

ASUM 24

BRISBANE 1-3 NOVEMBER
SPONSORSHIP PROSPECTUS

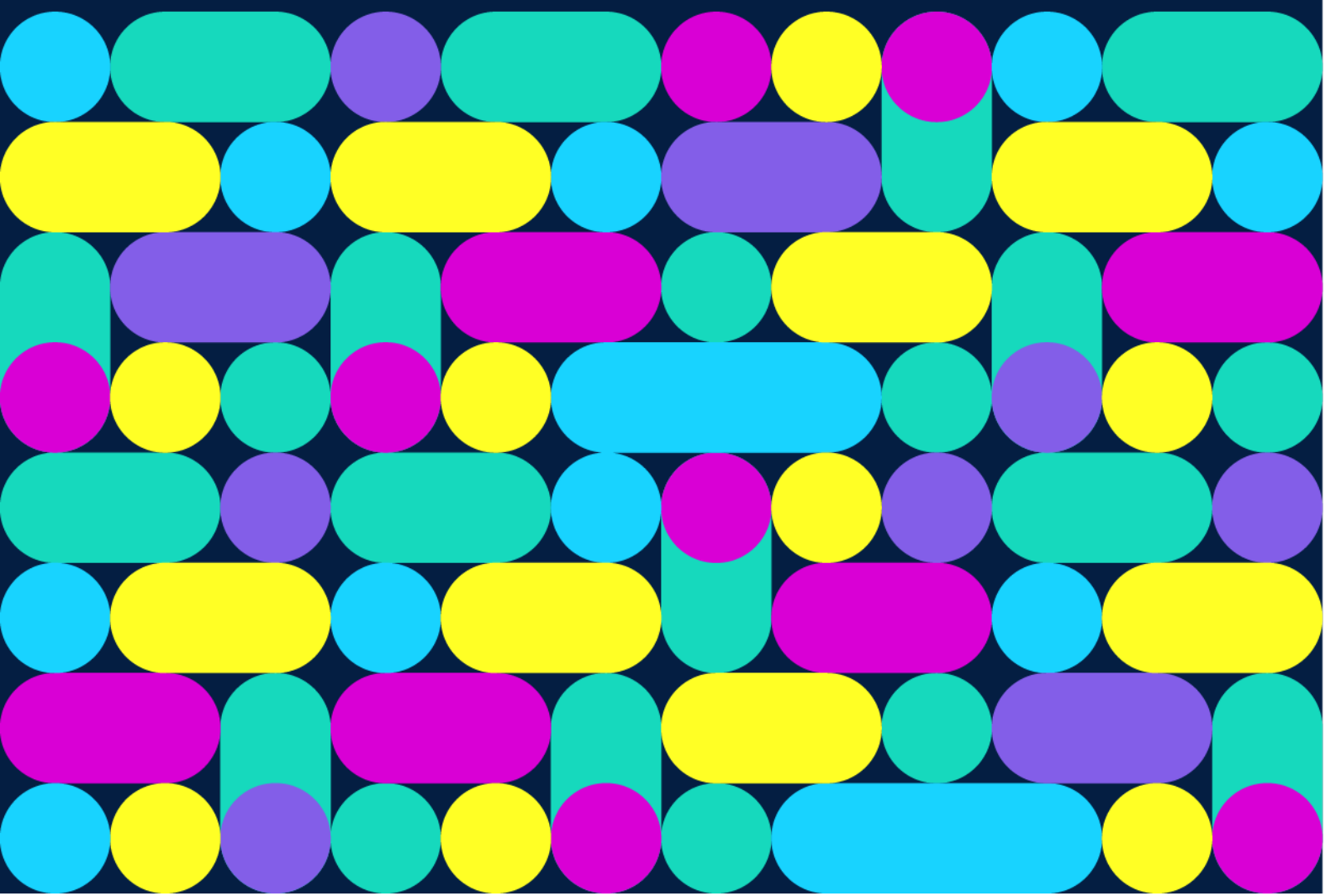


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WHO IS ASUM?

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

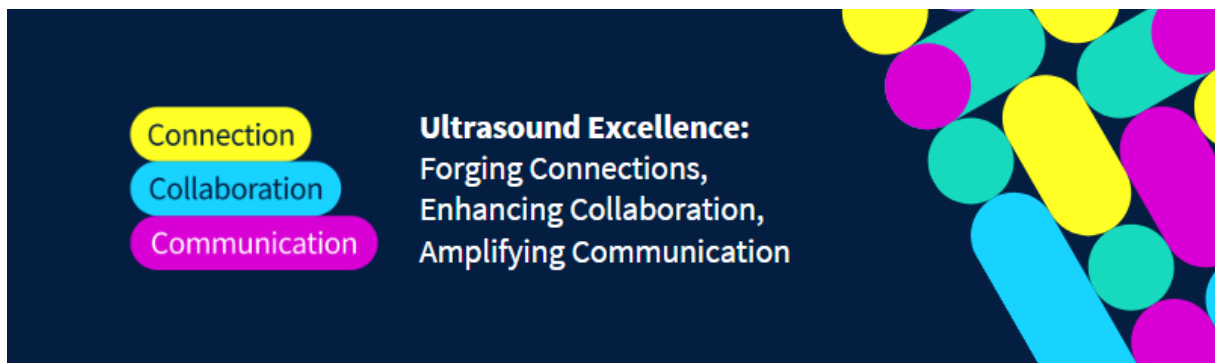
ASUM conferences are known for quality education delivery and the collaboration of the multi-disciplinary community.

Our community includes sonographers, medical and allied health professionals, researchers, scientists, students, and corresponding members.

ASUM 24 – ULTRASOUND EXCELLENCE

The theme of the ASUM 24 conference is, **'Ultrasound Excellence: Forging Connections, Enhancing Collaboration, Amplifying Communication'**. The conference format intends to target key areas of ultrasound specialisation, while bringing together the various disciplines to share their intelligence.

The conference will include hands-on workshops, demonstrations, presentations, and social events across 3 days. A program outline is available on page 11 of this prospectus.



ASUM 24 SCIENTIFIC COMMITTEE

Members of the ASUM 24 Scientific Committee are:

- Jennifer Garner - Convenor
- A/Prof Sandhir Prasad
- Dr Carmen Lai
- Dr Carole-Anne Whigham
- Tammy Giampietro
- Rhianna Weekes
- A/Prof David Platts
- Dr Premjit Gill
- Dr Nathan Peters
- Andrea Arnold
- Elizabeth Phillips

ASUM BY NUMBERS

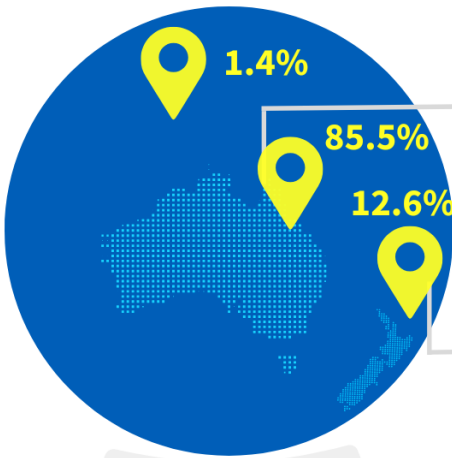
Membership

MEMBERSHIP VIA REGION

85.5% OF MEMBERS ARE FROM AUSTRALIA

12.6% OF MEMBERS ARE FROM NEW ZEALAND

1.4% OF MEMBERS ARE FROM OVERSEAS



- 32.4% NSW
- 19.6% VIC
- 12.9% QLD
- 11.8% WA
- 4.1% SA
- 2.1% ACT
- 1.3% TAS
- 1.2% NT

- 8.8% NZ North
- 3.7% NZ South

1.4% CORR

MEMBER INTERESTS

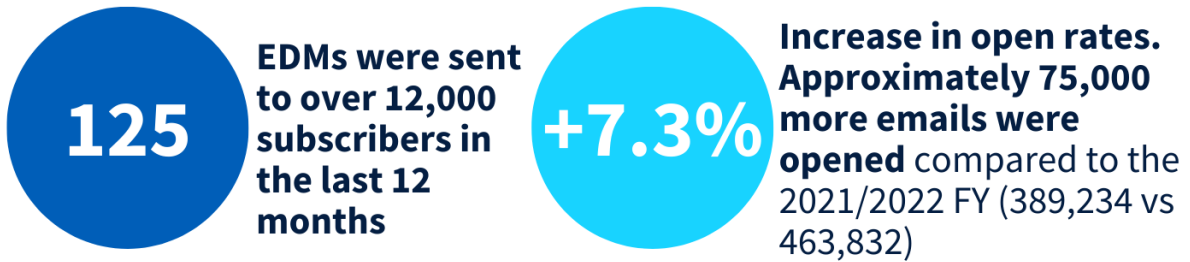
(main specialty or interest)



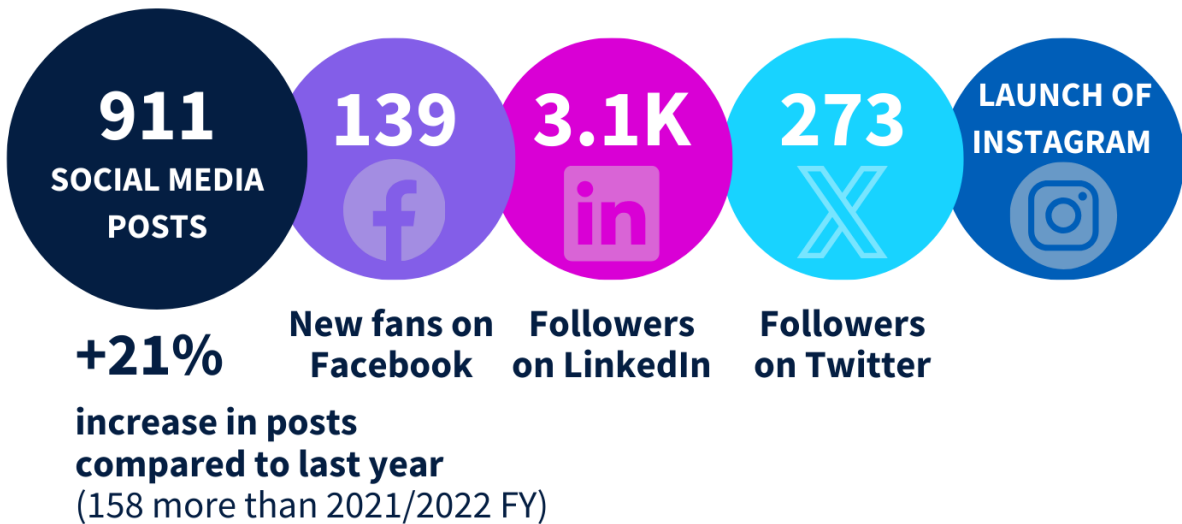
Data taken from the 2023 ASUM Annual Report.

Communications

EDMs



SOCIAL MEDIA



BE A PART OF THE ASUM COMMUNITY

ASUM 24 will feature a new exhibition concept for ASUM with exhibition pods designed to facilitate great conversations, provide networking opportunities, and create greater interactions between exhibitors and delegates. We want our exhibitors and our delegates to continually feel part of the conference.

Due to the space available, all exhibition options are exclusive and limited and will be offered on a first-in-first-served basis.

The design and layout of our exhibition area, created with our exhibition partner Outstanding Displays, ensure the pods are functional and maximise brand exposure, whilst complementing the venue's features with selected structures and tailored floor plan. Once your partnership payment has been made, you will be able to select and lock-in your preferred booth.

Features of ASUM 24:

- **Hands-on workshops held across 3 days** of the conference.
- **PoCUS & Partner Games** held before the Welcome Drinks on Friday 1 November
- Seated **Partnership Lunch** on Saturday – all gold, workshop, and silver partners will host tables at lunch. Exhibitors will be welcome to attend the lunch.
- **Outreach wellness event** on Saturday 2 November, prior to the conference
- Breakfast and lunch and learn sessions available.
- **Gala Dinner & Awards of Excellence at GoMA** on Saturday 2 November
- Sponsorships, lead-capturing, and registrations will be managed through EventsAir.



SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR - Maximum 3 available - \$25,000 incl. GST

Each gold sponsorship includes:

- First opportunity to select a stream to sponsor and provide scanning equipment for sponsored stream workshops
- Naming rights to a stream including workshops
- Opportunity to provide a co-chair for sponsored stream sessions
- Opportunity to host one lunch & learn or breakfast session
- Premium recognition of gold sponsorship across the marketing for the conference and at the conference
- Primary involvement in the PoCUS & Partner Games on Friday 1 November
- Hosted table with signage at the Partnership lunch on Saturday 2 November
- 6m x 2m display premium build space in the exhibition area including superior furniture and almost 5m of custom print panels
- 4 full registrations, including all social functions
- A copy of the consenting delegate list, 2 weeks prior & 2 days prior to the conference with permission for one pre and one post-conference communication



WORKSHOP SPONSOR - Maximum 2 available - \$12,000 incl. GST

Each workshop sponsorship includes:

- Provision of scanning equipment for sponsored stream workshops
- Naming rights to a stream including workshops
- Opportunity to provide a co-chair for sponsored stream sessions
- Involvement in the PoCUS & Partner Games on Friday 1 November
- 2 full registrations, including all social functions
- A copy of the consenting delegate list, 2 weeks prior & 2 days prior to the conference with permission for one pre and one post-conference communication
- *NB. No exhibition space is not included in the Workshop Sponsorship package. Gold Sponsors receive preference to Workshop Sponsors for the allocation of streams.*

“Our vision is to create healthier lives for all by driving ultrasound excellence”

SILVER SPONSOR - \$8,000 incl. GST

Each silver sponsorship includes:

- 3m x 2m premium contempo build space in the exhibition area including almost 2m of custom print panels, custom fascia, and furniture
- 1 full registration, including all social functions and 2 exhibitor registrations (no gala dinner)
- Involvement in the PoCUS & Partner Games on Friday 1 November
- Hosted table at the Partnership lunch on Saturday 2 November
- Silver status recognition across email, website and social media
- A copy of the consenting delegate list, 2 weeks prior & 2 days prior to the conference with permission for one pre and one post-conference communication



EXHIBITOR SPONSOR - \$4,500 incl. GST

Each exhibitor sponsorship includes:

- 2m x 2m premium contempo build space in the exhibition area including almost 1m of custom print panel, fascia, and furniture
- 2 exhibitor registrations, including attendance at the welcome reception and partnership lunch (no gala dinner tickets)
- Involvement in the PoCUS & Partner Games on Friday 1 November
- Exhibitor status recognition across email, website and social media
- A copy of the consenting delegate list, 2 days prior to the conference with permission for one post-conference communication



KEYNOTE SPEAKER SPONSOR - \$6,500 incl GST

Each sponsorship includes:

- Naming rights to any session where the keynote speaker is presenting
- Opportunity to recommend Keynote Speaker within cost range and program parameters to ASUM
- Opportunity to introduce keynote presentations
- Subject to keynote speaker approval, host 'Meet the Expert' time for delegates to connect with the keynote speaker. This can be held at your or ASUM's exhibition space.
- Branded event recognition – 'keynote presentation sponsored by your organisation name'
- 1 full registration, including all social functions
- Opportunity to host the Keynote Speaker at the partnership lunch on Saturday 2 November
- A copy of the consenting delegate list, 2 weeks prior & 2 days prior to the conference with permission for one pre-conference communication
- *NB. No exhibition space is included with the Keynote Speaker Sponsorship package.*

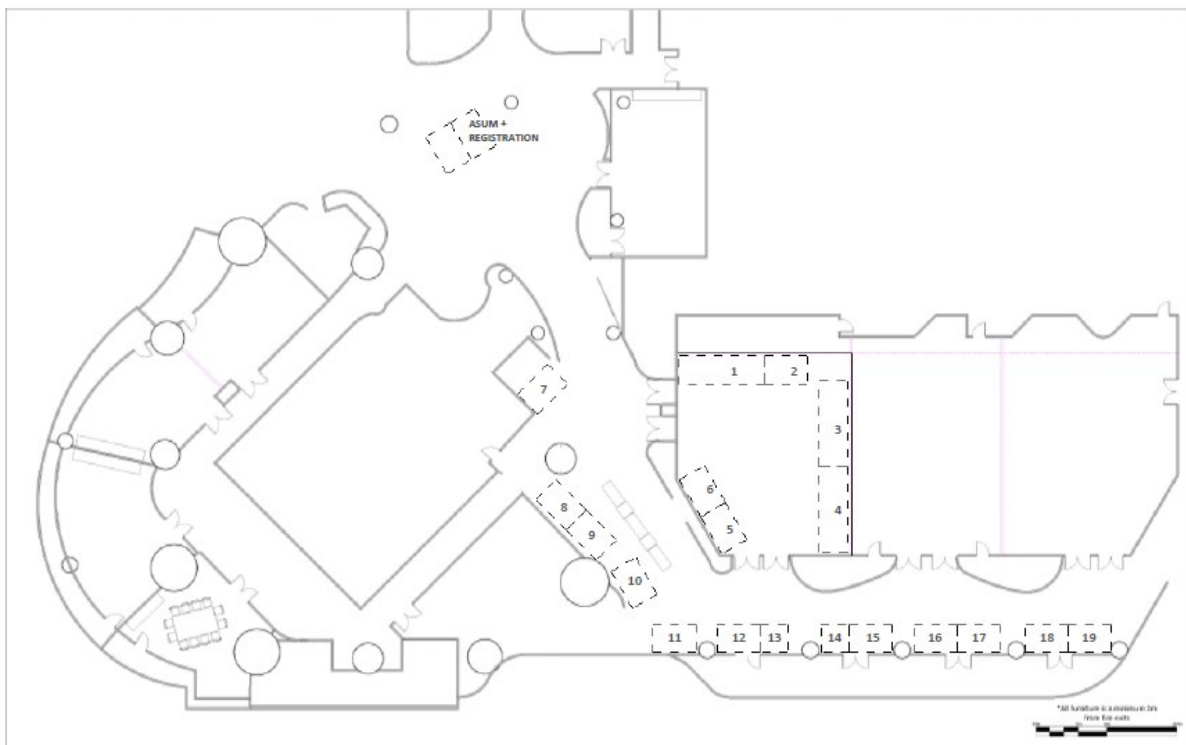
EXPERIENCE SPONSORSHIPS

- Supper Club Sponsor – following the Welcome Reception on Friday 1 November – invite delegates to an exclusive event to continue to build connections.
- Outreach Sponsor – sponsor a wellness activity on the morning of Saturday 2 November and inspire delegates to get more out of every day.
- Early Career Sponsor – host an event for the early career delegates or sponsor several early-career ultrasound specialists to attend the conference.
- Gala Dinner & Awards Sponsor – sponsor the night or an award.
- Gamification / in-conference experiences – sponsor an activation throughout the program – inspire delegates to think differently whether through stories, games, engagement with peers, problem-solving, or seizing a limited opportunity. Let's chat about the possibilities and best alignment with your brand.

Sponsors are welcome to mix & match or create a sponsorship package that allows you to take advantage of the features that matter most to your organisation.

DRAFT FLOOR PLAN

ASUM 24 will take place on level 3 of the **W Hotel, Brisbane**. ASUM will have exclusive access to the conference space and catering will be within the exhibition space. This floor plan is subject to change with bookings received.



ASUM 24 SPONSORSHIP SUMMARY	GOLD	WORKSHOP	SILVER	EXHIBITOR
	\$25,000	\$12,000	\$8,000	\$4,500
PROGRAM INCLUSIONS				
Sole rights to a stream, showcasing your products exclusively	Y	Workshops only	N	N
Provision of your products in the program workshops	Y	Y	N	N
Premium branded exhibition space (details on exhibition stand inclusions are on pages 5-6).	Y	No exhibition space incl.	Y	Y
PoCUS Games & Partnership Lunch	Hosted table	Y	Hosted table	Y
Opportunity to provide co-chairs across the program	Y	Workshops only	N	N
Opportunity to host additional lunch or breakfast sessions	Y	N	N	N
SOCIAL MEDIA WEBSITE AND MARKETING				
Recognition as a sponsor on the ASUM 24 website, conference app and on the ASUM website as a corporate partner	Y	Y	Y	Y
Homepage recognition on the ASUM 24 website.	Y	N	N	N
Announcement of partnership across ASUM social media channels (Facebook, LinkedIn, Instagram & Twitter)	Y	N	Y – group announcement	N
Logo included on ASUM 24 email & marketing communications	Y	Y	Y	N
Recognition as a partner throughout ASUM 24 conference slides	Y	Y	Y	N
ASUM 24 conference app push notifications	4	2	2	General
Access to a soft copy of the delegate list (subject to privacy laws and delegate opt-out option)	Y	Y	Y	N
REGISTRATIONS				
Full registration to ASUM 24, includes conference sessions (CPD points available) and all social functions, including the Gala Dinner	4	2	1	0
Exhibitor registrations to ASUM 24, include access to the exhibition hall and social functions at the W Hotel (Gala Dinner tickets can be purchased separately)	2	0	2	2

Additional full registrations to ASUM 24 can be purchased for ASUM member sonographer rates. Exhibition-only passes (access to the exhibition area and conference venue catering only) can be purchased for \$275 per person, per day. Additional tickets to the Welcome Reception, Partnership Lunch and Gala Dinner & Awards Night are available subject to availability.

DRAFT PROGRAM OUTLINE

Thursday 31 October - PM - exact time TBC - Exhibitor set-up

Day One - Friday 1 November	
8.30am	Delegate arrival
9.00am	Conference sessions
12.00pm	Lunch in the Exhibition Area
1.00pm	Conference sessions
3.00pm	Afternoon tea in the Exhibition Area
3.30pm	PoCUS Games
5.00pm	Welcome Reception in the Exhibition Area
7.00pm	TBA - Supper Club
Day Two - Saturday 2 November	
7.00am	Outreach wellness event
8.30am	Delegate arrival & conference sessions
9.00am	Conference sessions
10.30am	Morning tea in the Exhibition area
11.00am	Keynote presentations
12.30pm	AGM
1.00pm	Partnership Lunch in the Lex
2.00pm	Conference sessions
3.30pm	Afternoon tea in the Exhibition area
4.00pm	Conference sessions
5.30pm	ASUM 24 Day Two conference concludes
7.30pm	Gala Dinner & Awards Night at GoMA
Day Two - Sunday 3 November	
8.30am	Delegate arrival & conference sessions
9.00am	Conference sessions
10.00am	Morning tea in the Exhibition area
10.30am	Keynote presentations
12.00pm	AGM
12.30pm	Lunch in the Exhibition area
1.30pm	Conference sessions
3.00pm	ASUM 24 concludes

BOOKING NOTES

All investment fees are in AUD and inclusive of GST. All sponsorship package benefits must be redeemed by 30 November 2024.

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

Branding and signage entitlements for a given session or event may apply to multiple partners.

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

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

Exhibition booth location choice subject to set floorplan and existing commitments. All exhibition booths will be provided by the ASUM 24 Exhibition Partner, Outstanding Displays. Due to the limited space, variations in shape and size will not be possible.

Corporate membership is a requirement to partner or exhibit at ASUM 24. Refer [to the ASUM website](#) for more information on the benefits of corporate membership of ASUM.

TERMS & CONDITIONS

For the full terms & conditions of ASUM 24 sponsorship, please [click here](#).

It is a condition of booking that the terms and conditions have been read and accepted.

ASUM 24

BRISBANE 1-3 NOVEMBER

Australasian Society for Ultrasound in Medicine

P +61 2 9438 2078

F +61 2 9438 3686

E conference@asum.com.au

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