

# PARTNERING OPPORTUNITIES WITH THE ASA



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# 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 Australian and New Zealand sonographers who are the experts in ultrasound. With close to 8,000 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 Melbourne Conference in 2025 attracting over 2,000 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.

## MEMBERSHIP PROFILE

### MEMBERS

**7740**

### GENDER

**79%F**

**20%M**

**1% O**

### AVERAGE AGE

**41**

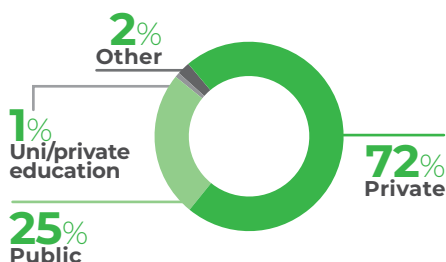
### PRIMARY POSITION

**86% CLINICAL SONOGRAPHERS**

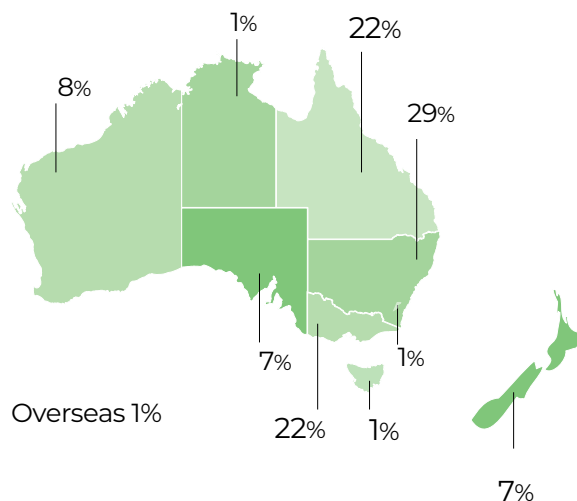
### GENERAL VS SPECIALIST

**66% 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 educational videos and individual events. These include involvement in:

- Annual International Conference (AIC)
- Annual 2-day Summit
- Special Interest Group Days
- Travelling Seminars
- Travelling Workshops
- Masterclasses
- Online Fundamental Seminars
- Educational Videos
- Corporate Partnership Program
- Advertising in ASA communication mediums
  - soundeffects news member magazine
  - Making Waves research reviews
  - cross section enewsletter
  - Sonography journal
  - ASA website

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

**\$895**

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 8,000+ 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 and discounted exhibitor pricing at our annual international conference
- 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 and conditions apply)
- Free access to asa publications
- One free advertisement in either cross section, the asa's fortnightly e-newsletter or on our member website (banner advertisement).
- 25% Discount on advertising
- 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 t

To become a Corporate Partner of the ASA, please complete the Corporate Partner Subscription Form, available on the **ASA website**



# EVENTS AND EDUCATION

## 2026 CALENDAR OF EVENTS

EVENT	TOPIC	CITY/TOWN	QUARTER
Annual International Conference		Gold Coast, QLD	Q2
Cardiac FUD	Cardiac	Online	Q2
ASA Summit	MSK, Gynae, Cardiac	Hobart	Q3
General FUD	General	Online	Q3
<b>SPECIAL INTEREST GROUP (SIG) DAY</b>			
Sydney	Abdominal Vasculature	NSW	Q1
Sydney	Mens Health	NSW	Q3
Perth	Nerves / MSK	WA	Q4
<b>TRAVELLING SEMINARS</b>			
Adelaide	Paeds	SA	Q1
Perth	Obstetrics	WA	Q1
Canberra	MSK	ACT	Q1
Frankston	Vascular	VIC	Q3
<b>TRAVELLING WORKSHOPS</b>			
Wagga Wagga - Riverina	Vascular	NSW	Q1
Cairns	Gen/Breast	QLD	Q1
Wollongong	Obstetrics	NSW	Q1
Ballarat	Cyne	VIC	Q3
Dubbo	Paeds	NSW	Q3
Darwin	MSK / Breast / CSI	NT	Q3
Mount Gambier	MSK	SA	Q4
Christchurch	TBC	NZ	Q4
Hervey Bay	Obstetrics	QLD	Q4

*Topics, Locations and Dates are subject to availability and subject to change*



# ANNUAL INTERNATIONAL CONFERENCE

## SPONSORSHIP PACKAGES FOR ASA ANNUAL INTERNATIONAL CONFERENCE

### PACKAGE FEATURES

*PLATINUM	*GOLD	*SILVER	BRONZE
\$41,000 DP \$36,900 4 AVAIL	\$29,000 DP \$26,100 2 AVAIL	\$13,000 DP \$11,700 9 AVAIL	\$6,500 CP \$4,875 29 AVAIL

#### 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 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	✓	–	–	–
1 x Social function or educational session included in your package	–	✓	–	–

#### 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 6	6 x 3	–
Booth (no custom build) • 1 x High lumen LED Light per 9sqm • Fascia name board sign (digital print) • 1x 4amp power point	–	–	–	3 x 3
Opportunity to conduct live-scanning and/or demonstrations on your booth for during the lunch breaks (within ASA guidelines).	✓	✓	✓**	–
Opportunity to host a 20 minute "Lunch & Learn" speaker presentations on your booth during the lunch breaks promoted in the ASA program	✓	✓	–	–
Opportunity to sponsor one (1) session room for the 3 days of the conference to showcase your machine. Friday and Saturday will focus on live scanning demonstrations, and the Sunday program will pivot to hands on Masterclasses sessions. (Partner to provide up to 2 x machines and medical bed/s for the room)	✓	–	–	–
Opportunity to host one (1) sponsored education session within your session room (Partner to determine topic, provide speakers and patients/ volunteers, subject to committee approval)	✓	–	–	–
Opportunity to include either an educational session or social event in your Partnerships for no additional cost (Partner to work with ASA to coordinate)	–	✓	–	–
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 (free of charge) for Friday night event post Welcome Reception (room changeover, AV, and catering at own cost)	✓	–	–	–

#### 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	3	2	–
Full exhibitor registrations (3 days – no CPD points attached). Includes social functions and exhibitor access only.	8	6	2	2

#### Opportunities to differentiate and stand out against your competition

Communicate and promote to face-to-face and online delegates during the breaks through rolling commercials, videos or slides	✓ 2 each	✓ 1 each	✓ 1 each	–
Opportunity to participate in exhibitor hall competitions coordinated by ASA	✓	✓	✓	✓
Opportunity for ASA to promote competitions and prizes organised by your organisation	✓	✓	✓	✓
Advertisement in the dedicated conference edition of <i>soundeffects news</i> in March	1 full page	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) (4 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) (4 days prior to conference)	✓	✓	✓	✓

\* Platinum, Gold and Silver level partnerships available to Corporate Partners only, prices valid at October 2025 \*\*Option of live scanning on booth for additional \$3k for the 3 day event \*\*\* Gold package includes an educational session or social event at no additional cost. Partner to work with ASA to customise the partnership package DP - discount pricing (contract signed and invoice received) prior to 1st March 2026



# 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 \$5,000\* +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 \$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, 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 (conditions apply)
- Option to have your logo included on the photo strips that delegates can get in the photo booth Kombi van
- 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

### HEALTH AND WELLNESS, SUNRISE YOGA \$2,500+ GST

Partner with ASA to supplement the costs for delegates to attend the pre-conference sunrise yoga class and breakfast by the beach. Hosted on the Friday and Saturday before the conference starts in the Kurrawa Surf Club overlooking the sunrise on Broadbeach this is a great opportunity to demonstrate your organisations commitment to the wellness of sonographers.

- Opportunity to cobrand naming rights with ASA
- Recognition of support on all marketing material
- Yoga class and breakfast included for 2 staff per day
- Opportunity for a 3-minute speech
- Opportunity to provide signage around the event location (e.g. pull-up banners)
- Opportunity to provide a branded wellness gift to attendees

## PRIZES

### CONFERENCE AWARDS (4 X \$500+GST)

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, accomodation 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*

\*Gold Partners are provided first option to add to their package. Price is included in the Gold partnership.

## + ADDITIONAL SPONSORSHIP OPPORTUNITIES ANNUAL INTERNATIONAL CONFERENCE

### COFFEE CART & CHARGING STATION PARTNER (TWO AVAILABLE) \$13,000 +GST

Includes:

- Silver Booth
- Phone charging stand
- Coffee Cart
- Branded exhibitor hall signage
- Exclusive branding rights on exhibitor hall signage
- Opportunity to have corporate artwork printed on the coffee cart and charging station (conditions apply)
- One (1) half-page advertisement in Conference edition of *soundeffects news* (March)

### 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.

### KOMBI COFFEE CART PRICE ON APPLICATION

Want your brand to be the first one delegates see? This Kombi Coffee Van is situated outside of the exhibitor hall and will provide your company with a great branding opportunity.

## ADDITIONAL OPPORTUNITIES TO GET INVOLVED

Want a point of difference to ensure you stand out in the exhibitor hall? Options include but are not limited to:

- Juice Activation Stand
- Smoothie Activation Stand
- Popcorn Activation Stand
- Lolly Buffet
- Donut walls
- Branded Cupcakes
- Ice Cream Activation
- Gelato Activation
- Bubble Juice Activation



## CARDIAC STREAM AT ASA ANNUAL INTERNATIONAL CONFERENCE

\$5,000 +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
- Opportunity to be involved in the curation of the program. (Conditions apply)
- 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.



# EDUCATION AND EVENTS CONTINUED

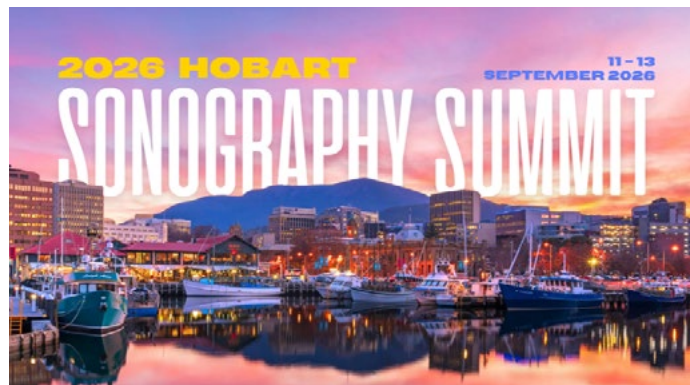
## SONOGRAPHY 2 DAY SUMMIT

\$9,000 +GST per stream

The Summit is an educational seminar for sonographers seeking professional development, networking opportunities, and skill enhancement in a picturesque setting. The 2026 event, held in Hobart Tasmania, offers education sessions, live scanning demonstrations, and a platform for knowledge sharing and community building within the sonography field across both Gynaecology, General and Cardiac streams. At 250-300 delegates our "Summits" will become an annual occurrence, held in locations that offer additional opportunities like Cairns, Fremantle 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 and first preference to ASA Platinum Partners



## 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 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 and first preference to ASA Platinum Partners

## TRAVELLING 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 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.

## 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 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 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.

## 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.

## EDUCATION VIDEO

Price on application

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.

# ADVERTISING 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:

Partnership Development Manager

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