



Partnering with the ASA



Partnering opportunities with the ASA

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Partnering opportunities with the ASA

Introduction to the ASA

The Australasian Sonographers Association (ASA) is the professional organisation for Australasian sonographers who are the experts in ultrasound. With over 7,000 members and a membership of more than 75% of Australasia's sonographers, the ASA has a significant role in supporting and advising the profession on the highest standards to provide the best possible outcomes in ultrasound for patients.

The purpose of the ASA is to foster a sonography profession that delivers high quality ultrasound with a vision of creating a healthier world through sonographer expertise. We are a not-for-profit organisation, and a registered charity working to advance the health of the public and to advance the education for those performing ultrasound.

We work towards:

- Promoting and advocating for the advancement of the sonography profession
- Driving the quality and standards of ultrasound practice
- Facilitating comprehensive skills and professional development opportunities in ultrasound, and
- Innovating and evolving to deliver

organisational sustainability, value and member support.

The ASA provides the most comprehensive range of sonographer focused CPD opportunities in Australasia. Members have access to the highest quality learning tailored for the sonography profession. Our program includes an ever-expanding online learning library and face-to-face events, with participation of members from all locations, clinical streams, and levels of experience.

Every year we hold our Annual International Conference with the Hybrid Brisbane Conference in 2021 attracting over 1700 delegates. Throughout the year we offer a number of face-to-face events such as Special Interest Group Days, localised workshops and seminars.

We also offer the largest sonography online learning opportunities, including webinars, education videos and CPD tests, with podcasts coming soon. These online offerings reach large audiences, with over 20,000 activities undertaken every year.

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

Membership profile

MEMBERS
7107

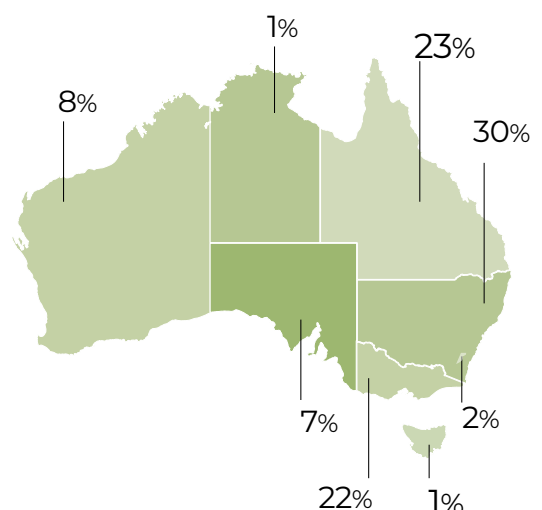
GENDER
78% F
M 22%

AVERAGE AGE
40

PRIMARY POSITION
84% Clinical sonographers
GENERAL VS SPECIALIST
76% generalists

PLACE OF WORK
25% Public practice
75% Private

LOCATION BY STATE



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, member 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.
- In person 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 CPD 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.
- Participating at events will provide a list of attendees (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:

- Annual International Conference (AIC)
- Special Interest (Group Days Cardiac and Student Seminars)
- Learning activities (Travelling Workshops, Webinars, podcasts and live scanning education videos)
- Corporate Partnership Program
- Advertising in ASA communication mediums (*soundeffects* news member magazine, *Making Waves* research reviews, *cross section* newsletter, *Sonography* journal and the ASA website sonographers.org).

For the marketing analytics behind ASA partnering opportunities please email partnerships@sonographers.org



Partnering opportunities with the ASA

Corporate Partnership Program

Corporate Partnership Program

\$795 +GST

Industry partners have the opportunity to be part of the sonographer community, supporting and enhancing the future of the profession by being part of the ASA's Corporate Partnership Program.

For companies supplying the ultrasound industry, employing, or educating and training sonographers, ASA Corporate Partnership Program is the most effective way to connect, engage and support our 7000 + members. It also allows you input into the ASA's advocacy platform and influence the shaping of the sonography profession.

An ASA Corporate Partnership Program provides you with the perfect opportunity to:

- demonstrate your support of the profession
- 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 Partner, 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 (cost to non- members, \$500)
- access to the ASA Occupational Health and Safety member report
- access for account holders (max 5) to watch ASA online learning webinars/ videos (no cpd points attached)
- access to ASA clinical support resources (eg codes of conduct; scope of practice etc)
- opportunity to be a major partner at our Annual International Conference and partner with us for CPD events throughout Australia and NZ and ASA online, available to Corporate Partners only
- Free access to ASA digital and print publications:
 - cross section – the ASA fortnightly e-newsletter keeping you abreast of ASA and industry news and events
 - *soundeffects news* – the ASA bi-annual member magazine
 - *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 and mediums as outlined in our Advertising kit
- one free advertisement in cross section, delivered to over 7000 members
- priority offer of advertising on the ASA Annual Wallplanner
- free employment advertising through the ASA jobs portal
- free promotional listing on the Corporate Partners page of the ASA website linking members to your website

To become a Corporate Partner of the ASA, please complete the Corporate Partner Subscription Form, available on the [ASA website](#)

Partnering opportunities with the ASA

ASA major events

Annual International Conference

The Annual International Conference (AIC) is the flagship event for the ASA, and the largest annual event specifically for sonographers in Australasia. With over 1,500+ sonographers in attendance, the AIC presents a prime opportunity for you to spend time with the key decision makers and influencers in the ultrasound community. Australian and New Zealand sonographers will meet annually 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.

Annual International Conference locations and dates

YEAR	LOCATION	VENUE	DATES
2022	Melbourne	MCEC	27-29 May 2022
2023	Brisbane	BCEC	26-28 May 2023
2024	Sydney	ICC	31 May–2 June 2024



FOR SONOGRAPHERS, BY SONOGRAPHERS



ASA2022 MELBOURNE

THE 28TH ANNUAL INTERNATIONAL CONFERENCE OF
THE AUSTRALASIAN SONOGRAPHERS ASSOCIATION
27–29 May 2022, Melbourne Convention Exhibition Centre

Partnering opportunities with the ASA

Sponsorship packages for ASA Annual International Conference

	*GOLD	*SILVER	BRONZE	ONLINE ONLY
Package Features	\$40,000 DP 35,000	\$12,000 DP 10,000	\$5,000 DP \$3,500	1,500
Opportunities to raise profile, brand awareness and acknowledge support				
Recognition as a major partner on the home page of the Conference website (logo, company name and website link)	✓	–	–	–
Recognition as a major partner on all marketing material leading up to the event (company name, logo)	✓	–	–	–
Recognition as a partner on the conference website (company name, logo and website link)	✓	✓	✓	✓
Recognition on back page of the special conference edition of <i>soundeffects news</i> (March)	✓	✓	✓	✓
Banner advertisement on Conference App	✓	–	–	–
Partners (logo, company name and website link) on the Conference App	✓	✓	✓	–
Personally thanked for your support by the CEO in the opening plenary	✓	–	–	–
Recognition on the holding slide as the workshop partner in your allocated workshop room	✓	–	–	–
Opportunities for demonstration and showcasing equipment in person				
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) <ul style="list-style-type: none"> • 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 large groups only during the breaks,	✓	✓**	–	–
“Lunch & Learn” – speaker presentations on your booth during the lunch breaks 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).	✓	–	–	–
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 suggestions for 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 (3m x3m)	✓	–	–	–
Promotional assistance for hosting a Thursday event	✓	–	–	–
Opportunity to have access to a room for a breakfast on Friday or Sunday mornings with ASA assisting in promoting the event	✓	–	–	–
Opportunity to have access to a room for Friday night event post ASA Welcome Reception, with ASA assisting in promoting the event	✓	–	–	–
Have a team on the ground for in person 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	–	–
Online				
Opportunities for demonstration, showcasing equipment and interacting with online delegates	✓	✓	✓	✓
Virtual Booth	✓	✓	✓	✓
Feature video advertisement (imbedded in your virtual booth)	✓	✓	✓	✓
Engagement with delegates through the platform chat function (1:1 text chat, group chat with delegates, 1:1 video chat)	✓	✓	✓	✓
links to sponsors website and social media channels (LinkedIn, Facebook, Instagram, Twitter)	✓	✓	✓	✓
delegates can connect directly with your team	✓	✓	✓	✓
ability for delegates to connect with partners (by email) before, during, and after the event	✓	✓	✓	✓
ability for partner to host downloadable marketing resources for delegates (videos, marketing brochures, product sheets, etc.)	✓	✓	✓	✓
Partner logo included on front page of event platform linking directly to your virtual booth	✓	✓	✓	✓
Online registrations (3 x booth persons + 2 x delegate (no cpd points))	5	5	5	5
Opportunities to differentiate and stand out against your competition				
Communicate and promote to delegates during the breaks through rolling commercials, videos or slides	✓ 2 each	✓ 1 each	–	–
Opportunity to participate in a passport competition	✓	✓	✓	✓
Opportunity to participate in a trade quiz	✓	✓	✓	✓
Advertisement in the dedicated conference edition of <i>soundeffects news</i> in March	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 (exhibitor hall only)	✓	✓	✓	–
Delegate list (in person & online) including employer, name, state and email (subject to privacy laws and the delegate opt-out option) (2 weeks prior to conference)	✓	✓	–	–
Delegate list (in person & online) including employer, name, state and email (subject to privacy laws and the delegate opt-out option) (2 days prior to conference)	✓	✓	✓	✓

* Gold and Silver level partnerships available to Corporate Partners only, prices valid at October 2021 ** Option of live scanning on booth for additional \$5k per day (Saturday only) DB= Discount Pricing (contract signed and invoice received) before March 31st 2022 + vendor to cover AV and room usage costs including change over, catering etc. All pricing is exclusive of GST

Partnering opportunities with the ASA

Annual International 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

\$3,000 +GST

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
- Input into the theming of the reception (to be approved by the ASA)
- Opportunity for 3-minute introductory speech
- Opportunity to provide signage around the event location (e.g. pull-up banners)
- Opportunity to provide a door prize
- Eight (8) additional tickets for the Welcome Reception

Gala Dinner

\$5,000 +GST

The signature social event of the ASA Annual International 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
- Input into the theming around sponsorship recognition (to be approved by the ASA)
- 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 as well as acknowledgement by the presenter 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 +GST)

Support rural and remote sonographers to attend the ASA2022 Melbourne.

- Recognition on all marketing material
- Sponsor recognition at the opening plenary
- Recognition and branding in the ASA's conference edition (March) of member magazine soundeffects news

Partnering opportunities with the ASA

Additional sponsorship opportunities • Annual International Conference

Poster Lounge Partner

\$3,000 +GST

- Be seen supporting research and development in clinical practice, and encouraging leadership within the sonography profession. The place for delegates to rest, catch up and enjoy the catering!
- Exclusive branding rights
- Exclusive branding rights on lounge area
- Opportunity to have corporate artwork printed on lounge tables (at own expense)
- Opportunity to place banners at the lounge (at own expense)
- Conference App alert "needing somewhere to sit? Come visit us at the sponsored lounge"
- One (1) half-page advertisement in Conference edition of *soundeffects news* (March)

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

Phone charging stand

A key drawcard to your booth (to be arranged through the venue supplier)*

*At your expense



Partnering opportunities with the ASA

SIG Days

SIG Days

\$5,000 +GST

The ASA's Special Interest Group Days (SIGD) provide high-quality professional development opportunities to sonographers living across Australia and New Zealand. Held in major cities in Australia and New Zealand, they focus on a single stream eg. MSK, vascular, or women's health, showcase 3–4 national speakers and are tailored to advanced sonographers.

The “day” can range from 50-200 attendees, depending on the location and topic. SIGDs are held generally on a Saturday, in a 5- to 6-hour block with a small networking function at the conclusion.

They are highly popular with our members due to the format based on expert sonographer live scanning. The events usually comprise a series of short presentations followed by live-scanning demonstrations, often including supervised hands-on scanning by delegates.

- Exclusive sponsorship of the Day
- Exclusive co-branding with the ASA on all related marketing materials
- Opportunity to provide signage (at partners cost)
- Opportunity to choose the location from a list supplied by the ASA, subject to availability
- Opportunity to provide 15-minute introductory speech/video at the start of the day
- Opportunity to showcase ultrasound machine with an applications specialist during live- scanning demonstrations
- Opportunity for the applications person to be interactive with the presenter (how the technology of the machine benefits the scanning situation)
- Opportunity to attend the networking function at the end of the day
- Delegate attendee details employer, name, state and email (subject to privacy laws and the delegate opt-out option)

Available to our Corporate Partners only.



Partnering opportunities with the ASA

Travelling Workshops

Travelling Workshops

\$1,500 +GST

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 80, 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 presentations followed by live-scanning demonstrations, often with supervised hands-on scanning by delegates.

- Exclusive sponsorship of the workshop
- Opportunity to choose the location from an extensive list, subject to availability
- Opportunity to suggest potential speakers and topics which the EAC and local contact will consider
- Opportunity to provide signage (at partners cost) for the workshop
- 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
- Delegate attendee details (full name, employer, state and email) provided post event, subject to privacy laws and delegate agreement to share their information with the sponsor.

Available to our Corporate Partners only.



Partnering opportunities with the ASA

Webinars

Webinars

\$1,500 (3 for \$3000) +GST

- The webinar series is extremely popular due to the flexibility of the online learning platform and the excellent educational content of the presentations. The webinars run for one hour and are pre-recorded. They are available on demand to members through the ASA website.
- Opportunity for up to a 5-minute presentation at the beginning or completion of each webinar
- Exclusive co-branding with the ASA on all related marketing materials:
- One (1) advertisement alongside the on-demand webinar listing on the ASA learning management system
- A report outlining the number of participants who viewed webinar on demand (1, 3, 6, 12 months post event)
- Details of webinar participants (full name, employer, state and email) (1, 3, 6, 12 months post event), subject to privacy laws and participant agreement to share their information with the sponsor.

Available to our Corporate Partners only.



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 7,000 sonographers.

PUBLICATION	DESCRIPTION	FREQUENCY	FORMAT	DISTRIBUTION
<i>cross section</i>	e-newsletter	fortnightly	digital	members
<i>soundeffects news</i>	member magazine	biannual	digital	members
<i>Sonography</i>	scientific journal	quarterly	digital and print	u/s community
<i>Making Waves in Sonography Research</i>	research review summaries	biannual	digital	members
Wallplanner	wall calendar	annual	print	members
Website	ASA website	weekly	digital	u/s community

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

FOR MORE INFORMATION PLEASE CONTACT:

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