

ACUTA CORPORATE PRESENTATION GUIDELINES

- 1. Application** Slots will be filled from fully completed and paid applications on a first-come, first-served basis.
- 2. Speakers** Corporate presentation speakers are not required to exhibit or sponsor at the event, but one full registration for the primary presenter is included in the fee.
- 3. Fees & A/V** Following are the application fees and audio/visual equipment provisions for presentations:
 - a. Seminars For 2012 Seminars (Winter, Fall) the fee for Corporate Presentations will be **\$1,325** per hour of session time (inc. one full attendee registration), and time will be sold in increments of one hour. ACUTA will at minimum provide a microphone with amplified sound and a projection screen. Additional A/V equipment (LCD projector, VCR, etc.) MAY be available on a complimentary basis for speaker use but is not guaranteed. ACUTA staff should be consulted IN ADVANCE regarding complimentary equipment availability. Speakers will be responsible for paying direct to the appropriate supplier costs for any additional audio-visual equipment and services used during their presentation.
 - b. Conference For the 2012 Annual Conference, the fee for Corporate Presentations will be **\$2,110** per hour of session time (inc. one full attendee registration), and time will be sold in increments of one hour. ACUTA will provide a microphone with amplified sound, an LCD projector and a projection screen. ACUTA staff should be consulted IN ADVANCE regarding equipment availability. Speakers will be responsible for paying direct to the appropriate supplier costs for any additional audio-visual equipment and services used during their presentation.
- 4. Program Listing** Corporate Presentations will be included in promotional materials produced and distributed after the date the presentation is accepted. Depending upon the date the application is submitted, the corporate presentation will be listed in the following (when applicable): advance brochures, website agendas, materials distributed on-site. Applications will not be accepted after the final agendas are printed for use on-site. ACUTA will not do a special mailing nor produce special printed materials if late applications are received.
- 5. Payment** Payment must be received before the presentation will be accepted and listed in any promotional materials. ACUTA accepts payment by check, credit card (MasterCard, Visa, Discover or American Express), ACH, or cash.
- 6. Attendance** ACUTA does not guarantee any minimum number of attendees.
- 7. Presentations** Please consider these guidelines, in order to make your presentation as effective as possible:
 - a. Promotion In order to attract maximum attendance, attendees should receive an advance mailing. Complimentary copies of the mailing list of pre-registered attendees will be provided in hard copy or via email upon request. If the presenter is also an exhibitor, cards may be printed and distributed in the company's booth, notifying attendees of the presentation.
 - b. Content Presentations that are informational in nature and include case studies from higher education will be the most effective. Higher education customers may be asked to participate in the presentation. A pure sales pitch will be the least effective presentation.
 - c. Handouts Presenter is responsible for production, duplication and distribution of handout materials.
- 8. A/V Orders** Ordering and payment for additional audio-visual equipment are the responsibility of the Speaker. The contact information for the authorized A/V supplier will be available from the ACUTA Manager of Professional Development approximately one month prior to the event.
- 9. Cancellation** Cancellation Policy: Cancellations will not be accepted after notification of selection is made and payment is received. In the event of a medical or other emergency preventing the Speaker from attending, the company may substitute another speaker with ACUTA's approval.