

2025 MELBOURNE EXHIBITOR HANDBOOK

FOR SONOGRAPHERS,
BY SONOGRAPHERS

The 31st Annual International Conference of
the Australasian Sonographers Association
June 13-15, 2025
Melbourne Convention and Exhibition Centre

Venue

Melbourne Convention and Exhibition Centre (MCEC)

1 Convention Centre Pl,
South Wharf VIC 3006

DOOR 9 - Bay 17&18

Conference Dates and Times

Exhibition Floor

Friday June 13, 10am-7pm

Saturday June 14, 8.45am-5:15pm

Sunday June 15, 9am-1:00pm

Welcome Reception Friday-5pm-7pm

Gala Dinner Saturday - 6:45pm-11.30pm

Closing Plenary Sunday -1:00-1:30pm

Events Manager

Lisa Muston

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General Manager Corporate Partnerships and Growth

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Useful Documents/Links

- [2025 Exhibitor Portal](#)
- [Moreton Hire Order Form MCEC Exhibitor resources](#)
- [MCEC Operations manual](#)
- [MCEC Delivery Label \(loading dock\)](#)
- [MCEC Exhibitor Induction](#)
- [Moreton Hire Order Form-Bronze Stands](#)
- [Moreton Hire Order Form-Silver Stands](#)
- [Gel Logistics Quote Request Form](#)

Moreton Hire

Emese Kovacs

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www.moreton.net.au

GEL Events (Logistics)

Brayden Rath

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Due Dates

Friday 2 May 2025:

Custom build stand designs Sponsor
Company profile and logo Exhibitor
Booth Signage Brochures

Friday 09 May 2025:

Moreton Furniture orders
Commercial break advertisement
(Only Gold Or Silver Sponsors)

Friday 16 May 2025:

Exhibitor Registrations

Wednesday 21 May 2025:

Trade Prize notification

Ensure MCEC Induction is complete

Prior to arriving onsite

ASA Arena

This space will be running concurrent with the program but will not run-in breaks. The exhibition space will be open to delegates at all times during the conference.

Accommodation

ASA does not make accommodation bookings.

We have enlisted Conference National to help access discounted rates for Accommodation

Please visit the website to reserve rooms- [Accommodation information](#)

Car Parking

[Wilson Parking](#) offers flexible rates and secure underground parking at the Exhibition Centre. It also has accessible parking with lift access up to Door 1, 6 and 10 in the Exhibition Centre. Additional parking is available at [South Wharf Retail car park](#), [Siddeley St car park](#), [Freeway car park](#) or [Montague Street car park](#).

Exhibition Move In

DATE	TIME	ACCESS
Thursday 12 June	6:00am-8:00am	Moreton Hire Mark Out
	8:00am-11:00pm	Custom Builds Move In
	2:00pm-6:00pm	Exhibitors Move in
Friday 13 June	7:00am-9:00am	Exhibitors Move in Continue

Exhibition Move Out

DATE	TIME	ACCESS
Sunday 15 June	11:45am-2:30pm	Exhibitors move out
	1:45am-9:00pm	Moreton Hire & Custom Builds move out
	9:00pm	Exhibitors move out Completed

IMPORTANT NOTES

*** No deliverers are accepted at MCEC prior to Thursday 12 JUNE.**

***All items must be collected on Sunday 15 June.**

***Safety vests are mandatory for all on bump in and bump out days**

***Workshop Machines cannot be moved to allocated rooms until FRIDAY**

***All electrical items, including lights, in the Exhibitor Hall will be tested and tagged.**

Ensure they meet Australian Standards.

HANDBOOK INDEX

2	Stand Details
3	MCEC Details
3 & 4	Freight Logistics
5	Exhibitor Portal User Guide

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)

GOLD BOOTHS - Located in the Centre of the exhibition floor are to have NO external walls with the exception of those with a Hospitality Suite - X3 Open walls

Silver Partners

- Shell scheme stand or Customised booths design 6m wide x 3m deep (18m2)
- 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

Bronze Partners

- Shell scheme stand 3m wide x 3m deep (9m2)
- White octanorm wall panels 2.5m high
- Organisation name on fascia board
- 2 x 120-watt spotlights on track
- 1 x single power point (10amps)

Standard Shell Scheme

Moreton Hire
Emese Kovacs
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www.moreton.net.au



Walls	2.5m high Matt aluminium frame White laminated walls
Fascia	30mm high Aluminium fascia White fascia sign insert
Fascia Sign	White sign with black lettering per aisle frontage. Logo signage/corporate colours can be produced at an additional cost.
Lights	See power package note above
Power	1 x single power point(10-amp) is included in each stand

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.

- [Moreton Hire Order Form-Bronze Stands](#)
- [Moreton Hire Order Form-Silver Stands](#)

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.

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.

Please ensure that your Customized booth design does not obstruct nor deter delegate traffic

Plans for exhibitor custom-built stands must be sent to Event Manager by May 2, 2025 for approval.

**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.*

MCEC DETAILS

MCEC has created an Exhibitor checklist and timeline to streamline your stand planning, including completing the venue induction PRIOR to arriving onsite

[MCEC Checklist](#)

[MCEC site induction](#)

MCEC Exhibitor resources

The MCEC Exhibitor resources link contains important information about exhibiting at the MCEC.

It is available here

[MCEC Exhibitor resources](#)

Security/insurance

While the organisers will provide the necessary security during the exhibition, neither the organisers, nor the MCEC, 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.

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 MCEC Melbourne 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 MCEC.

Please refer to the following link. [Food and beverage sampling / selling request](#)

Gas cylinders

Exhibitors requiring the use of gas cylinders must submit full details to MCEC at least seven days prior to their event.

exservices@mcec.com.au

Each application will be assessed by the event organiser for approval. If gas cylinders are delivered without prior approval or if the representative of the exhibitor is not present to accept them, they may be refused. LPG cylinders cannot exceed 9kg in size, and there can only be a maximum of two per 3m x 3m stand.

Car Parking

Please visit the [MCEC website](#) for car parking information.

FREIGHT LOGISTICS

MCEC has two loading docks, one for the Convention Centre and one for the Exhibition Centre.

Both loading docks are accessed from Normanby Road.

MCEC Loading Docks:

- Do not allow vehicles to park at any time.
- Have a 30-minute parking limit for drop-off/pick-up of goods during the move-in/move-out period.

To be accepted, all event deliveries must:

- Be delivered by courier or freight forwarder to the loading docks.
- Be received on-site by an exhibitor stand representative.
- We are unable to sign possession of goods on your behalf. Have the correct delivery label attached. If you are an exhibitor or supplier, your event organiser will supply this.

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.



Gel Events is the official supplier for Transport Services and Onsite Services for ASA2025 Melbourne.

[Click Here for Gel Quote Request](#)

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

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

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 the courier driver to your stand.

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.

FOR SAFETY REASONS - ALL 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)

EXHIBITION BUMP IN:

Thursday, June 12, 2025.

Exact times will be allocated to each exhibitor which will be confirmed by the 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.

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, which are to be used at the exhibitors' own risk.

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

EXHIBITION BUMP OUT:

Sunday, June 15, 2025

The exhibition space concludes at 11:30am Exhibition bump out is from 11.45am–9pm. MCEC 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.

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 selected your stand, you will be able to upload information and also assign/make changes to your complementary registrations and purchase any additional registrations.

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

Please visit via the below link:
[2025 Exhibition Portal](#)

Adjacent is an example of the exhibitor portal and a snapshot of how to register for your complimentary registrations.

For detailed instructions, please view the below guidelines

- [Complimentary Registrations](#)
- [Additional Paid Registrations or social functions](#)

List of delegates

Delegate list (in person & virtual/online) including employer, name, state and email (subject to privacy laws and the delegate opt-out option) will be provided to exhibitors.

Kindly ensure that when contacting delegates, involuntary disclosure of information of attendees does not occur and that the communication is in line with the guidelines of anti-spamming protocols. Non-compliance will result in provision of the list for future meetings without email addresses.

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

Additional Partnering Options Exhibitor Handbook 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	
ASA 3.00m x 6.00m (18.00m ²)	0.00	0.00	<input type="checkbox"/> Company Profile <input type="checkbox"/> Booth Signage <input type="checkbox"/> Brochures (0) <input checked="" type="checkbox"/> Logo (Size Dimensions 300pixels x 300pixels) Print Logo Complimentary Registrations	Edit Edit Add/Remove Upload Add/Remove Book
Registration	1045.00	1045.00	<input checked="" type="checkbox"/> Additional Paid Registration Test Test	1 Open
	0.00	0.00	<input type="checkbox"/> Additional Paid Registration	Add

The ASA is committed to Eco friendly events.

- We do this by having an electronic program encouraging exhibitors to use electronic brochures
- Drink fountains instead of water bottles
- Code scanning passport prize instead of printing
- We suggest giving out reusable marketing materials
- We limit our use of printed paper
- No bulk printing of Name tags
- Using reusable artwork items on your stand.