



ASA2022  
MELBOURNE

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

EXHIBITOR  
HANDBOOK

## EXHIBITOR HANDBOOK

### Venue

Melbourne Convention and Exhibition Centre (MCEC),  
South Wharf, Victoria 3006.

### Conference Dates

Friday, May 27. 10:30am–7pm  
including Welcome Reception in the  
Exhibition Hall 5–7pm  
Saturday, May 28. 9am–5:30pm and  
Gala Dinner 7–11.30pm  
Sunday, May 29. 9am–1:00pm and  
Closing Plenary 1:00–2:00pm

For a detailed Conference  
program please visit  
[www.sonographersconference.com/program](http://www.sonographersconference.com/program)

### Events Manager

**Lisa Muston**

P: 03 9552 0000

M: 0420 234 595

E: [lisa.muston@sonographers.org](mailto:lisa.muston@sonographers.org)

### General Manager Corporate Partnerships and Growth

**Loreena Bloomfield**

P: 03 9552 00011

M: 0406 062 312

E: [loreena.bloomfield@sonographers.org](mailto:loreena.bloomfield@sonographers.org)

### Useful Documents

[Exhibitor Portal](#) (including floor plan  
& online registrations)

[Moreton Hire Order Form](#)

[Gel Event Logistics](#) (Freight)  
Quote Request Form

[MCEC's Operations Manual](#)

### Car Parking

Please visit the [MCEC website](#) for  
carparking information. Early bird  
rates apply at many nearby locations.

### Accommodation

ASA does not make accommodation  
bookings. Please contact the  
following accommodation venues  
directly and mention the ASA Annual  
Conference to obtain the special  
conference rate which must be  
booked 30 days before event to  
receive the discounted rate.

#### Pan Pacific Melbourne

2 Convention Centre Place,  
South Wharf VIC 3006

P: (03) 9027 2000

<https://book.passkey.com/>

Deluxe King Room \$269

Room only per night

Premier King City Skyline Room

\$299 Room only

#### Novotel Melbourne South Wharf

7 Convention Centre Place,  
South Wharf VIC 3006

P: (03) 9058 0444

<https://www.all.accor.com/B064>

Offer: save 15% off best available  
rate (inc.breakfast) at time of  
booking, with the code SONASS  
Code to be added in preference  
code field-click on "special rates"  
to access field.

#### Crowne Plaza

1/5 Spencer St,  
Melbourne VIC 3008

P: (03) 9648 2777

<https://book.passkey.com/e/50260285>

Offer: Standard King Room

\$250 per room per night

Discount breakfast available for  
\$25 per person per day.

Please quote discount code SNZ

### Exhibition Move In

DATE	TIME	ACCESS
Thurs, May 26	6:00am– 8:00am	Moreton Hire Mark Out
	8:00am– 11:00pm	Custom Builds Move In
	2:00pm– 6:00pm	Exhibitors Move in
Fri, May 27	7:00am– 9:00am	Exhibitors Move in Continue

### Exhibition Move Out

DATE	TIME	ACCESS
Sun May 29	1:30pm– 2:30pm	Exhibitors move out
	2:30pm– 9:00pm	Moreton Hire & Custom Builds Move Out
	9:00pm	Exhibitors move out Completed

**\*Safety vests are mandatory  
for all on moving days**

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## STAND DESIGN, FURNITURE & EQUIPMENT

### Stand Inclusions

#### Gold Partners

- Space only has been allocated to allow you to design and build your own stand, refer to interactive floorplan for sizing
- 1x 10-amp power point for each sponsor package (regardless of the space size)

Customised booths design. Please ensure that your booth design does not obstruct nor deter delegate traffic. Given the location of gold booths in the centre, we would expect, sides to be open

#### Silver Partners

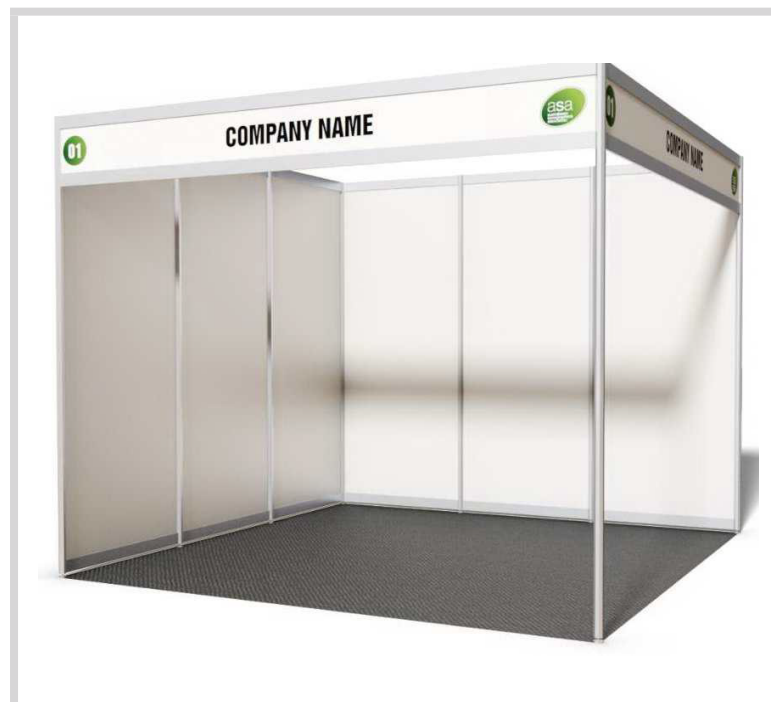
- Shell scheme stand 6m wide x 3m deep (18m<sup>2</sup>)
- White octanorm wall panels 2.5m high
- Organisation name on fascia board
- 2 x 120-watt spotlights on track
- 1 x 10-amp power point

Silver booth in the centre of hall should also consider booth design does not obstruct nor deter delegate traffic. Expectation for open sides (3 x sides)

#### Bronze Partners

- Shell scheme stand 3m wide x 3m deep (9m<sup>2</sup>)
- White octanorm wall panels 2.5m high
- Organisation name on fascia board
- 2 x 120-watt spotlights on

### Standard Shell Scheme



<b>Walls</b>	2.5m high Matt aluminium frame White laminated walls
<b>Fascia</b>	30mm high Aluminium fascia White fascia sign insert
<b>Fascia Sign</b>	White sign with black lettering per aisle frontage. Logo signage/corporate colours can be produced at an additional cost.
<b>Lights</b>	See power package note above
<b>Power</b>	1 x single power point(10-amp) is included in each stand
<b>Floor Covering</b>	Charcoal carpet will be supplied as part of the shell package should you wish to change the colour this will be at the exhibitor's costs





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## **Furniture /AV**

[Moreton Hire](#) has an extensive range of audio visual and furniture to complete any fit out. Their products are available to view at their website.

**Due Date for all information in regards to your stand is Friday, May 6, 2022**

\*Any fascia sign confirmation forms not returned by the due date will mean Moreton Hire will print the exhibition name as supplied to them by ASA.

### **Contact**

[Moreton Hire](#)

**Emese Kovacs**

P: 03 9300 5746

E: [Emese.Kovacs@moreton.net.au](mailto:Emese.Kovacs@moreton.net.au)

[www.moreton.net.au](http://www.moreton.net.au)

## **Exhibitors with their own stand builder?**

Exhibitors with their own stand builder must inform Moreton Hire that they do not require the standard shell scheme. Exhibitors can contact Moreton Hire prior to hearing from them. Please see Moreton Hire contact details above. The same registration fee still applies to those using their own stand builder. Such exhibitors must remember that stands must not exceed 2.5m in height unless agreed to by the Event Manager.

Plans for exhibitor custom-built stands must be sent to Event Manager by May 1, 2022 for approval.

Moreton Hire to contact exhibitors  
Moreton Hire will make contact with exhibitors and provide them with an order form. These forms are

also available from their website. All order forms must be completed and returned to Moreton Hire no later than Friday, May 6, 2022

## **MCEC Exhibitor Services Kit**

The MCEC Exhibitor Services Kit contains important information about exhibiting at the MCEC. It is available here  
[mcec.com.au/exhibitors](http://mcec.com.au/exhibitors)

## **Free Wi-Fi Internet provided by MCEC**

- Coverage extends throughout MCEC, including meeting rooms, exhibition bays, the plenary and all other public spaces.
- Suitable for webmail, Facebook, Twitter and basic internet browsing (but not for streaming video such as Skype).
- Maximum bandwidth of 256Kb/s per user, with actual bandwidth influenced by the number and density of concurrent users.
- Requires users to subscribe (free of charge) via a login page and agree to a set of terms and conditions.

## **Car parking**

Please visit the MCEC website  
[mcec.com.au/visit/visit-information](http://mcec.com.au/visit/visit-information) for carparking information. Early bird rates apply at many nearby locations.

## **Catering**

Morning and afternoon teas and lunches will be served in the exhibition area to encourage delegates to spend time viewing the exhibits.

Morning and afternoon teas for your company personnel will be served 15 minutes before the scheduled break for the delegates and lunches will be served 30

minutes prior.

An exhibitor wishing to serve food and beverages from their booth may do so, however, conditions apply. The Melbourne Convention and Exhibition Centre has exclusive rights for the sale of food and beverage within the venue. Any exhibitor wishing to distribute or giveaway food or beverage samples must seek prior approval from the Melbourne Convention and Exhibition Centre. Please refer to the following link.  
[mcec.com.au/exhibitors](http://mcec.com.au/exhibitors)

## **Cleaning**

ASA will provide cleaning for exhibitors' floor area during the event. This does not include individual exhibition stands. All other cleaning is the responsibility of exhibitors at their expense. Please contact [exservices@mcec.com.au](mailto:exservices@mcec.com.au) or download the cleaning form here [mcec.com.au/exhibitors](http://mcec.com.au/exhibitors)

## **Gas cylinders**

Exhibitors requiring the use of gas cylinders must submit full details to their event organiser at least seven days prior to their event. Each application will be assessed by the event organiser for approval and to confirm if there is adequate storage available at MCEC. Gas cylinders delivered on-site may be refused if the delivery was made without prior approval or if the representative of the exhibition stand is not present to accept the cylinders. LPG cylinders shall not exceed 9kg in size with a maximum of two per 3m x 3m stand. The installation and use of gas appliances and gas cylinders shall be undertaken in accordance with the relevant acts, regulations and Australian standards as amended from time to time.





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### Storage of LPG cylinders

All LPG cylinders and flammable liquids need to be removed from the exhibition area overnight and stored in the gas cage in the Exhibition Centre loading dock. The exhibitor is responsible for moving the cylinders to and from the gas cage in conjunction with the MCEC logistics team.

### List of delegates

Delegate list (in person & online) including employer, name, state and email (subject to privacy laws and the delegate opt-out option). Kindly ensure that when contacting delegates, involuntary disclosure of information of attendees does not occur and the communication confines within the guidelines of anti-spamming protocols. Non-compliance will result in provision of the list for future meetings without the relevant email addresses.

### Safety at MCEC

All contractors and staff working are to complete an online safety induction prior to coming onsite. Please complete this prior to coming onsite. Click here [www.app.complyme.com.au/Prequalification/Survey/](http://www.app.complyme.com.au/Prequalification/Survey/)

### Security/insurance

While the organisers will provide the necessary security during the exhibition, neither the organisers, nor the Melbourne Convention and Exhibition Centre, nor any of their staff, employees, agents or other representatives, shall be held accountable for, or be liable for, any damage, loss, harm or injury to the person or any property of the exhibition.

It is advisable to remove valuable items when you are not staffing your exhibit. Exhibitors are responsible for

taking out all necessary insurance cover to ensure that your goods on display are adequately insured for theft and damage prior to, during and whilst in transit to and from the exhibition.

## STAND SET UP, ACCESS AND LOGISTICS

GEL Events has been appointed the official logistics provider to the ASA2022 Melbourne Conference.

Set up: Thursday, May 26, 2022.

**Exact times will be allocated to each exhibitor which will be confirmed by event manager prior to the bump in.**

All exhibitor representatives involved in the set up in anyway must bring and wear fluorescent high visibility jackets during set up on Thursday, May 26, 2022.

Forklift drivers may accept or reject loads based on safety considerations, at their absolute discretion. Where practicable, Exhibitors need to ensure that heavy loads and equipment are on pallets and are secure.

Hand pallet trucks will be available for the use of exhibitors on set up day, these are used at the exhibitors' own risk.

All rigging will be done by the appointed contractor, Moreton Hire.

GEL Events specialises in exhibition domestic and international freight forwarding as well as materials handling services. GEL Events can arrange all local, interstate and international transport services including delivery onto each exhibitor's stand at the

exhibition venue. Storage of early consignments, packing materials during the exhibition and storage after the exhibition can also be arranged.

To access GEL Events' online portal please use the following link: Quote Request Form - Sonographers Conference - Melbourne 2022  
[igel.gaffneys.com.au](http://igel.gaffneys.com.au)

### Freight Forwarding, Forklifts & Storage deadline:

Tuesday, May 16, 2022

Prior to the exhibition GEL Events will contact all exhibitors to ascertain specific transportation and other requirements.

### Storage

There will be no onsite storage facilities for packing materials and boxes. It is recommended that exhibitors organise off site storage with GEL Events for all packing crates and freight forwarding materials for the duration of the exhibition. Exhibitors may not leave boxes and packing material in the exhibition display area during the show.

If you are using your own transport company, GEL Events cannot sign for delivery of goods on your behalf. Please ensure you make specific arrangements with your transport provider to leave without signature and GEL Events will direct courier driver to your stand.

**GEL Events**  
**Andrew Schiavon**  
E: [andrew@gelevents.com.au](mailto:andrew@gelevents.com.au)  
P: 1300 013 533  
M: 0405 490 949





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**FOR SAFETY REASONS -  
FOR OVERSIZED / UNUSUAL  
FREIGHT EXHIBITORS MUST  
INDICATE WEIGHT AND CENTRE  
OF GRAVITY AND ANY SPECIAL  
MARKINGS (eg. IF FREIGHT IS  
WEIGHT BIASED TOWARDS A  
SIDE, OR MUST BE FORKLIFTED  
IN A PARTICULAR WAY)**

### Exhibitors using alternative logistics providers

Exhibitors using their own logistics company should be aware as some things can only be done by Gel Events, e.g., using fork lifts or making hand pallet trucks available for use.

### Exhibition break down.

The exhibition concludes at 1:00pm Sunday, May 29, 2022. Exhibition breakdown is from 1.30pm–9pm. GEL Events forklift drivers may accept or reject loads based on safety considerations, at their absolute discretion. Where practical, exhibitors need to ensure that heavy loads and equipment are on pallets and are secure.

GEL Events will make hand pallet trucks available for use by exhibitors, and these are used at the Exhibitors' own risk.

Exhibitors are requested to clean up their display site prior to departing. Exhibitors using their own courier must ensure that all freight requiring a pallet jack or forklift is secured, packed and labelled correctly by Wednesday night. Please leave goods at your stand.

### Exhibitor Portal User Guide

Once you have purchased your partnership package and stand you will be able to make changes, upload information and also registration for you inclusive registrations and purchase any additional registration's.

Please visit [sonographers.eventsair.com/asa2022/2022asaonlineexpo](https://sonographers.eventsair.com/asa2022/2022asaonlineexpo)

Below is an example of the webpage. Highlighted below is how to register for your complimentary registrations

All exhibitors will be set an email with their login details, so you can manage your virtual stand and information.

Home Book a Booth **Existing Bookings** Floor Plan Update Primary Contact Details Leads

Additional Partnering Options Sign off

### Existing Bookings

Listed below are the details for your booked exhibition booth. Each exhibitor booth will also have a checklist of items that are required from the ASA, to assist with promoting your attendance. The checklist section for your booked exhibitor booth (below), will allow you to review and manage these requirements. As checklist items are completed they are automatically ticked off in the portal.

Stand	Amount	Outstanding	Checklist
1 6.00m x 3.00m (18.00m <sup>2</sup> )			<div><input type="checkbox"/> Company Profile <a href="#">Edit</a></div> <div><input type="checkbox"/> Booth Signage <a href="#">Edit</a></div> <div><input type="checkbox"/> Brochures (0) <a href="#">Add/Remove</a></div> <div><input type="checkbox"/> Logo <a href="#">Upload</a></div> <div><input type="checkbox"/> Print Logo <a href="#">Add/Remove</a></div> <div><input type="checkbox"/> Complimentary Registrations <a href="#">Book</a></div> <div><input type="checkbox"/> Additional Registrations <a href="#">Book</a></div>
Registration	0.00	0.00	<div><input type="checkbox"/> Additional Paid Registration <a href="#">Add</a></div>



### Helpful Documents

[Virtual Platform Partner Information](#)  
[How to set up a virtual exhibitor booth](#)