



## Educational Session Speaker Policy

Each proposal is reviewed by the Awards and Personalization Association Education Committee. A proposal should have clearly defined title, learning objectives, and session outline. The Committee will select presentations based on their overall quality, relevance to the industry, and practical application of key concepts.

**Product Promotion:** It is the policy of the Awards and Personalization Association that the role of any speaker is to educate, and not to promote a particular product, product line, supplier or service. The only exception to this rule is in the company-sponsored education session. All speakers must adhere to following rules:

1. It is permissible to mention products, companies and techniques and to include reference to them in handouts or materials. However, speakers need to refrain from endorsing or recommending particular suppliers or products.
2. A speaker is prohibited from setting-up a display to promote his/her product or service in the classroom.
3. No sales person representing a company or product may take an active role in the presentation of a course without the specific written approval of the Education Committee. If a sales person is granted permission to teach, it is understood that no sales promotion will take place in the classroom.
4. No sales transaction may occur within the classroom.

**Anti-Trust Policy:** The Awards and Personalization Association is an association of suppliers and retailers. Most supplier members compete with each other, as do many of their wholesale and retail customer members. As an association of competitors on the three levels of distribution in the recognition and personalization products industry, the Awards and Personalization Association must act cautiously to ensure against violation of federal and state anti-trust laws.

Topics prohibited from discussion during association meetings include those that could be construed as tending to (a) raise, lower, or stabilize prices or fees, including credit terms; (b) regulate production or the availability of products or services; (c) allocate markets or customers; (d) encourage boycotts; or (e) foster uncompetitive practices. Historical price information is the only exception because it is not considered in restraint of trade. **The best rule to follow is to make no mention of prices or profit margins in your educational session.**

*Questions? Contact Sara Dethloff, Education Coordinator*

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