ASA, Melbourne Conference 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

RSNA Imaging/Scanning Guidelines 2018 formed the basis for these guidelines.

Appendices

Appendix 3 | Live ultrasound scanning application form

Exhibiting company: _____ Booth number: _____

Official contact: _____

Mobile: _____ Telephone (office): _____

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 code of conduct* pertaining to live ultrasound scanning.

Agreed to

X _____ Date _____
Signature of main exhibit contact

Please return signed form to: Loreena Bloomfield
(Loreena.Bloomfield@sonographers.org) no later than **15 May 2020**.

For Office Use Only	
Date received	_____
Response sent	_____
Approved	<input type="checkbox"/> yes <input type="checkbox"/> no
As noted:	_____
Reviewed by	_____
Signature of ASA contact	_____

Appendices

Appendix 3 | Exhibitor booth presentations relating to live scanning

ASA booth presentation request form

- Demonstrations and booth presentations must avoid the use of sideshow or theatrical gimmicks. Activity and attire of demonstrators shall be consistent with the professional atmosphere of the ASA meeting.
- Commercial/promotional demonstrations or presentations by physicians/sonographers that are related to an exhibitor's products or services are permitted. Formal educational presentations by exhibitors offering CPD points within the exhibit halls is prohibited.
- Presentations should be directed into the booth and not into the aisle. Booth presentations and/or product demonstrations must be set back from the aisle to allow for standing room within the booth to accommodate attendees. Attendees must not congregate in the aisles nor block walk ways.
- Sound must be at a level that does not disturb neighboring exhibits (80 decibels when measured by ASA from any adjacent aisle). Exhibitors using audio systems should direct the sound into their booth and not towards the aisle or neighboring exhibits. The exhibitor will be required to stop using a system if, in ASA's opinion, the sound level or presentation is objectionable to attendees or adjacent exhibitors.

RSNA Booth Presentation Guidelines 2018 form the basis for these guidelines

Booth presentation application form

Exhibiting company: _____ Booth number: _____

Official contact: _____

Mobile: _____ Telephone (office): _____

Email address: _____

Presentation information:

Date and time: _____

Title of presentation: _____

Speaker(s): _____ Telephone (office): _____

Presentation description (speaker and topic): _____

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

Agreed to

X _____
Signature of main exhibit contact Date

Please return signed form to: Loreena Bloomfield
(Loreena.Bloomfield@sonographers.org) no later than **15 May 2020**.

For Office Use Only	
Date received	_____
Response sent	_____
Approved	<input type="checkbox"/> yes <input type="checkbox"/> 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

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