

ASI Policy and Procedure concerning Technical Product Seminars

Applicability

This policy covers instances where an ASI member requests the ASI to assist them in promotion, administration (including registrations) and provision of event venue for a member company Technical Product Seminar.

The costs for the seminar are borne by the ASI and charged to the member company as a fee for service.

The ASI database is the basis for promotion and individual additional persons can also be added to the mailing list.

The process is similar to the highly regarded and very successful technical case study and training seminars currently run by the ASI.

The ASI will assist in the promotion of member seminars where there is technical merit to its member and non-member engineers and other technical contacts. Technical information can take the form of case studies, software and technical tools, and issues around standards compliance and sustainability are also included in this category.

Process

The ASI allocates several time-slots for technical product seminars during the year. These are inserted into the case study and technical training course programme. There is space for approximately four to six of these slots to be allocated per year.

Allocation occurs through application to the ASI.

A synopsis of the technical merit of the seminar should accompany the application as well as the preferred time slot. The ASI reviews the synopsis in terms of technical benefit to its membership before acceptance. There is no guarantee of attendance numbers but the ASI undertakes to assist with writing the promotional material to appeal to a wide audience.

The ASI will advertise the Technical Product Seminar schedule to all supply chain company members. A combination of application date and technical merit are used to determine priority.

The schedule is then listed on the ASI web site in the Events section.

A copy of the seminar presentation and notes should be provided to the ASI in sufficient time for review before the event.

Fee Structure

A standard fee of \$20,000 is charged for doing a national seminar (all capital cities) or \$5,000 for a one-state seminar. Travel and accommodation for speakers are at the presenting company's cost.

The cost of refreshments after the seminar is borne by the presenting company.

ASI Responsibilities

The ASI will ensure:

1. The process is transparent and open to all ASI member companies on a first come first served basis and based on state or national presentation.
2. Advance notice of the process and availability of time slots for Technical Product Seminars will be communicated to all supply chain member companies at the same time. Generally there will be four presentations per year.
3. The ASI reserves the right to separate similar subject matter on the basis of the needs of our technical membership. This means we would not accept a repeat subject area in a given 6-9 month period.
4. The ASI will screen the synopsis of the presentation for technical merit before accepting the proposal from a member company and all slides will similarly be reviewed by the ASI in the week preceding the presentation to ensure technical and commercial requirements are met.
5. The ASI will liaise with the Presenting Company to determine which sections of the member database will receive an invitation, but cannot supervise the registrations to ensure a competitor does not register or attend.
6. The ASI will partner with the Presenting Company for the event and provide an estimate of likely attendance but cannot be held responsible for a lower roll up.
7. Advice on whether CPD points are available will be provided.

Rules

1. The ASI will not allow denigration of another member's product.
2. The ASI member database will remain under ASI control at all times and attendance data provided to the Presenting Company will be restricted to name and company only.
3. The ASI will not be able to stop competitors attending, but will commit to refrain from sending invitations to competitor member companies as requested by the client.
4. Samples, technical materials and business cards may be handed out. Price lists and other direct commercial materials require prior approval by the ASI.
5. The ASI may or may not directly recommend the product or service as it sees fit.

Practice

- An **ASI Seminar Champion** must be appointed to sign off all aspects of the promotion/seminar and any ASI member communication in keeping with the sensitivities as laid down by the Chief Executive (or his nominee).
- Use of the ASI database is restricted to the agreed section of the market only and this is signed off by the Seminar Champion before circulation.
- The ASI (the Seminar Champion) undertakes to respect all member sensitivities and to check and approve all promotional material and presentations before agreeing to release any information to its members.
- The ASI maintains control of its database in line with the intent of the Privacy Act and will not distribute its member database externally. The ASI may provide feedback on registration or attendance as deemed appropriate.

Non-member Companies

Where the ASI is contacted by a non-member company to circulate information to the ASI database with the aim of reaching appropriate ASI technical contacts, this needs to be assessed by the ASI and be deemed to have considerable technical merit and to benefit steel use in line with the ASI mission. It must also be referred to the Chief Executive and approved along the lines of the abovementioned procedure. Under no circumstances will the non-member's communication be circulated to the ASI database if there is any conflict with the commercial interests of existing members.

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