

## EXHIBITOR HANDBOOK

## Venue

International Convention Centre  
Sydney (ICC),  
14 Darling Drive, Sydney, NSW 2000

## Conference Dates

Friday, May 31. 10:30am-7pm  
including Welcome Reception in the  
Gallery Hall 5-7pm  
Saturday, June 1. 9am-5:30pm and  
Gala Dinner 7-11.30pm  
Sunday, June 2. 9am-1:00pm and  
Closing Plenary 1:00-2:00pm

## 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](#) (Stand)

[Gel Logistics](#) Quote Request Form

[ICC's Exhibitor Manual](#)

[Delivery Form to ICC](#)

[Complimentary Registrations](#)

## 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)

## 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

<https://compass.onpeak.com/e/ASA24>

## Car Parking

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

## Important dates:

**Artwork** : 19/04/2024

**Freight deadline**: 1/05/24

**Custom Stand design**:  
6/5/24

**Furniture orders**: 6/05/2024

**Commercials**: 17/05/24

**Exhibitors registrations**:  
17/05/24

## ASA Arena

The ASA Arena will return for  
the 2024 Conference in the  
Gallery area.

This space will be running  
concurrent with the program but  
will not run-in breaks unless it is a  
sponsored break presentation.  
The exhibition space will be open  
to delegates at all times during the  
conference and not just during  
breaks as per previous years.

**No deliveries are accepted at  
ICC prior to Thursday 30 May.  
All items must be collected  
on Sunday 2 June.**

## Exhibition Move In

DATE	TIME	ACCESS
Thurs, May 30	7:00am- 9:00am	Moreton Hire Mark Out
	9:00am- 11:00pm	Custom Builds Move In
	4:00pm- 6:00pm	Exhibitors Move in
Fri, May 31	7:00am- 9:00am	Exhibitors Move in Continue

## Exhibition Move Out

DATE	TIME	ACCESS
Sun June 2	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 bump in and bump  
out days**

**\* Workshop Machines can  
not be moved to allocated  
rooms until FRIDAY**

## GEL Events

**Fiona Campbell**

E: [fionac@gelevents.com.au](mailto:fionac@gelevents.com.au)

P: 1300 013 533

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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 or Customised booths design 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 booths in the centre of the hall should also ensure 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
- 1 x single power point (10amps)

- Shell Exhibitor Manual Link: <https://forms.office.com/r/xNpXEGg95k>
- Space Only Exhibitor Manual Link: <https://forms.office.com/r/7BiD1PV6va>

### 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

## 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 3, 2024**

\*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 6, 2024 for approval.

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 3, 2024

## ICC Exhibitor Services Kit

The ICC Exhibitor Services Kit contains important information about exhibiting at the ICC.

It is available here

<https://iccsydney.com.au/exhibitor-toolkit/>

## Free Wi-Fi Internet provided by ICC

- Coverage extends throughout ICC, 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 ICC website [ICC website](#) for car parking 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 ICC Sydney 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 ICC Sydney. Please refer to the following link. <https://iccsydney.com.au/organisers/culinary/>

## 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 visit the online exhibitor ordering portal [Online Cleaning orders](#)

## Gas cylinders

Exhibitors requiring the use of gas cylinders must submit full details to ICC 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 ICC. 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.



## 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 ICC logistics team.

## List of delegates

Delegate list (in person & remote/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.

## Safety at ICC

ICC Sydney induction requires an invitation for company registration. Once registered as an administrator, you will send out Induction keys (passwords) to workers for completion. Only high-risk workers (plumbers, electricians, riggers, operators, spotters, stand builders) need to complete the induction. Workers during event setup and takedown must wear a safety vest and enclosed shoes. For induction requirements, email details to [inductions@iccsydney.com](mailto:inductions@iccsydney.com)

- Company Name/Trading Name:
- Administrator:
- Email address:
- Contact no:

Please complete this prior to coming onsite.

## Security/insurance

While the organisers will provide the necessary security during the exhibition, neither the organisers,

nor the ICC, 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 ASA2024 Sydney Conference.

Set up: Thursday, May 30, 2024.

**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 on Thursday May 30, 2024 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. 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:

[Online order form](#)

**Freight Forwarding, Forklifts & Storage deadline:**

Monday, April 29, 2024

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 the courier driver to your stand.

## GEL Events

**Fiona Campbell**

E: [fionac@gelevents.com.au](mailto:fionac@gelevents.com.au)

P: 1300 013 533

**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)**

## Exhibitors using alternative logistics providers

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

## Exhibition bump out.

The exhibition concludes at 1:00pm Sunday, June 2, 2024. Exhibition bump out is from 1.30pm–9pm. ICC 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.

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

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

For detailed instructions for how to enter, view the below guides;

[Complimentary Registrations](#)

[Additional Paid Registrations](#)

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

Please visit

<https://sonographers.eventsair.com/ExhibitionPortal/asa2024/2024expoportal>

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 <sup>2</sup> )	0.00	0.00	<input type="checkbox"/> Company Profile <a href="#">Edit</a> <input type="checkbox"/> Booth Signage <a href="#">Edit</a> <input type="checkbox"/> Brochures (0) <a href="#">Add/Remove</a> <input checked="" type="checkbox"/> Logo (Size Dimensions 300pixels x 300pixels) <a href="#">Upload</a> <input type="checkbox"/> Print Logo <a href="#">Add/Remove</a> <input type="checkbox"/> Complimentary Registrations <a href="#">Book</a>

Registration	Amount	Outstanding	Checklist
	1045.00	1045.00	<input checked="" type="checkbox"/> Additional Paid Registration <a href="#">1</a> <a href="#">Open</a> <input type="checkbox"/> Test Test <input type="checkbox"/> Additional Paid Registration <a href="#">Add</a>

## 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.