



# Partnering with the ASA



# Partnering opportunities with the ASA

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# Partnering opportunities with the ASA

## Introduction to the ASA

### WHO WE ARE

The Australasian Sonographers Association (ASA) is the professional organisation for Australasian sonographers who are the experts in ultrasound. With over 7,700 members and 70% membership of Australasia's sonographers, the ASA plays a significant role in supporting and advising the profession to achieve 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 work 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

### WHAT WE DO

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 our Sydney Conference in 2024 attracting over 2,200 delegates. Throughout the year we offer a number of face-to-face events such as Special Interest Group Days, localised workshops, Seminars and Masterclasses.

We also offer the largest sonography online learning opportunities in Australasia, including webinars, education videos and CPD tests, learning modules and podcasts. 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.

**The ASA provides the most comprehensive range of sonographer focused CPD opportunities in Australasia.**

## Membership profile

MEMBERS  
**7701**

GENDER  
**78% F**  
**M 22%**

AVERAGE AGE  
**41**

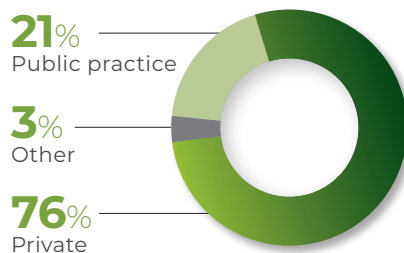
### PRIMARY POSITION

**86%** Clinical sonographers

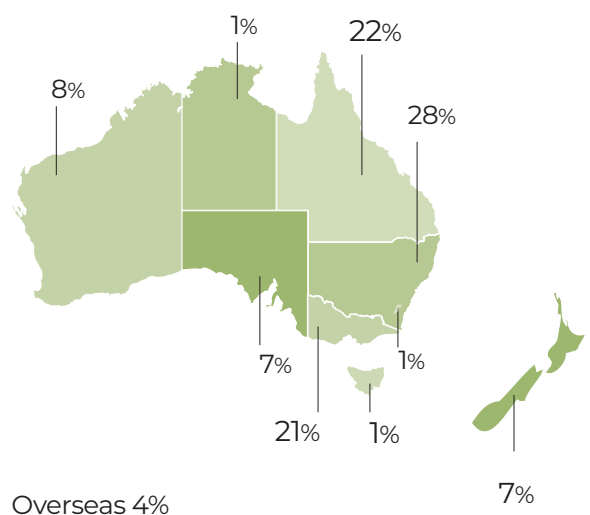
### GENERAL VS SPECIALIST

**73%** generalists

### PLACE OF WORK



### 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 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.**
- **Enhancing your organisation's reputation by supporting the sonography profession and aligning with our valued CPD platforms.**
- **Networking events with key influencers and decision-makers in the sonography profession.**

The ASA offers partnership 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
- Masterclasses (Cardiac)
- Fundamental 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* enewsletter, *Sonography* journal and the ASA website [sonographers.org](http://sonographers.org)).

For the marketing analytics behind ASA partnering opportunities please email [partnerships@sonographers.org](mailto:partnerships@sonographers.org)

The ASA provides opportunities to connect, engage and develop relationships with sonographers



# Partnering opportunities with the ASA

## Corporate Partnership Program

Align your company with the ASA, the peak body for sonographers in Australia and New Zealand

### Corporate Partnership Program

\$868 +GST

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 7,700+ members. It also allows your input into the ASA's advocacy platform and influence the shaping of the sonography profession.

#### 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 affecting sonographers
- access to the ASA biennial Sonography Industry Reports (cost to non-members, \$500)
- access to the ASA | Sonographer Health and Safety survey (only available to corporate partners)
- access to on demand learning including webinars, educational videos, worksheets and posters, podcasts and CPD Tests (no cpd points attached)
- access to ASA resources including codes of conduct, clinical practice resources, clinical news, employment conditions, and student information
- priority status at our annual international conference (discounted exhibitor pricing and priority booth selection)
- opportunity to be a major partner at our Annual International Conference and partner with us for CPD events throughout Australia, NZ and online, available to Corporate Partners only
- participation in ASA Student and Employer Awards (applicable to employers and education providers)
- Free access to ASA 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
- one free advertisement in either *cross section*, the ASA's fortnightly e-newsletter sent to over 7,700 members, or on our member website (banner Advertisement), the first place our members go for information.
- priority offer of advertising on the ASA Annual Wall planner
- 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 2000 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 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 learning, professional development and ongoing skill development within both the lecture sessions, workshops and masterclasses
- catching up with friends, colleagues, industry rep's and leading educators in the industry.

### Annual International Conference locations and dates

YEAR	LOCATION	VENUE	DATES
2025	Melbourne	MCEC	13-15 June 2025
2026	Gold Coast	GCCEC	29-31 May 2026
2027	Adelaide	ACC	30 July - 1 August 2027



**2025  
MELBOURNE**

FOR SONOGRAPHERS,  
BY SONOGRAPHERS



The 32nd Annual International Conference of  
the Australasian Sonographers Association  
June 13-15, 2025  
Melbourne Convention and Exhibition Centre

# Partnering opportunities with the ASA

## Sponsorship packages for ASA Annual International Conference

	*GOLD	*SILVER	BRONZE
PACKAGE FEATURES	\$40,000 DP 35,000	\$12,000 DP 10,000	\$6,000 CP \$4,500
<b>Opportunities to raise profile, brand awareness and acknowledge support</b>			
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 conference partners 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	✓	–	–
<b>Opportunities for demonstration and showcasing equipment in person</b>			
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"> <li>• 2 x 120 watt spot on track (per 9 sqm)</li> <li>• 1 x 4 amp GPO (per 9 sqm)</li> </ul> <ul style="list-style-type: none"> <li>• Fascia name board sign (digital print)</li> <li>• Velcro-compatible, fabric-covered walls</li> </ul>	–	–	3 x 3
Option of undertaking live-scanning and demonstrations on your booth (within ASA guidelines) 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 on Friday and Saturday with live scanning demonstrations to showcase and promote your machine.	✓	–	–
Opportunity to sponsor one (1) Sunday Masterclass session to facilitate more “hands-on” learning. These are 90-minute tailored sessions designed to enhance clinical skills and knowledge.	✓	–	–
Opportunity to host one (1) education workshop sessions (determine topics, provide speakers and patients/volunteers) (Subject to committee approval)	✓	–	–
Opportunity for vendors within each workshop to provide ‘one minute, one technology’ point to highlight their machines speciality, relevant to the session	✓	–	–
Dedicated hospitality suite (within the exhibitor hall) for private commercial dealings or equivalent floor space for booth expansion (3m x3m)	✓	–	–
Opportunity to have access to a room for a breakfast on Saturday or Sunday mornings (free of charge. Room changeover, AV, and catering at own cost)	✓	–	–
Opportunity to have access to a room (free of charge) for Friday night event post Welcome Reception (room changeover, AV, and catering at own cost)	✓	–	–
<b>Have a team on the ground for in person client contact</b>			
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 \$470 (incl gst)	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). Additional exhibitor day passes can be purchased through exhibitor portal.	6	6	–
<b>Opportunities to differentiate and stand out against your competition</b>			
Communicate and promote to face-to-face and online 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 exhibitor prizes	✓	✓	✓
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 July 2024 \*\* Option of live scanning on booth for additional \$5k for Saturday or \$8k for the 3 day event  
DP - discount pricing (contract signed and invoice received) prior to 1st March 2025. CP - corporate partner discounted pricing. 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

\$4,000 +GST

A stand up cocktail event in the heart of the exhibition hall. The reception provides the perfect opportunity for delegates to network, and catchup with friends and colleagues.

- Naming rights for the Welcome Reception
- Recognition on all marketing material
- Entertainment included
- Opportunity for 3-minute introductory speech
- Opportunity to provide signage around the event location (e.g. pull-up banners)

### Gala Dinner

\$6,000 +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, logo on dinner menu and photo booth
- Recognition on all marketing material and social media promotions
- Option for theming input including lighting and table centre pieces
- Option to provide theming for pre-dinner drinks space (at own cost and approval by ASA and conference venue)
- 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 and branding in the ASA's conference edition (March) of member magazine *soundeffects news*, and your name and logo on the Award slides.

- Best Overall Presentation
- Best poster presentation
- Best research presentation
- Best first-time presentation
- People's choice presentation

### Rural and Remote Sonographer Support Grants (\$2,000 +GST)

Support rural and remote sonographers to attend ASA International Conference (includes flights, accommodation and full 3 day conference registration).

- 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

### Lounge Partner (Two available)

\$6,000 +GST

- Support research and development in clinical practice, and encourage leadership within the sonography profession. The place for delegates to rest, catch up and enjoy the catering!
- Prime booth location overseeing ASA Arena Lounge and R&D posters  
Includes:
  - Bronze booth
  - Phone charging stand
  - Coffee cart
  - Branded exhibitor hall signage
- Exclusive branding rights on exhibitor hall signage
- 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)

### Wi-Fi Partner

\$1,000 +GST

- Support delegates by supplying premium Wi-Fi.
- You will be thanked and profiled as our Wi-Fi partner on:
  - Kiosks at registration;
  - Delegates lanyards; and
  - Conference app wifi button

### Exclusive Remote Partner

\$2,500 +GST

- Be the exclusive partner for our remote delegates prize. Delegates collect points for engaging with the program through comments, watching lectures and e-posters.
- Entitlements include:
  - Branding on the leader board
  - Acknowledgment of support in closing plenary
  - Option to add exclusive remote exhibitor booth
  - Option to add a rolling commercial, video or slide during a program break.

## 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 t-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

## Cardiac Stream at ASA Annual International Conference

### Cardiac Stream at ASA Annual International Conference

\$8,000 +GST

- Exclusive sponsorship of AIC Cardiac Stream workshop room across 3 days
- Opportunity of one education workshop within the ASA program (determine topics and provide speakers and patients) subject to program committee approval.
- Application person in each workshop session to provide 1 minute/1 technology point to highlight aspects of the machine relevant to the topic
- Option to access your workshop room to deliver one education/ demonstration or entertainment event either as a Friday evening function, following completion of ASA program or as a breakfast function, Sunday morning prior to the commencement of the ASA program. (Room changeover, AV, and catering at own cost)
- Exclusive branding on all AIC cardiac stream marketing
- Option to provide banners (branding) within the work shop room (at own cost)

Available to our Corporate Partners only.

## Sound Stage

### Sound Stage (Plenary stage Friday afternoon)

\$3,000 +GST

In 2025, the ASA is introducing a fresh concept: the “Sound Stage.” Think of a Ted Talk format for Sonographers, featuring expert presenters and live scanning. This dynamic session following on from the Opening Plenary will showcase popular topics in MSK, obstetrics, paediatrics, and vascular ultrasound and will reach an increased number of delegates compared to our standard sponsored workshops. We would estimate up to 300 delegates per session. This new format for ASA2025 will align with delegates desire for greater opportunities to participate in live scanning demonstrations.

- Exclusive sponsorship for the afternoon
- Exclusive co-branding with the ASA on all related marketing materials
- Opportunity to provide signage (at partners cost)
- Opportunity to showcase ultrasound machine with an applications specialist during live- scanning demonstrations on the big stage (plenary stage)
- Opportunity for the applications person to be interactive with the presenter (how the technology of the machine benefits the scanning situation)

Available to our Gold Partners only.

# Partnering opportunities with the ASA

## SIG Days

### SIG Days

\$6,000 +GST

The ASA's Special Interest Group (SIG) Days 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 e.g. MSK, vascular, or women's health and showcase 3-4 expert speakers and are tailored to advanced sonographers.

The day can range from 50-100 attendees, depending on the location and topic. SIG Days 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 for one staff member and one apps person to attend the day, including the network function (additional staff at catering cost).
- 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

## New Zealand Sonography 2 Day Summit

### New Zealand Sonography 2 Day Summit \$6,000 +GST per stream

The Summit is an educational seminar for sonographers seeking professional development, networking opportunities, and skill enhancement in a picturesque setting. The 2025 event, held in Queenstown, New Zealand, offers education sessions, live scanning demonstrations, and a platform for knowledge sharing and community building within the sonography field across both MSK and obstetric streams. We are anticipating 70-100 delegates per stream and that our “Summits” will become an annual occurrence, held in locations that offer additional opportunities like Cairns, and Byron Bay.

- Exclusive sponsorship of a Stream across 2 days
- Exclusive co-branding with the ASA on all related marketing materials
- Your logo included on social tiles when promoting the event
- Opportunity to provide signage (at partners cost); at both the education and networking events.
- 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 for two staff member and one apps person to attend the two days, including the social functions.
- Delegate attendee details employer, name, state and email (subject to privacy laws and the delegate opt-out option)

Available to our Corporate Partners only.

## Regional Seminars

### Regional Seminars

\$4,000 +GST

Designed for larger regional cities the ASA Seminars provide high-quality professional development opportunities to sonographers living in regional cities across Australia. The program usually consists of a sonographer and allied health professional who works within the topic field and comprises a series of short presentations followed by live-scanning demonstrations, often with supervised hands-on scanning by delegates. Seminars are held generally on a Saturday as a 5-6 hour block, with delegate attendance ranging from 40 to 80, depending on the topic and location.

- Exclusive sponsorship of the Seminar
- Opportunity to choose the location, subject to availability
- Opportunity to provide signage (at partners cost) for the Seminar
- Opportunity to provide 5-10-minute introductory speech/video at the start of the day
- Provision of networking lunch and/or morning tea
- 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
- Opportunity for one staff member and one apps person to attend the day (additional staff at catering cost)
- 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

## Travelling Workshops

### Travelling Workshops

\$2,500 +GST

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

The workshops can range from 20 to 40, 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 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
- Opportunity for one apps person to attend the day (additional staff at catering cost)
- 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

## Cardiac Masterclass

### Cardiac Masterclass

\$4,000 +GST

The ASA Cardiac Masterclass is a half-day event (9am-2pm) held in partnership with an employer in a major capital city. The Cardiac Masterclass showcases a key national interstate speaker in a masterclass style format. It provides the audience with live scanning coaching and techniques and earns delegates four CPD points. Attendance is around 30-50 delegates.

Partnering entitlements:

- Exclusive sponsorship of the event
- Co-branding with the ASA and employer on all related marketing materials
- Opportunity to provide signage (at Partner cost)
- 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 for 2 staff members to attend the day (additional staff at catering cost)
- Catering (morning tea and lunch) to be provided by ASA.
- Delegate attendee details (full name, state, employer, 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.

## Fundamental Seminars

### Cardiac and General Fundamental Seminars (Online) \$1,000 +GST

Partnering entitlements:

- Exclusive sponsorship of the event
- Co-branding with the ASA on all related marketing materials
- Opportunity to provide a 'commercial' showcasing your product or service during the breaks (video or holding slide)
- Opportunity to provide 5-minute introductory speech/video at the start of the day
- Opportunity to be involved in the Q&A panel
- Delegate attendee details (full name, State, employer, 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

## Education video

### Education video

\$3,000 +GST

Our education videos are highly popular among members, indicated by over 3,500 views over the past 12 months. They offer the flexibility of on-demand access to members, whilst up close live scanning demonstration on your machine.

- Use of Partner's ultrasound machine and applications person for filming of ASA education videos
- Demonstration of scanning techniques using Partner's ultrasound machine
- Opportunity for up to a 5-minute presentation at the beginning or completion of each education video
- Exclusive co-branding with the ASA on related marketing materials
- One (1) advertisement alongside the on-demand education video listing on the ASA learning management system
- Report(s)
  - Number of participants who viewed video ON-DEMAND (12 months post event)
  - Details of participants (full name, state, employer and email) subject to privacy laws and participant agreement to share their information with the sponsor.

Available to our Corporate Partners only.



## Echoes of Excellence

### Echoes of Excellence

Support with a prize

The ASA aims to create an Interesting Cases online event - Echoes of Excellence to provide a platform for local presenters and emerging professionals to showcase their work. We will hold separate events for both the cardiac and general streams. By collaborating with local branches, the winners of previous and future Interesting Case Nights will be given the opportunity to prerecord their winning presentations to enter the online event.

We will also give members the chance to submit interesting cases encountered in their clinical environment. This will allow local presenters to reach a wider, more diverse professional audience, offering them greater visibility and recognition.

This event not only amplifies the impact of sonographer's contributions but also fosters a collaborative environment for sharing knowledge within the field.

We encourage Employers to support this initiative by providing prizes. In thanks for your support, you will be provided with extensive promotion, branding and recognition opportunities alongside your supported category/winning presentation. Further, you will receive your prize winner's details; which is a great opportunity to meet the sonography emerging leaders of today.

Available to our Corporate Partners only.

# Partnering opportunities with the ASA

## Emerging Presenters Showcase

### Emerging Presenters Showcase

### Support with a prize

On the back of last year's hugely successful Student Showcase, and recognising not only the talent within the student sonography world but also the existing talent within our recently qualified sonographers who may not yet have the confidence to present at a state or national level, the ASA2024 Emerging Presenters Showcase will recognise 2 programs: the "Student Showcase" and "New Emerging Presenters Showcase".

With close to 600 registrants at last year's Student Showcase, we believe 2024 will continue to grow in popularity with the inclusion of the second showcase. We would like to offer you the opportunity to be involved through donating a prize to a winning presentation. The prize could be a voucher, electric toothbrush, camera, bottle of wine, movie tickets etc.

Examples of categories to support

- Best New Presenter (Qualified)
- Best New Presenter (Student)
- Best Regional/Remote Presentation
- Best First Year Student Presentation
- Best [Stream] Presentation
- Best Presentation Demonstrating Innovation
- [Your Company] Commendation Award

In thanks for your support, you will be provided with extensive promotion, branding and recognition opportunities alongside your supported category/ winning presentation. Further, you will receive your prize winner's details, which is a great opportunity to meet the sonography leaders of tomorrow.

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 7,700 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	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:

General Manager Corporate Partnerships and Growth

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