

# 2026 ICAA CONFERENCE



## Speaker Promotional Guidelines

The ICAA Conference & Expo speaker agreement states that presenters may not promote a product or service during their sessions on the educational program.

As stated in the ICAA Call for Presentations and Speaker Policy:

The Selection Committee will immediately reject a proposal that promotes a company, product, service or personal business. Complete information must be shared with attendees without having to purchase a product or service.

For the ICAA educational program, types of equipment/services are described but no single piece of equipment/service/platform is promoted as the single source. ICAA does not endorse, either in fact or by association, any product or service.

Presenters who do not respect these guidelines will not be invited to future ICAA Conferences.

| <b>Okay</b><br><b>Permissible within the speaker policy.</b>   | <b>Not okay</b><br><b>Avoid these promotional elements.</b>  |
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| Introducing yourself, experience and company name.   | “Holding back” details and explaining attendees must purchase/hire the company to gain complete information. |
| Listing additional resources, including from your organization.  | Constantly inserting “we have,” “you will receive” from your company throughout presentation.                |
| Final slide with contact information.  | Multiple slides with company information.  |
| Display information about your programs, services, equipment, company at the Expo hall.                            | Place fliers, books, coupons, cards and other promotional materials in the room when presenting.             |
| Answering questions in the hall after the session and at your booth at the Expo.                                   | Offering your book, coupons or other promotional materials for a “correct” answer to presenter question.     |
| How attendees can implement the ideas or techniques in the session without a particular equipment/service/product. | A single product/service from the company is the only or the best way to implement this service.             |
| Discussing types of equipment that are relevant among multiple brands.   | Bring a brand name/company product into the room when presenting.  |