



Western Washington State Chapter

Chapter Event Presentation Guidelines

- The purpose of presentations at an AFCOM chapter meeting is to educate chapter members in issues related to data center operations.
- Please ensure that all information presented in an educational session is in the Public Domain.
 - These requirements apply to all Chapter Sponsored Activities.
 - Meeting attendees will NOT be asked to agree to or sign a Non-Disclosure or similar agreement to participate in a Chapter Sponsored Event.
 - Participants shall NOT be excluded from a Chapter Sponsored Event based on non-compete or proprietary information that may be included in a presentation.
- **The Chapter Board of Directors or its Authorized Representative shall be the sole authority in determining if a presentation meets the guidelines in this document.**
 - All Presentations and related materials must be reviewed by the Board of Directors or its Authorized Representative prior to the presentation for adherence to these guidelines.
 - The Chapter Director of Events is the Primary Point of Contact for anyone wishing to make a presentation to the Chapter.
 - All presentations will be reviewed for compliance with these guidelines by a subcommittee of the Board.
 - The Presentation Subcommittee shall be composed of the following persons:
 - The Chapter Director of Events, who shall chair the subcommittee.
 - At least one additional member of the Board of Directors as agreed to by the Board.
 - Up to 3 Chapter members appointed to the Subcommittee by the Chapter President and ratified by the Board.
 - Presentations would need to be submitted in electronic form marked "for approval" as indicated in these guidelines.
 - Submissions for a chapter meeting must be submitted to the Director of Events at least 90 days prior to the Chapter meeting or Function that the Presentation is requested to be given at.
 - The Director of Events shall send a copy of each presentation to be considered to the members of the subcommittee,



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- The Subcommittee shall review each presentation and determine if it meets the guidelines herein.
 - Potential presenters would be notified at least 45 days prior to the meeting date to allow for edits to be made to comply with the guidelines.
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- The Board or its representative will make every reasonable effort to identify specific areas not in compliance with these guidelines where a presentation has been declined.
 - The Board or its Representative may decline a proposed presentation without explanation.
 - The Board of Directors reserves the right to modify these guidelines at any time.

Approved - 2-23-06



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AFCOM attendees benefit most from educational sessions when speakers provide supportive materials of their topic. Please adhere to the following requirements and guidelines when creating handout materials:

- Information protected by Copyright or Trademark should be noted at the beginning of the presentation.
- Handout materials should consist of copies of any slides, foils or transparencies you will be using, including any text or detailed outline of your presentation.
- Handout materials must be legible. If a presentation is submitted for inclusion on the Chapter Web Site, the presentation and handout Materials must be in one of the following formats:
 - Microsoft PowerPoint
 - Microsoft Word
 - Adobe PDF.
 - Presentations not meeting these requirements will be refused for posting to the Chapter Web Site.
- Handout Materials must be “Vendor Neutral”. (Not endorsing a specific Vendor or Product Line)
- Chapter Functions and Events are not a “Sales Venue” presentations must be “Vendor Neutral”.
- If a presentation is submitted for “Approval Only”, it should be so marked on the first page of the Presentation in its electronic form.
- If a presentation is not marked for “Approval Only”, it may be posted on the Chapter Website.
- Please "zip" any presentation and supporting materials that are submitted electronically.



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It is critical that educational sessions at AFCOM's conferences or meetings do not endorse a specific vendor or product. Therefore, the following reminders are offered:

- Vendor Sales or comparison materials can only be distributed in the Vendor Display area.
- Your company name and/or logo may appear only on the title page.
- If the speaker is a manager or other user :
 - Your presentation should not discuss specific vendors or products unless they are an integral part of the presentation (as it would be in a case study, a panel, or in describing the environment being referenced).
 - If you do discuss the products you use, it helps to mention other products you are familiar with, as well.
 - If at any time during your session you are specifically asked what products you use, by all means feel free to answer. The intent is not to avoid discussion of the product, but rather to be clear that you are only sharing your experience and that you are neither endorsing nor denouncing any product.

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Vendor Presentation Guidelines:

Chapter Sponsored Events are not a Sales Venue. Vendors making presentations at a Chapter Sponsored Event are expected to keep their presentations “Vendor Neutral” and will adhere to the following guidelines:

- Presentations must be “Vendor Neutral”
- Presentations should not mention specific product lines.
- Not ask participants to identify if they use a vendor’s product during the presentation.
- Will NOT set an expectation that individuals must supply contact information to the Presenter as a condition of attending the event.

Unacceptable Activities:

- Never mention the name of another Vendor in your presentation.
- Never compare your product to another product (You may explain what your product does related to the topic of your presentation).
- A comment like “our product is the best because” is **unacceptable**.
- Never use another Vendor as an example (good or bad).
- Comparisons:
 - Never use specifics like Brand A vs. Brand B.
 - Never say why your product(s) are the best.
 - Comparisons may be stated after the meeting is over at the Vendors designated display only.
- Discussion of product lines before or during the meeting. This includes at lunch and breaks (unless a member or attendee specifically requests this information in the conversation).

Acceptable Activities:

- Giveaways (hats, tee-shirts, corvettes, etc...) are allowed at the designated display area after all presentations have been made.
- Comparisons may be done in the Vendor display areas and only after the meeting has completed.
- Exchanging business cards at any time.
- Introducing yourself and the company you represent



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Vendor Display and Sponsorship Guidelines

Vendors making presentations or sponsoring refreshments at a Chapter Meeting will be provided a display area near the back of, or off to the side of the room.

- Vendors making presentations or sponsoring a chapter event will have the opportunity to display sales and marketing materials.
- Depending on the Event Venue, the location(s) of Refreshment and Vendor Display areas will differ.
- Vendors who are not presenting, or sponsoring refreshments at a particular event, will not be able to display sales or marketing materials at that event.

Unacceptable Activities:

- Never mention the name of another Vendor at the display area during the meeting.
- Never compare your product to another product during the meeting.
- Never use another Vendor as an example (good or bad).
- Comparisons:
 - Never use specifics like Brand A vs. Brand B during the meeting.
 - Comparisons may be stated after the meeting is over at the Vendors designated display only.
- Remember, your competitors may be in the same meeting with you.

Acceptable Activities:

- Giveaways (hats, tee-shirts, corvettes, etc...) are allowed at the designated display area after all presentations have been made.
- Comparisons may be done in the Vendor display areas and only after the meeting has completed.
- Exchanging business cards at any time.
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Vendor Sponsorship of Chapter Events

- Vendors are encouraged to be active participants in the Chapter.
- Vendors are encouraged to sponsor Chapter Events.
- Sponsoring an event does not constitute an endorsement of a particular vendor by the Chapter or its Board of Directors.
- A given Vendor is allowed to sponsor one event in a Calendar Year.
 - Example: If a Vendor sponsors an event in March 2005, they can not sponsor another event until January 2006.
 - Vendors who sponsor Chapter Events may provide Sales and Marketing materials at Vendor Designated Display or Refreshment Table(s).

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