

INVITATION TO SPONSOR ASUM NEW ZEALAND 2024

We invite you to participate in the **ASUM New Zealand 2024 Conference** that will be held at The Pullman Auckland Hotel, Cnr Waterloo Quadrant & Princes Street, AUCKLAND, 1010, New Zealand on **19-21 July 2024**.

This meeting is the pinnacle event of ASUM's ultrasound education programme in New Zealand.

The goal of the programme is to provide practical and relevant education to practitioners of medical ultrasound and to promote clinical excellence in all ultrasound subspecialties.

Australian and New Zealand visitors can fly directly to Auckland from several major cities.

ASUM is committed to providing quality CPD to ultrasound practitioners and is proud to be planning a conference programme featuring respected local, national, and international speakers who will address a diverse range of topics.

ASUM New Zealand Conferences remain popular, and the involvement of our valued corporate partners continues to be an important aspect of our programmes. This year we expect an attendance of over 120 delegates and are not planning to livestream the event although we will be recording proceedings in the O&G conference room. There will be two smaller breakout rooms running concurrently where General and PoCUS will be covered in more detail. We invite you to get creative and find ways to engage with the attendees and are open to discussing branding opportunities and other ideas you may have, but please note, options may require additional sponsorship support.

As an attending sponsor, you will have the opportunity to present your equipment and technology to registrants in the trade exhibition room, meet with current and potential customers, contribute promotional and educational supplements and, depending on your level of sponsorship, the opportunity to make a company presentation to delegates outlining your equipment and technology.

We would welcome the opportunity to meet with you to discuss any other specific value-add sponsorship ideas you may have.

We hope you take advantage of this wonderful opportunity and sincerely look forward to seeing you in Auckland on 19-21 July 2024.

Alison Deslandes
ASUM President

Lyndal Macpherson
ASUM Chief Executive

Anabel Greville
**NZ Organising
Committee Chair**

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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 broadly based, multi-disciplinary group, bringing together a range of views, skills, and experience involving all aspects of diagnostic ultrasound. The breadth of experience and expertise found within ASUM is unequalled by any other organisation in the field.

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, scientists, students, and corresponding members.

ASUM NEW ZEALAND 2024 CONFERENCE

The ASUM New Zealand 2024 Conference will be held at The Pullman Auckland Hotel from 19-21 July 2024. Nestled in the vibrant heart of downtown Auckland, this luxury 5-star hotel is only 27 km (25-minute drive) from Auckland Airport.

The conference format intends to target key areas of ultrasound specialisation while bringing together the various disciplines to share their intelligence. The Obstetrics & Gynaecology (O&G) and General Streams will run across all 3 days, the PoCUS Stream will run on Saturday only.

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.

Tāmaki Makaurau Auckland, the setting for our conference, is a vibrant tapestry of culture, cuisine, and natural beauty. This multi-cultural urban oasis invites exploration, offering an engaging blend of food, music, arts, and culture set against a backdrop of sparkling waters and lush landscapes.



NEW ZEALAND 2024 ORGANISING COMMITTEE

Members of the ASUM New Zealand 2024 Organising Committee are:

- Anabel Greville
- Enya McPherson
- Deborah Stanley
- Choko Chan

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



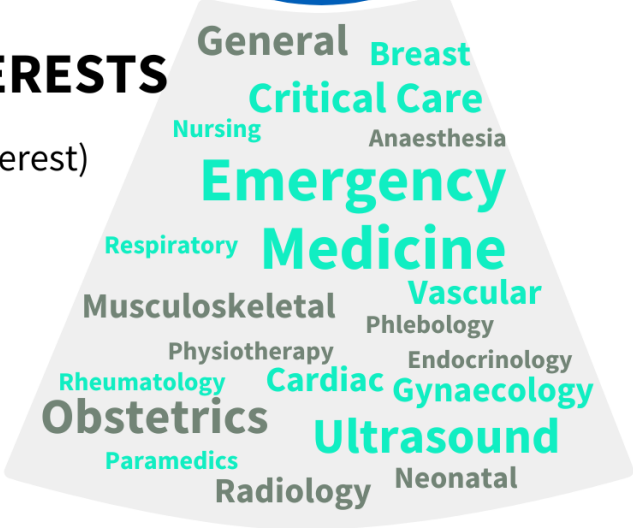
- 32.4% NSW
- 19.6% VIC
- 12.9% QLD
- 11.8% WA
- 4.1% SA
- 2.1% ACT
- 1.3% TAS
- 1.2% NT

- 8.8% NZ North
- 3.7% NZ South

1.4% CORR

MEMBER INTERESTS

(main specialty or interest)



Communications

EDMs



EDMs were sent to over 12,000 subscribers in the last 12 months



Increase in open rates. Approximately 75,000 more emails were opened compared to the 2021/2022 FY (389,234 vs 463,832)

SOCIAL MEDIA



+21%

increase in posts compared to last year (158 more than 2021/2022 FY)



New fans on Facebook



Followers on LinkedIn



Followers on Twitter



BE A PART OF THE ASUM COMMUNITY

ASUM New Zealand 2024 will feature an exhibition area that will surround the catering tables designed to facilitate great conversations, provide networking opportunities, and create greater interactions between exhibitors and delegates. Our goal is to ensure that both exhibitors and delegates feel fully involved in the conference.

All exhibition options are exclusive and will be offered on a first-in-first-served basis.

The design and layout of our exhibition area ensure the area is functional and maximises brand exposure, whilst complementing the venue's features and tailored floor plan (available on page 10). Once your partnership payment has been made, you will be able to select and lock in your preferred booth.

Features of ASUM New Zealand 2024:

- **Hands-on workshops held across 3 days** of the conference.
- **General, O&G, and PoCUS** streams running concurrently.
- **Welcome Drinks** in the exhibition area on Friday 19 July
- **Gala Dinner** on Saturday 20 July
- Sponsorships, lead-capturing, and registrations will be managed through EventsAir



SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR - \$8,000 ex. GST

Maximum 2 available

Each gold sponsorship includes:

- First opportunity to select a stream to sponsor and provide scanning equipment for sponsored stream workshops
- Provide 1 ultrasound unit for use in the PoCUS workshops
- Naming rights to a stream including workshops
- Opportunity to provide a co-chair for sponsored stream sessions
- Premium recognition of gold sponsorship across the marketing for the conference and at the conference
- Branded banner/pull-up situated near the registration table on arrival
- Opportunity to build a custom booth in the exhibition area up to 5m x 2.5m. Two chairs, and a dual power outlet can be included
- Live-scanning on stand/booth in exhibition area
- Branded banner/pull-up on display at the Gala Dinner
- 3 full registrations, including all social functions
- Additional registrations may be purchased at the prevailing member rate
- A copy of the consenting full-registration and PoCUS delegate lists, 2 weeks and 5 days prior to the conference with permission for one pre- and one post-conference communication

SILVER SPONSOR - \$5000 ex. GST

Maximum 4 available

Each silver sponsorship includes:

- Opportunity to select a stream to sponsor and provide scanning equipment for sponsored stream workshops
- Opportunity to provide a co-chair for sponsored stream sessions
- Recognition of silver sponsorship across the marketing for the conference and at the conference
- Opportunity to build a custom booth in the exhibition area up to 4m x 2m. Two chairs, and a dual power outlet can be included
- Live-scanning on stand/booth in exhibition area
- 2 full registrations, including all social functions
- Additional registrations may be purchased at member rates
- A copy of the consenting full-registration delegate list, 2 weeks and 5 days prior to the conference with permission for one pre- and one post-conference communication

EXHIBITOR SPONSOR - \$2,000 ex. GST

Each exhibitor sponsorship includes:

- Space in the exhibition area the size of 2.5m x 2m. Two chairs, and a dual power outlet can be included
- 1 full registration, including all social functions
- A copy of the full-registration consenting delegate list, 2 days prior to the conference with permission for one post-conference communication

PoCUS WORKSHOP SPONSOR - \$1,500 ex. GST

Maximum 3 available

The PoCUS workshop sponsorship includes:

- Involvement in the PoCUS Day Saturday 20 July only
- Provision of 1 ultrasound unit for PoCUS stream workshops
- Naming rights to a PoCUS session, Gold sponsor has first opportunity
- 1 day registration, including catering
- A copy of the consenting PoCUS delegate list, 2 weeks and 5 days prior to the conference with permission for one post-conference communication
- *NB. No exhibition space is included in the PoCUS Workshop Sponsorship package. Gold Sponsors receive preference to PoCUS Workshop Sponsors for the allocation of sessions.*

EXPERIENCE SPONSORSHIPS

- Outreach Sponsor – sponsor a wellness activity on the morning of Saturday 20 July or Sunday 21 July and inspire delegates to get more out of every day.
- Early Career Sponsor – host an event for the early career delegates or sponsor a number to attend the conference.

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. Talk to us about your requirements.

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

ASUM NZ 2024 SPONSORSHIP SUMMARY	GOLD	SILVER	EXHIBITOR	PoCUS SPONSOR
Cost (in NZD excluding GST)	\$8,000	\$5,000	\$2,000	\$1,500
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
Exhibition space available	5m x 2.5m	4m x 2m	3m x 2m	No exhibition space incl.
Live-scanning demonstrations in the exhibition area	Y	Y	N	N
Opportunity to provide co-chairs across the program	Y	Y	N	N
SOCIAL MEDIA WEBSITE AND MARKETING				
Recognition as a sponsor on the ASUM NZ 2024 website, conference app and on the ASUM website as a corporate partner	Y	Y	Y	Y
Announcement of partnership across ASUM social media channels (Facebook, LinkedIn, Instagram & Twitter)	Y	N	N	Y – group announcement
Logo included on ASUM NZ 2024 email & marketing communications	Y	Y	Y	Y for PoCUS Communications
Recognition as a partner throughout ASUM NZ 2024 conference slides	Y	Y	Y	Y
ASUM NZ 2024 conference app push notifications	3	2	1	1
Access to a soft copy of the delegate list (subject to privacy laws and delegate opt-out option)	Y	Y	Y	Y
REGISTRATIONS				
Full registration to ASUM NZ 2024, includes conference sessions (CPD points available) and all social functions, including the Gala Dinner	3	2	1	1 (excl. Gala Dinner)

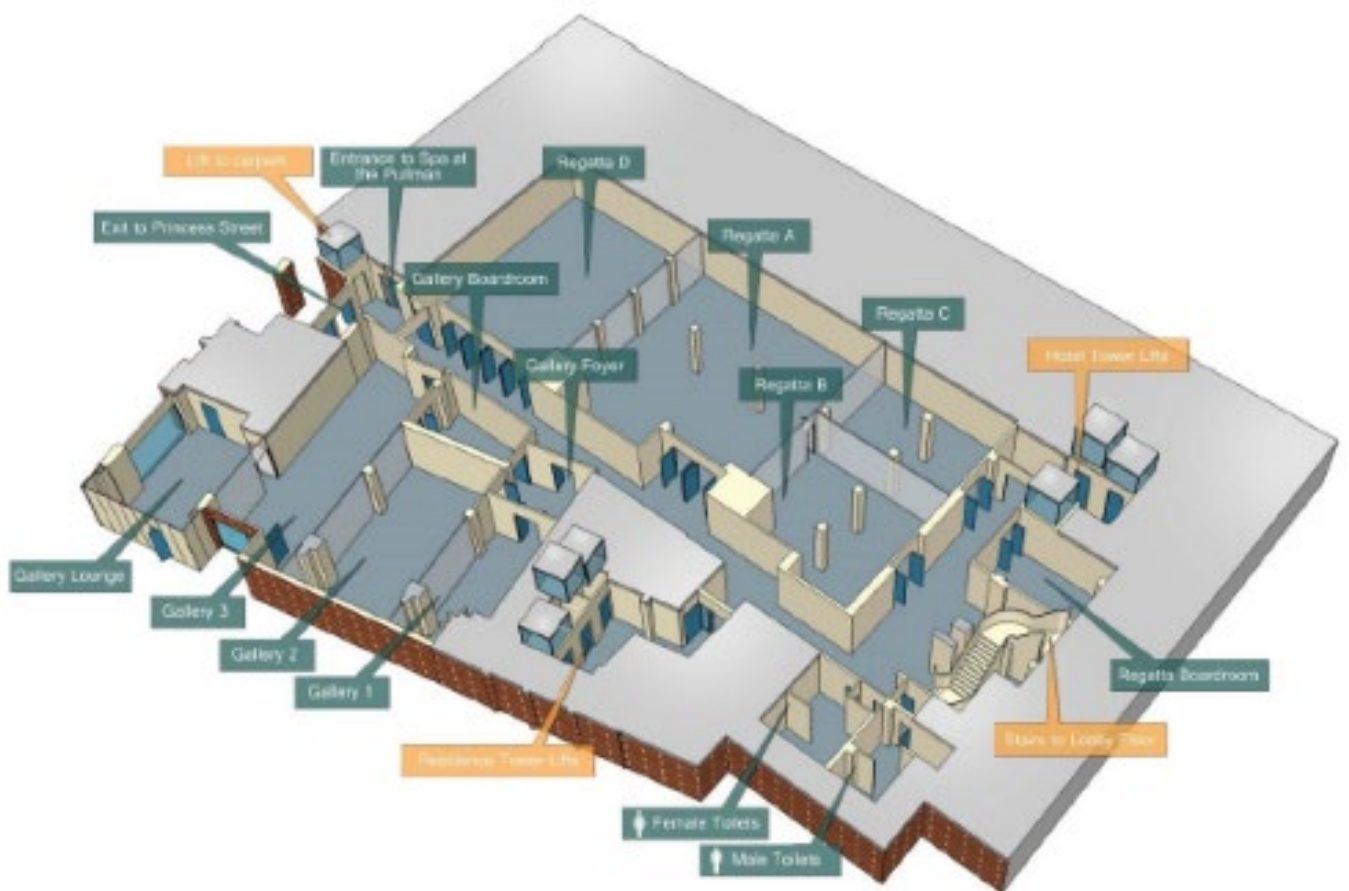
Additional full registrations to ASUM NZ 2024 can be purchased for ASUM Members full registration rates. Exhibition-only passes (access to the exhibition area and conference venue catering only) can be purchased for \$330 per person, which includes the Welcome Reception on Friday evening. Additional Gala Dinner tickets are subject to availability.

DRAFT FLOOR PLAN

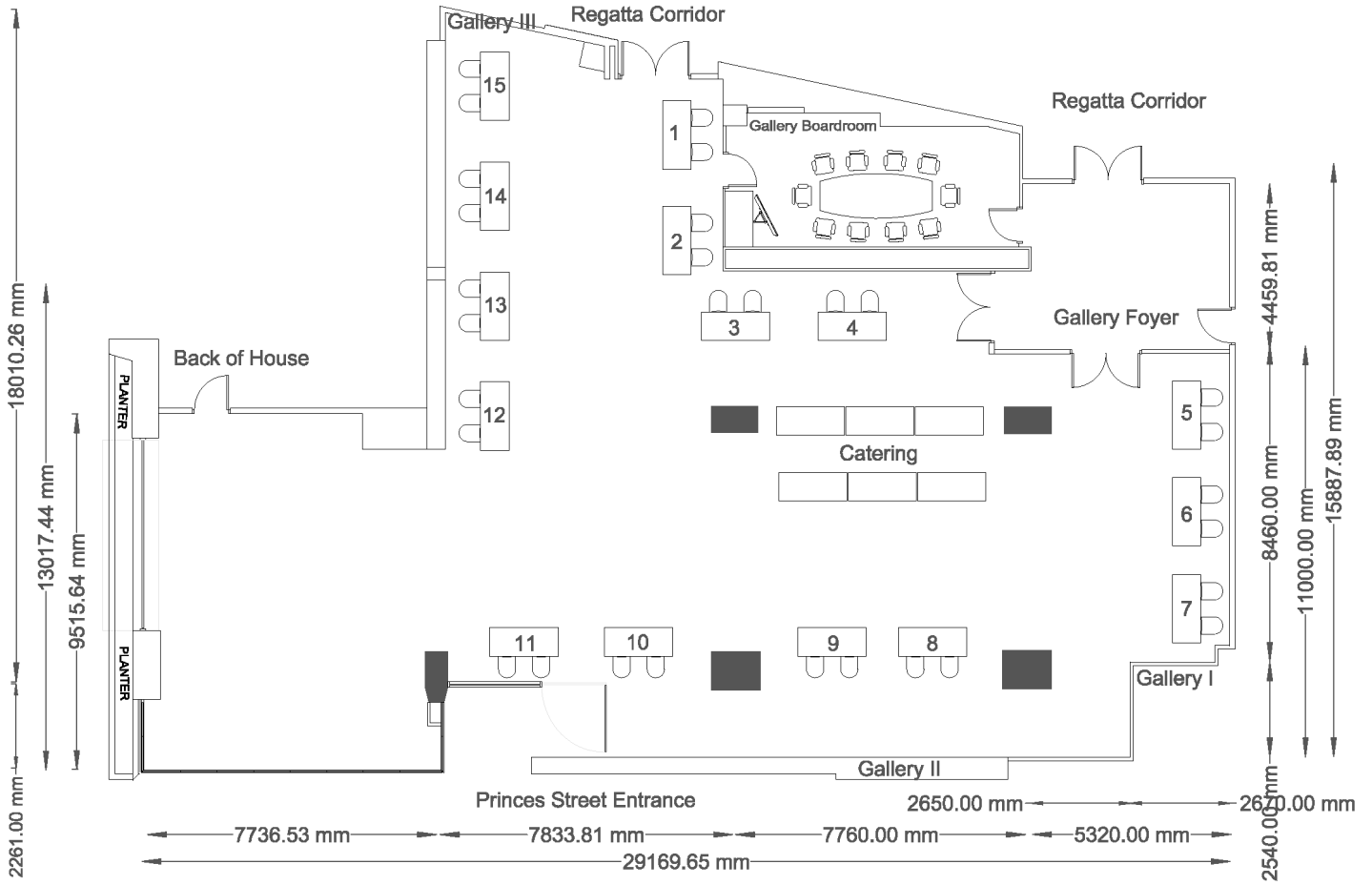
ASUM New Zealand 2024 will take place on the ground floor of the **Pullman Hotel, Auckland**. The exhibition area will be located in the Gallery area, which includes the Gallery Foyer and Gallery 1-3 and will be open plan. The O&G stream will be in Regatta Room D and the General Ultrasound stream will be held in Regatta Room A. In Regatta Rooms B-C (combined into one room) we will run the PoCUS stream on Saturday and O&G and MSK workshops on Friday afternoon and Sunday morning. ASUM will have exclusive access to the conference space and catering will be within the exhibition area.



Ground floor



The floor plan below is indicative of the exhibition area. Once payment for sponsorship has been made sponsors and exhibitors will receive access to reserve your space in the exhibition area.



DRAFT PROGRAM OUTLINE

Friday 19 July – AM – access from 7am for exhibition hall set-up

Day One – Friday 19 July	
12.00 pm	Delegate arrival Arrival tea/coffee available in Exhibition area
1.00 pm	Conference sessions start
3.20 pm	Afternoon tea in the Exhibition Area
3.40 pm	Conference programme continues
5.00-7.00 pm	Welcome Reception in the Exhibition Area
Day Two – Saturday 20 July	
7.00 am	Outreach wellness event
8.30 am	Delegate arrival & welcome tea/coffee
9.00 am	Conference sessions (for PoCUS see below)
10.30 am	Morning tea in the Exhibition area
11.00 am	Conference sessions (for PoCUS see below)
1.00 pm	Lunch
2.00 pm	Conference sessions (for PoCUS see below)
3.20 pm	Afternoon tea in the Exhibition area
3.40 pm	Conference sessions (for PoCUS see below)
5.00 pm	ASUM NZ 24 Day Two conference concludes
7.30 pm	Gala Dinner “Top of the Town”, Pullman Hotel
Day Three – Sunday 21 July	
8.30 am	Delegate arrival & welcome tea/coffee
9.00 am	Conference sessions
10.40 am	Morning tea in the Exhibition area
11.10 am	Conference sessions
1.00 pm	ASUM NZ 2024 concludes
PoCUS Programme – Saturday 20 July	
9.00 am	Basic Echo
11.00 am	Echo Beyond Basics
2.00 pm	Early Pregnancy
3.40 pm	Nerve Block

BOOKING NOTES

All investment fees are in NZD and exclusive of GST. All sponsorship package benefits must be redeemed by 30 August 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.

TERMS & CONDITIONS

BOOKING CONDITIONS

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

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

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

CANCELLATION POLICY

In the case of the cancellation of or reduction in exhibiting/partnership/ advertising, a service fee of 50% of total fees applies for cancellations greater than 45 days before the conference or published advertisement. After this, ASUM reserves the right to retain monies received. If the balance of partnership payment is not received within the trading terms, the allocated partnership will be cancelled, and this cancellation policy will apply.

FORCE MAJEURE

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

ATTENDANCE AT ASUM

The Exhibitor understands that all attendees must register officially.

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

EQUIPMENT

Suppliers and organisations bringing electrical equipment / appliances for use in the Pullman Auckland are to ensure the equipment is tagged and tested in accordance with AS/NZS 3760/2001.

LIABILITY AND INSURANCE

While it is not a legal requirement in New Zealand, we strongly recommend that all exhibitors have adequate Public and Product liability insurance cover based on a limit of indemnity to a minimum value of NZD \$10,000,000. This refers to damage or injury caused to third parties/visitors on or in the vicinity of an exhibition stand. Exhibitors are required to submit their Public Liability Insurance Certificate at least 30 days prior to the conference.

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

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

It is strongly advised that each exhibitor seek to cover their equipment, exhibits, and display material with adequate insurance and effect public risk insurance at the expense of the exhibitor.

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

SECURITY

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

VARIATIONS

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

UNAVOIDABLE OCCURRENCES

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

ASSIGNMENTS AND SUBLETTING

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

HOURS

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

PRIVACY STATEMENT

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

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

Completion of this application form indicates the applicants' willingness to abide by all terms and conditions and general rules as stated in the industry prospectus. This application form will serve as a contract.